

FINALTERM EXAMINATION

ENG301- Business Communication (Session - 3)

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

Communication is the process by which individuals share:

- ▶ **Coordinate activities, and make decisions**
- ▶ Body movements
- ▶ Techniques
- ▶ Skills

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

An exchange of information within an organization is called:

- ▶ **Internal communication**(page 5)
- ▶ External communication
- ▶ Horizontal communication
- ▶ Vertical communication

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

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

- ▶ Solicited proposal
- ▶ Unsolicited proposal
- ▶ **Business Proposal** (page 145)
- ▶ Marketing Proposal

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

Solicited Sales letters are written:

- ▶ **In response to an inquiry** (page 107)
- ▶ To increase marketing of a product
- ▶ To persuade buyer to buy a product
- ▶ To sell a product or service

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

A standing committee is one that operates permanently:

- ▶ Month after month
- ▶ Week after week
- ▶ **Year after year** (page 116)
- ▶ After six monthss

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

Task force is ----- after solving a specific problem, assigned to them.

- ▶ engaged to other problems
- ▶ **disbanded** (page 116)
- ▶ engaged to routine work
- ▶ sent on leave

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

Written summary of a business meeting is called:

- ▶ **Minutes** (page 117)
- ▶ Motion
- ▶ Circular
- ▶ Agenda

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

The minutes of informal meeting are signed by the person who took them and sometimes by the ----- as well.

- ▶ chairman
- ▶ **presiding officer** (page 118)

- ▶ advisory
- ▶ manager

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

A -----is a cross between interoffice memo and a formal report.

- ▶ memo report (page 125)
- ▶ analytical memo report
- ▶ informational memorandum report
- ▶ feasibility report

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

Personal Nonverbal communication involves kind of nonverbal behavior that is unique to:

- ▶ Four persons
- ▶ One person (page 15)
- ▶ Six persons
- ▶ Three person

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

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

▶ Negotiation (page 185)

- ▶ Communication
- ▶ Consultation
- ▶ Discussion

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

In win-lose strategy, the problems or conflicts are focused and the party is satisfied due to:

▶ Initiator (page 186)

- ▶ Both parties
- ▶ One party
- ▶ Second party

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

How many types of power are in negotiation?

▶ Five (page 188)

- ▶ Seven
- ▶ Six
- ▶ Four

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

----- power is exerted by those who use their authority or any force, emotional or physical, against the interest of the other party.

▶ Coercive (PAGE 188)

- ▶ Expertise
- ▶ Legitimate
- ▶ Consultative

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

In which negotiation method both parties are dissatisfied?

▶ Withdrawal (PAGE 191)

- ▶ Accommodation
- ▶ Competition
- ▶ Cooperation

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

While writing and presenting your Thesis or Dissertation, you go through many stages. First stage is:

- ▶ Preparing the Proposal
- ▶ Writing the Research Paper
- ▶ Making an outline
- ▶ Thinking about It (PAGE 195)

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

: ----- defines the word research as: "Research is conducted to solve problems and expand knowledge. Research is a systematic way of asking questions, a systematic method of enquiry."

▶ Drew (PAGE 197)

▶ Howard and Sharp

▶ A psychologist

▶ A scientist

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

The----- section of a thesis explains the reasons for doing the research, and indicates why the research is important, valuable or significant.

▶ Introduction

▶ Background (PAGE 198)

▶ Conclusion

▶ Central

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

-----is a well established research question that can be in the form of a descriptive statement or a question.

▶ Analysis

▶ Hypothesis (PAGE 203)

▶ Appendices

▶ Criticism

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

: ----- are designed to analyze relationships between two or more variables.

▶ Co relational Studies (PAGE 207)

▶ Causal comparative studies

▶ Descriptive studies

▶ Group studies

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

A person has to follow three steps for an oral presentation which are: 1. Planning your presentation, 2. ----- your presentation, 3. Completing your presentation.

▶ Learning

▶ Speaking

▶ Writing (PAGE 177)

▶ Listening

Question No: 22 (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 (PAGE 215)

▶ 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: 23 (Marks: 1) - Please choose one

Before writing a message, which of the following steps are necessary for effective communication?

▶ Define the purpose of the message.

▶ Analyze your audience – readers or listeners, outline – organize – your message.

▶ Choose the ideas to include, collect all the facts to back up these ideas.

▶ All of the above (PAGE 42)

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

AIDA plan stands for:

▶ Attention, Interest, Desire, Action (PAGE 67)

- ▶ Authority, Interest, Disclose, Accuracy
- ▶ Accuracy, Internal, Diction, Attention
- ▶ Action, Interest, Desire, Authority

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

'Arrived at the conclusion' is ----- expression and 'Concluded' is ----- expression.

▶ Concise, verbose (PAGE 21)

- ▶ Verbose, concrete
- ▶ Concise, simple
- ▶ Verbose, concise

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

Collection letters are usually written in:

- ▶ Line
- ▶ Series
- ▶ Serial

▶ Steps (PAGE 101)

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

How many major delivery methods are used for an oral presentation ?

▶ Three

▶ Four (PAGE 180)

▶ Two

▶ Five

(1) Extemporaneous

(2) Reading

(3) Memorization

(4) Impromptu

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

An attachment notation is included to remind the reader to check for additional pages of information. This is typed single or double space below the reference initials.

Match the above statement with one of the followings:

▶ Enclosure(s) (PAGE 51)

▶ Copy Notation

▶ Postscript

▶ Attention line

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

In claim letter the initial statement should contain:

▶ Good news (PAGE 92)

▶ Bad news

▶ Mixed news

▶ Ambiguous

Question No: 30 (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 (PAGE 160)

Question No: 31 (Marks: 2)

What is case study research?

Question No: 32 (Marks: 2)

Briefly describe a claim letter.

Question No: 33 (Marks: 2)

What is pre-employment test?

Question No: 34 (Marks: 3)

What are lose-win strategies in negotiation?

Question No: 35 (Marks: 3)

What is a good opening in a report?

Question No: 36 (Marks: 3)

What are some of the uses of a memo?

Question No: 37 (Marks: 5)

How can we handle questions in a presentation?

Question No: 38 (Marks: 5)

What are the points to write an adjustment letter?

Question No: 39 (Marks: 10)

What is memorandum? What are the internal purposes of memorandum?

Question No: 40 (Marks: 10)

As a chairman of a commission appointed by the government, write a report on the causes of corruption in the country, make feasible suggestions how to eradicate this evil.