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Silent Moon

FINALTERM EXAMINATION
Fall 2008
ENG301- Business Communication (Session - 3)

Question No: 1 (Marks: 1) - Please choose one

While drafting a letter which thing should we ignore?

► Be Specific.

► Avoid general objectives.

► Be as clear as possible about the kind of opportunity and industry you're looking for.

► **We can talk in a difficult language**

Question No: 2 (Marks: 1) - Please choose one

It means that a message is specific, definite and vivid. If a message lacks these qualities, it will be vague and general. For this purpose, denotative words will be used instead of connotative words.
Match this statement with one of the following principles of communication:

► Clarity
► **Conciseness**
► Consideration
► Concreteness

Question No: 3 (Marks: 1) - Please choose one

If you are citing a work done by three to five authors what will be the proper way to refer them?

- **Kernis, Cornell, Sun, Berry & Harlow, 1993**
- Kernis, Cornell, and Sun, and Berry, & Harlow 1993
- Kernis and Cornell, Sun, Berry, & Harlow, 1993
- Kernis and Cornel, Sun and Berry and Harlow 1993

Question No: 4 (Marks: 1) - Please choose one

The speaker makes a presentation with the help of an outline, note cards, or visual aids in which method of delivery?

Writing

- Memorization
- Reading
- **Extemporaneous**
- Writing

Question No: 5 (Marks: 1) - Please choose one

How many main delivery methods of an oral presentation are used?

- Three
- **Four**
- Two
- Five

Question No: 6 (Marks: 1) - Please choose one

If a study uses language such as naturalistic, field study, case study, context, situational, constructivism, meaning, multiple realities, it has used a ----------.

- Formal perspective
- **Qualitative perspective**
- Informal perspective
- Quantitative perspective

Question No: 7 (Marks: 1) - Please choose one

A thesis ----------is a sentence that clearly and concisely indicates the subject of your paper and the main points you will discuss.

- Question
- **Statement**
- Conclusion
- Quote

Question No: 8 (Marks: 1) - Please choose one

There are---------- major research perspectives.

- **Two**
- Three
- Four
- Five

Question No: 9 (Marks: 1) - Please choose one

Proposal should be written in a :

- **Future tense.**
- Past tense
- Present tense
- Present continuous

Question No: 10 (Marks: 1) - Please choose one

Which is an active process of receiving aural stimulus?

► **Listening**
► Thinking
► Talking
► Silence

Question No: 11 (Marks: 1) - Please choose one

In which negotiation method both parties are dissatisfied?

► **Withdrawal**
► Accommodation
► Competition
► Cooperation

Question No: 12 (Marks: 1) - Please choose one

----------is exerted by someone who can influence and manipulate behaviour.

► Consultative power
► Expertise power
► **Reward power**
► Legitimate power

Question No: 13 (Marks: 1) - Please choose one

----------is a process in which two or more parties try to resolve differences, solve problems and reach agreement.

► **Negotiation**
► Communication

► Consultation
► Discussion

Question No: 14 (Marks: 1) - Please choose one

While communicating, when you are aware not only of the perspective of others but also their feelings, you are applying which principle of communication:

► **Courtesy**
► Concreteness

► Completeness
► Conciseness

Question No: 15 (Marks: 1) - Please choose one

The resume should be relevant, to the point and which quality is missing?

► Too long
► Repetitious
► **Concise**
► Complex

Question No: 16 (Marks: 1) - Please choose one

The purpose of a ---------- is to convey essential information in an organized and useful format.

► business report
► progress report
► informal report.
► **formal report**

Question No: 17 (Marks: 1) - Please choose one

---------- are usually short messages with natural, casual use of language.

► Formal reports
► Short reports
► Progress report
► **Informal reports**

Question No: 18 (Marks: 1) - Please choose one

Which writing style characterizes memos?

► Informal

► **Formal**

► **Impersonal tone**

► Neutral

Question No: 19 (Marks: 1) - Please choose one

Memorandum is used to:

► Inform someone not related to your company.

► **Communicate to someone within your own company.**

► Communicate to other company.

► Communicate to the general public

Question No: 20 (Marks: 1) - Please choose one

Sales letters start with:

► An easy and effective way

► **An attention-getting device**

► Interesting news

► Buffer

Question No: 21 (Marks: 1) - Please choose one

Collection letter are usually written in:

► Line
► **Series**
► Serial
► Steps

Question No: 22 (Marks: 1) - Please choose one

Collection letter should be written with the assumption that most people will:

► **Pay**

► Not pay
► Delay
► Ignore

Question No: 23 (Marks: 1) - Please choose one

A claim is written to----------the company of the problem.

► inform
► **complaint against**
► make claim
► refuse

Question No: 24 (Marks: 1) - Please choose one

Research Proposal is one kind of proposal and other one is:

► Solicited proposal
► Unsolicited proposal
► **Business Proposal**
► Marketing Proposal

Question No: 25 (Marks: 1) - Please choose one

What are the basic divisions of a formal report other than prefatory and supplementary parts?

► Written parts
► **Text parts**

► Oral parts
► Added parts

Question No: 26 (Marks: 1) - Please choose one

---------- type of flow takes place between peers in organizations in order to solve problems.

► **Horizontal**
► Downward
► Upward
► Circular

Question No: 27 (Marks: 1) - Please choose one

In a request letter, which tone should be opted?

► **Courteous**
► Demanding
► Apologetic
► Nervous

Question No: 28 (Marks: 1) - Please choose one

Communication is a process of transmitting and receiving_____ message.

► **Verbal and non verbal**
► Verbal and oral
► Written and oral
► Written and non verbal

Question No: 29 (Marks: 1) - Please choose one

In letter writing, the format in which all essential parts are started from the left hand margin along with open punctuation is known as:

► The semi block
► **Full block**
► Modified block
► Long block

Question No: 30 (Marks: 1) - Please choose one

---------- is the process of drafting your message.

- ► **Composing**
- ► Editing
- ► Revising
- ► Reviewing

Question No: 31 (Marks: 2)

What today's employer doing seek in job applicants?

They seek the communication and the ability of the employees in job applicants. Employers seek the best among the employees who fits for the required job.

Question No: 32 (Marks: 2)

What is case study research?

Case study is a research method which is used for investigation of contemporary phenomenon within its real life context. I.e. where the evidences are much more and the relation between phenomena and context are not clear.

Question No: 33 (Marks: 2)

Briefly describe a claim letter.

Claim letter is written by customer to the company when the customer is not satisfied from the product or there is some problem in the product. So he writes a claim letter which complains against the company about the problem.

Question No: 34 (Marks: 3)

Write format of a functional resume.

Personal Details

Address and Phone no.

Objective

Skills and capabilities

Education

Question No: 35 (Marks: 3)

Which guidelines should be followed while searching for a subject topic of a thesis?

The following guidelines should be followed for searching a subject topic.

Understand the distinction between the subject and a topic that can help you to plan your research paper effectively.
Within a broader research subject decide about the topic that is more focused and worth an investigation.
Consider your subject or topic and answer the questions who, what, when, where, why, and how.
Draw a short and possible list of topics and settle for the one that interests you and is worth investigating.
Explore your own understanding of the topic, as there's always a temptation to select a topic before a thorough ground work, resist the temptation.

Question No: 36 (Marks: 3)

Which points should keep in mind about right attitude for successful collection?

Following points should keep in mind about right attitude for successful collection.
Understanding of Human Nature
Knowledge of collection policies and laws
Using persuasive / positive appeals effectively
Appeal to fairness & justice
Appeal to pride
Appeal to Goodwill
Appeal to sympathy

Question No: 37 (Marks: 5)

Write a note on minutes of formal meetings.

In minutes of formal meeting only motions, resolutions, committee assignments and reports are included. Usually the minutes are signed by the person who took them and sometimes by the presiding officer as well. Minutes are usually duplicated, and copies are sent to each person present at the meeting and to other designated officials.

Question No: 38 (Marks: 5)

Write a note on literature review and methodology in thesis writing.

The literature review discusses all of the research that has been done on the subject. Methodology is a process for making research which describes how data collection will be used. Methodology may be flow charts which summarizes the way in which the various processes involve in the project research.

Question No: 39 (Marks: 10)

While writing and presenting your Thesis or Dissertation, you go through many stages, elaborare briefly.

There are the following stages in thesis writing.
Don't try to eliminate ideas too quickly.
Build on your ideas and see how many different research projects you can identify.
Try and be creative.
Write your ideas they tend to be in a continual state of change.
Good feeling to sit down and scan the many ideas.
You have a much better chance of selecting a topic that will be really of interest to you if it is your topic.
Be realistic about the time that you're willing to commit to your research project.
Create a draft of a timeline.
Put a start and a finish time for each.
Post your timeline in a conspicuous place, so you will see it every time.

Question No: 40 (Marks: 10)

Write a letter granting adjustment to your customer about the new rain coat, which is much better in quality and guarantee, is of one year?

Dear Customer,

Your new rain coat is being shipped today and you will receive it in a few days.

Thank you for returning the old one. You will find that the new rain coat is made of vinyl-coated nylon which is water resist and it will help you in raining. It has a much better quality and its guarantee is of one year.
When you need other related products, please feel free to contact with us. We will be happy to hear from you in future.

Yours sincerely,
Ashfaq hameed,
Sales manager

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