ENG301 Subjective Material

Question No: 21 (Marks: 2)

What is bibliography?

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Question No: 22 (Marks: 2)

What is pre-employment test?

There are three types of job employment tests Psychological test, drug test and job skill test. These tests are used commonly for assessing the ability of the candidate for job competency his skills, ability and attitude towards work.

Question No: 23 (Marks: 2)

Write a note on "abstract" in a thesis paper.

An abstract is the explanation that why this paper is important. It is a summary of main ideas. It also contains implications of the research. The last sentence explains the main theme of the work. A good abstract is concise, readable, and quantitative. The length should be one to two paragraphs or approximately 400 words.

Question No: 24 (Marks: 3)

How do we write long quotations in a thesis paper?

Start the quotation in a new line and almost five spaces should be left from the margin. It should be in free style. Write the quotation in the new line. Keep maintain double spacing throughout the document.

Question No: 25 (Marks: 3)

Write a short note on the supplementary parts of a formal report.

There are three supplementary Parts.

Appendixes: The data in this report is relevant to the report but it is not included in the report because it may be too lengthy or not directly related to

the report. It may include maps, long quotations and difficult formulas.
Bibliography: It is the list of the other books from where references are adopted, and material or other work is done. It may be at the end of the page or at the end of the book
Index: it is a list of names, places and subjects in alphabetical order mentioned in the report.

Question No: 26 (Marks: 3)

Write a note on the question and answer stage during the interview process.

It is the most important part of the interview. In this part interviewer asks questions about your qualification, personal information and main points written in the resume and try to understand about you.

Question No: 27 (Marks: 5)

How far do you agree that cultural differences provide hindrance to a company in this atmosphere of globalization?

Question No: 28 (Marks: 5)

Write a note on five types of work place power.

1. Legitimate power is based on the position, role, authority and control over resources of a person in an organization.
2. Reward power: it is exerted by someone who has control over resources of the organization and influence of the person to the behaviours
3. Expertise power includes the ability, skills and strength over other employees of the organization.
4. Consultation power is exerted by the person who accepts advice from others, seeks information.
5. Coercive power: is used by persons who use force or authority, emotional or physical.

Question No: 29 (Marks: 5)

Which elements influence the length and format of a report?

Preprinted forms should be short normally five or fewer pages and contains routine information. This format may be used on request by the person authorizing the report.
In Letter writing less than five pages should be considered enough especially when communicating outsiders. It may include the normal parts of the letter and also may include the foot notes, tables and headings.

A memo may not more than ten pages. It has headings on the top To, From, Date, and Subject.

Question No: 30 (Marks: 5)

How can visual aids be helpful in an oral presentation?

Visual aids make presentation more effective. It can also help the audience to follow the presentation and make it easy to understand. There are two common types of visual aid that is overhead transparencies and computer slide shows.

Question No: 21 (Marks: 2)
Write a note on beginning of a thesis.
Answer: The thesis statement is usually considered the most important sentence and the main point of your essay/ report or research paper because it outlines the central purpose of your essay.

Question No: 22 (Marks: 2)
Name two types of memo reports.
Answer:
1. Informational Memorandum Reports : Inform summarized information ,Widely in content type of business purpose.
2. Analytical memo Reports: Seek to analyze problem without specific recommendation.

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What is a group interview?
Answer: Group interviews meeting with several candidates simultaneously. Group interviews help recruiters see how candidate interact. This types of interview is useful for judging interpersonal communication.

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Write a note on progress report.
Answer: Progress Reports: Progress reports show, "progress," accomplishments, or activity over time or at a given stage of a major assignment. The organizational plan is usually inductive, including topics similar to these.

1. Introduction
2. Description of accomplishments during the reporting period.
3. Unanticipated problems
4. Plans for the next reporting period.
5. Summary
6. (Periodic report)

Question No: 27 (Marks: 5)
Your attitude is very important in order to understand reader's point of view. Discuss.
Answer: Developing the right attitude "To the customer, you are the company." Your attitude when dealing with customers, clients, and the public reflect on the company you represent. Our attitude will reflect your country and your culture. Each message communicates the essential quality and culture of your company and can either build goodwill of destroy it. Doing an honest job enthusiastically and competently helps both the doer and the receiver. Answering even routine inquiries should and can be a inter easting challenge. Message written to international clients, customers suppliers.

Question No: 28 (Marks: 5)

Write a note on literature review and methodology in thesis writing.
Answer: The rationale behind the literature review consists of an argument with two lines of analysis: 1) this research is needed, and 2) the methodology I have chosen is most appropriate for the question that is being asked. Now, why would you want to wait? Now is the time to get informed and to learn from others who have preceded you! If you wait until you are writing the dissertation it is too late. You've got to do it sometime so you might as well get on with it and do it now. Plus, you will probably want to add to the literature review when you're writing the final dissertation

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Define a formal report. Make a list of different parts of a formal report.
Answer:
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1. Prefatory Parts are:
a) Cover
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3. Supplementary Parts:
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In extemporaneous method of oral presentation how does the presenter conduct his presentation?
Answer:

Extemporaneous
This method of delivery is very carefully planned and practiced. In it, the speaker, makes a presentation with the help of an outline, note cards, or visual aid. It is very popular and effective method of delivering a speech. In this way the speaker can glance at his notes, keep eye contact and speak in a natural, conversational tone. Reading In this method the whole presentation is read aloud. It helps a speaker when the presentation has technical or complex topic. If you choose to read your speech, practice enough so that you can still have eye contact with your audience, otherwise, your speech may become boring. For reading, some speakers use a page style similar to a TV script, leaving a left margin of about one-third of the page. In that wide margin are pronunciation aids or suggestions as to where to look in an audience.

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Question No: 35 (Marks: 3)

Why is it important to analyze your purpose and audience in resume writing?

Analyze your Purpose & Audience
• Study your purpose and your audience to tailor your message for maximum effect.
• Gather relevant information about you and the employer your are targeting.
• Establish a good relationship by highlighting those skills and qualifications that match each
employer.

Reference: Page # 150

Question No: 36 (Marks: 3)

Write a note on the tone of a memorandum.

Question No: 37 (Marks: 5)

Write a note on five types of work place powers.

Five types of workplace power .

• **Legitimate power** bases on a persons position or role in an organization.their authority and
control over resources gives them power hat is acknowledged
• **Expertise power** people with more skill and strength than others have to them;their colleagues
defer to them
• **Reward power** is exerted by someone who has control over resource desire by others.Such as
person can influence and manipulate behaviour
• **Coercive power** is exerted by those who use their authority or any force, emotional or physical,
against the interest of the other party
• **Consultative power** is exerted by someone who seeks information, considers other's advice and
make plans with others
• They operate in any workplace, either singly or in combination. Perception of what power is and
how it should be used varies between people and organizations. Acknowledgement of, and
deference to, power depends on others' perception.

Reference: Page # 188

Question No: 38 (Marks: 5)

Write a note on chronological resume.

The Chronological Resume

In a chronological resume, the work-experience section dominates, immediately after the name and address
and the objective. You develop this section by listing your jobs sequentially in reverse order, beginning with
the most recent position and working backward toward earlier jobs. Under each listing, describe your

responsibility and accomplishments, giving the most space to the most recent positions. If you're just
graduating from college, you can vary this chronological approach by putting your educational qualifications
before your experience, thereby focusing attention on your academic credentials.
The chorological approach is the most common way to organize a resume, and many employers prefer it.
This approach has three key advantages:
(1) Employers are familiar with it & can easily find information
(2) it highlights growth and career progression
(3) it highlights employment continuity and stability
The chronological approach is especially appropriate if you have a strong employment history and
are aiming for a job that builds on your current career path.

Reference: Page # 151 ~ 152

Question No: 31 (Marks: 2)

Describe negotiation briefly.

ANSWER:

Negotiation is a process in which two or more parties try to resolve their conflicts. It is done to reach a mutual agreement. Good negotiation is one in which negotiators collaborate and produce a satisfactory solution for both parties.

Question No: 32 (Marks: 2)

What today's employer do seek in job applicants?

ANSWER:

Having right personality traits for the job is very important now a days. Employer's seek for many qualities in job applicants' in which sense of humor is the foremost because employers think that the person who does not take himself seriously can better cope with stress conditions. Apart from this employers also look for people who are self-motivated, good in communication, intelligent, not afraid of making decision, ready to take risk and who are considerate of others

Question No: 33 (Marks: 2)

Briefly describe a claim letter.

ANSWER:

Claim Letter: When a product or service do not meet the customers' expectations, customers get disappointed and usually write a complaint letter which is called claim letter. The claim letter should be calm and polite rather than hostile or demanding.

Question No: 34 (Marks: 3)

How do we write long quotations in a thesis paper?

ANSWER: Long quotations in a thesis paper should start from a new line indented five to six spaces from left margin.

Question No: 35 (Marks: 3)

Countless aspects of business dealings can be written, but what are the most common causes for claims?

ANSWER: There are a number of reasons why customers write claim letters but most common of them are as follows:

- Delivery of defective or damaged merchandise
- Delivery of incorrect merchandise
- Delivery of unordered merchandise
- Incorrect bill or invoice
- Request for adjustment under warranty or guarantee
- Request for restitution under insurance policy

Question No: 36 (Marks: 3)

What is proposal and its purpose?

ANSWER:

Proposal: The analytical reports which contain bids to perform work under certain conditions or contract are called proposals.

Purpose of Proposal: There are various purposes of proposals some of which are as follows:

Question No: 37 (Marks: 5)

Negotiation is a process in which two or more parties try to resolve differences, solve problems and reach agreement. In the light of this statement evaluate different strategies of negotiation.

ANSWER:

Negotiation is a process in which parties try to resolve any sort of differences and reach a mutual agreement. There are four basic strategies of negotiation:

- **Win-Win Strategy:** It is a form of negotiation in which both parties are satisfied and needs of both parties are met. To get to this negotiation parties need to have good communication and problem solving strategies
- **Win-Lose Strategy:** A form of negotiation strategy in which the party who initiates the conflict wins at the expense of other party. This can be sometimes done by using confusing presentation or style of speech and body movement which causes other party to be in trouble and may lead it to withdraw.
- **Lose-Win Strategy:** A form of negotiation in which initiator is dissatisfied and the other is satisfied.
- **Lose-Lose Strategy:** In win-lose and lose-win strategies since one of the party is dissatisfied so such negotiations result in a deadlock a situation in which neither party is satisfied with negotiation and hence produces a lose-lose scenario in which both parties are rigid enough to collaborate.

Question No: 38 (Marks: 5)

Write format of a letter of transmittal with an example.

Letter of Transmittal

ABC Drinks

Arranged by **Uzair Husnain** …… Subjective Material …. Join Us on
www.vuaskari.com www.universitiesportal.com

Lahore

10th July, 2009

Director

ABC Drinks

Lahore

Dear Sir,

Subject: **Report on falling sales during peak season**

This in response to your letter dated 23rd June, 2009 in which I was asked to formulate a report on falling sales of our products during the peak season. I have thus completed my investigations and reasons and recommendations are enclosed herewith in a detailed report.

I will be grateful if you would comment on this after going through it. If you feel to discuss anything regarding any related issue, I will be there at any time suitable to you.

Yours sincerely

XYZ

Arranged by **Uzair Husnain** …… Subjective Material …. Join Us on
www.vuaskari.com www.universitiesportal.com

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Sales manager

Question No: 39 (Marks: 10)

Talented Programmers

Do you love programming &

Do you crave to solve problems/ puzzles?

Prove it in a challenging interview by your peers and get a chance to work in a congenial environment with handsome remuneration package.

Qualification: BCS four years/ MCS or equivalent qualification with three years experience is required.

[Please apply in confidence before 23.06.2007]

Human Resource Department

Eden Builders (pvt.) Ltd.

Gulberg II Lahore

UAN: 111-111-086

Keeping in mind the above advertisement, prepare a functional resume which could enable you a suitable candidate for the required post.

Arranged by **Uzair Husnain** …… Subjective Material …. Join Us on
www.vuaskari.com www.universitiesportal.com

Question No: 40 (Marks: 10)

What is the typical sequence of an interview? Write down different types of interviews.

ANSWER: Interview: A job interview is a formal meeting of employer and applicant in which both exchange information to learn about each other.

Sequence of Interview: In a typical selection process an applicant has to undergo many interviews before s/he gets the job. The stages of interview through which an applicant may have to undergo are as follows:

- **Screening stage**: Interview at this stage is more structured.
- **Selection stage**: This is the best stage for an applicant to show his interest in job by relating skills to job requirement and organization's needs.
- **Final stage**

Types of Interviews: There are various types of interviews used by organizations according to their needs. Some of them are as follows:

- **Structured Interview:** Such interview is mostly conducted at screening stage. In this type of interview employer controls the interview by asking already prepared questions in an order. It is a poor measure of applicant's personal qualities but it also creates uniformity in hiring process.
- **Open-ended interview:** It is a less formal and unstructured form of interview in which interviewee encourages the applicant to speak more and freely in order to get to know about his personality and professionalism. Some of the applicants reveal too much about their

personal and family problems which is of no interest to employers and which have nothing to do with their skills and qualifications.

- **Stress Interview:** It is the best type of interview which helps interviewee to see how candidate handles himself under pressure. It is the most unnerving type of interview. Stress can be created by unsettling the candidate through criticism, interruption or hostile reactions.
- **Situational Interview:** This interview is specifically about the job. Under this type of interview candidates are given certain job conditions and have to tell how they will handle such a situation.
- **Group Interviews:** In this type of interview interviewees meet several candidates simultaneously. This is the best type of interview to judge the inter-personal skills of a candidate.
- **Video Interview:** Another form of interview done by employers in order to cut down travelling costs. Video conferencing system is used to conduct this interview and candidates have to prepare themselves differently for this interview.

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Write a note on beginning of a thesis.

Answer: The thesis statement is usually considered the most important sentence and the main point of your essay/ report or research paper because it outlines the central purpose of your essay.

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Name two types of memo reports.

Answer:
1. Informational Memorandum Reports : Inform summarized information ,Widely in content type of business purpose.
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Answer:
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Answer
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3. **Unanticipated problems**
4. **Plans for the next reporting period.**
5. **Summary**
6. **(Periodic report)**

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

Answer

The rationale behind the literature review consists of an argument with two lines of analysis:
1) this research is needed,
2) the methodology
I have chosen is most appropriate for the question that is being asked. Now, why would you want to wait? Now is the time to get informed and to learn from others who have preceded you! If you wait until you are writing the dissertation it is too late. You've got to do it sometime so you might as well get on with it and do it now. Plus, you will probably want to add to the literature review when you're writing the final dissertation

Question No: 29 (Marks: 5)

Define a formal report. Make a list of different parts of a formal report.

Answer:
Formal reports
A formal reports manuscript format and impersonal tone convey an impression of professionalism

There are three basic divisions of a formal report:
1. Prefatory Parts are:
a) Cover
b) Title fly
c) Letter of authorization
d) Letter of acceptance
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f) Table of contents
g) List of illustrations
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In ` Extemporaneous method of oral presentation how does the presenter conduct his presentation?

Answer:
Extemporaneous
This method of delivery is very carefully planned and practiced. In it, the speaker, makes a presentation with the help of an outline, note cards, or visual aid. It is very popular and effective method of delivering a speech. In this way the speaker can glance at his notes, keep eye contact and speak in a natural, conversational tone.

Reading in this method the whole presentation is read aloud. It helps a speaker when the presentation has technical or complex topic. If you

choose to read your speech, practice enough so that you can still have eye contact with your audience, otherwise, your speech may become boring. For reading, some speakers use a page style similar to a TV script, leaving a left margin of about one-third of the page. In that wide margin are pronunciation aids or suggestions as to where to look in an audience.

Question No: 21 (Marks: 2)
Describe the use of visuals in a thesis paper.
Answer:
Visual such as table figures included graph, charts, drawing and photograph. Try to keep these visual as simple as possible and clearly label each visual with Arabic numerical and included the title of the visual. The table and title should appear on separate line

Question No: 22 (Marks: 2)
Write the format of a short report.

Answer: Format of short reports:
1) For brief external reports, use the letter format , including such as title or a subject line after that the readers address which should be clearly states the subject of that document.
2) For brief internal reports , you should use the memo.
3) Single space the text.
4) Duble space between paragraphs
5) Present all short informal reports properly
6) Include visual aids to emphasize and clarify the text.(plan)

Question No: 23 (Marks: 2)
What is an appropriate closing to an interview?
Answer:
As we know that like opening the end of the interview is also more important than its duration should indicate.
In last few minutes you are needed to evaluate how well you done your interview. At the end you have to also correct any misconception the interviewer might have.
Concluded gracefully, and also if important discuss the salary.

Question No: 24 (Marks: 3)
What are the purposes of a business report?
Answer:
The main purpose of the business report is to convey important information in an organization. It is also to provide the despite technology advances, organize the facts , ability to collect the data and to compose a readable text remain a highly marketable skills.

Question No: 25 (Marks: 3)
Write a note on different types of job letters.

Answer: Ther are two types of jobs letters.

(1)Solicited
(2)un Solicited

Solicited application
Solicited sales are the letters that you write in response to an inquiry. With these letters, the organization has one central goal: to get responses quickly to someone's request for information, use the direct plan for the solicited letter
Unsolicited application
Unsolicited sales letter are those letters which you write to people who can be persuaded through these letters to buy your product or service. These letters demand superior writing skills

Question No: 26 (Marks: 3)
What points and measures should be taken into account by the researcher during thesis writing under the heading "Focus your research very specifically"?
Answer:
Focus your research very specifically.
In your research do not cover too much area. Usually a broad defined project is not doing able. Now you may think that this will distort what you want to do. This may the case but you will do a project very well when it is narrow. Also do not try to solve all the problems in one research. Do only one project for your dissertation and leave all the others for later.

Question No: 27 (Marks: 5)
What are four stages of AIDA plan? Describe briefly
ANSWER

1. Attention 2. Interest 3. Desire 4. Action
In the attention stage, you convince the reader that you have something interesting or useful for him.

2. Interest
In interest stage you explain how your message is related to your reader.

3. Desire
In the desire stage you provide relevant evidence to prove your claim drawing attention to any enclosures

4. Action
In the action stage you close the message with an action ending that suggests a specific action the reader may take.

Question No: 28 (Marks: 5)
Write a note on minutes of informal meetings.

Answer:
Minutes Of informal Meeting : The written record of proceeding of a meeting is called minutes of informal reports. In the business most of the meeting are informal therefore the minutes is also informal. In this type of minutes usually date, time , place of the meeting is included.In this type of minute the name of presiding officer, a list of of those people which should be present there and usually the time of adjournment is included. In this type of minute the discussion is summarized. Minutes is signed by the person who took them or by the presiding officer.Minute is duplicated ad copies are sent to each person present at the meeting and to other officers.

Question No: 29 (Marks: 5)
What are the points to be considered while doing audience analysis?

Answer.

The following steps are taking for audience analysis:
1) Determine size and composition of audience.
a) First of all estimate that how many people will attend .
b) Also consider that they have some political , professional or other type of affiliation in common.
c) Also analyze that how many men, woman, ages ranges, occupation should be considered
d) Also predict the probable reaction of the audience.
e) Check that why the audience are attending the meeting.
f) See the mood of the audience.
g) Determine the general attitude of the audience.
h) Also you should consider that the audience has any bias that will work against you.
i) Also consider the mood of the audience that they are in position to here you.
j) if possible Anticipate the questions and objections.

–

Question No: 30 (Marks: 5)
A good proposal has a good title and it is the first thing to help the reader understand the nature of your work. Comment.

A good proposal has a good title and it is the first thing to help the reader begin to understand the nature of your work. Use it wisely!
• Work on your title early in the process and revisit it often. It's easy for a reader to identify those proposals where the title has been focused upon by the student.
• Preparing a good title means:
• ...having the most important words appear toward the beginning of your title,

Question No: 21 (Marks: 2)
Write a note on bibliography in thesis.

Bibliography in thesis
All pieces of literature referred to should be listed at the end of the proposal using the referencing style appropriate to the department is called bibliography of thesis.

Question No: 22 (Marks: 2)
How can we hold the attention of the audience?

.To capture attention, connect your topic to your listeners' needs and interests.
• Match the introduction to the tone of your presentation

Question No: 23 (Marks: 2)
How does changing the workplace affect a job?

ANSWER

Employment is more flexible no lifelong employee's temporary worker & consultant – on a project by project basis. If we conduct survey few people intend to hold the save job for 5 yr self-employment is attractive to more fare more worker.
Hiring Practices

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ANSWER

Long quotation Start the quotation on a new line, indented five spaces from the left margin. Type the entire quotation on the new margin, and indent the first line of any subsequent paragraph within the quotation five spaces from the new margin.

Question No: 25 (Marks: 3)
What is the purpose of a business report?

ANSWER

The purpose of a *business* report *is* to convey essential information in an organized, useful format. And despite technological advances, the ability to accumulate data, organize facts, and compose a readable text remains a highly marketable skill.

Question No: 26 (Marks: 3)
"Interwieving for Success" is an important step in the process of interview preparation. Comment.

ANSWER

Preparing for a Job Interview
List six tasks you need to complete to prepare for a successful job interview

1) **Learn About the Organization**
2) **Planning for a Successful Interview**
3) **Think Ahead about Questions**
4) **Bolster Your Confidence**
5) **Polish your interview Style**
6) **Plan to Look Good**

Question No: 27 (Marks: 5)
Behaving in a proper way while writing or communicating with customers is one of the keys to success'. Discuss the principle of courtesy.

Question No: 28 (Marks: 5)
Write a note on literature review and methodology in thesis writing.

Answer
The rationale behind the literature review consists of an argument with two lines of analysis:
1) this research is needed,
2) the methodology
I have chosen is most appropriate for the question that is being asked. Now, why would you want to wait? Now is the time to get informed and to learn from others who have preceded you! If you wait until you are writing the dissertation it is too late. You've got to do it sometime so you

might as well get on with it and do it now. Plus, you will probably want to add to the literature review when you're writing the final dissertation

Question No: 29 (Marks: 5)
Write a note on chronological resume.

In a chronological resume, the work-experience section dominates, immediately after the name and address and the objective. You develop this section by listing your jobs sequentially in reverse order, beginning with the most recent position and working backward toward earlier jobs.

Key advantages
(1) Employers are familiar with it & can easily find information
(2) it highlights growth and career progression
(3) it highlights employment continuity and stability

Question No: 30 (Marks: 5)
What is E Q and its importance for a successful job?

Question No: 21 (Marks: 2)
What is a stress interview?
most unnerving types of interview is the stress interview. Stress interviews help
recruiters see how you handle yourself under pressure. See how well a candidate handles stressful situations.
During a stress interview, you might be asked pointed questions designed to irk or unsettle you.

Question No: 22 (Marks: 2)
Name two types of memo reports.

Two types of Memo Reports
1. Informational Memorandum Reports
2. Analytical memo Reports

Question No: 23 (Marks: 2)
What do you understand by MLA and APA formats?

MLA is widely used and accepted in most academic settings and primarily used in the humanities, particularly in the disciplines of liberal arts, such as language and literature. Academic institutions that primarily educate in the fields of education, English literature, arts, social sciences, business and humanities deem that MLA is the most appropriate writing style for those fields. Additionally, MLA guidelines are widely accepted not only in the United States but in countries within North America and in Brazil, China, India, Japan, Taiwan and other countries worldwide.

APA style requires authors to use the past tense or present perfect tense when using signal phrases to describe earlier research. E.g., Jones (1998) found or Jones (1998) has found...
APA Citation Basics When using APA format, follow the author-date method of in-text citation. This means that the author's last name and the year of publication for the source should appear in the text, E.g., (Jones, 1998), and a complete reference should appear in the reference list at the end of the paper.

Question No: 25 (Marks: 3)
How can you write a good resume?

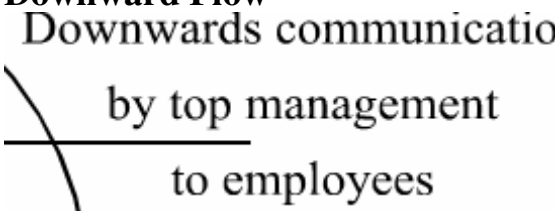
A Good Resume
A good resume is a flexible and can be customized for various situations and employers.
Seven Qualities that Employer Seek
1. think in term of result
2. know how to get things done
3. are well rounded,
4. show signs of progress
5. have personal standards of excellence
6. are flexible and willing to try new things
7. possess strong communication skills.
A good resume is a flexible and can be customized for various situations and employers.

Question No: 26 (Marks: 3)
You should consider the audience's concerns while giving an oral presentation.Discuss.

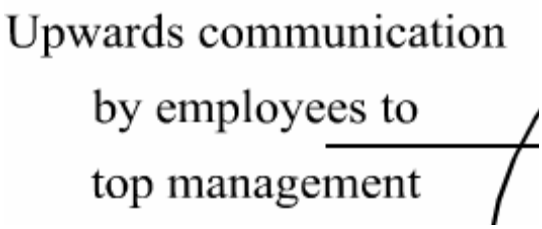
Predict the audience's probable reaction
1. Analyze why audience members are attending the presentations
2. Determine the audience's general attitude toward the topic: interested, moderately interested, unconcerned, open-minded, or hostile.
4. Analyze the mood that people will be in when you speak to them.
3. Find out what kind of backup information will most impress the audience: technical data, historical information, financial data, demonstrations, samples, and so on.
4. Consider whether the audience has any biases that might work against you.
5. Anticipate possible objections or questions.
Gauge the audience understands.
C. Gauge the audience's level of understanding.

Question No: 27 (Marks: 5)
How far do you agree that internal communication is important for proper running of an organization?

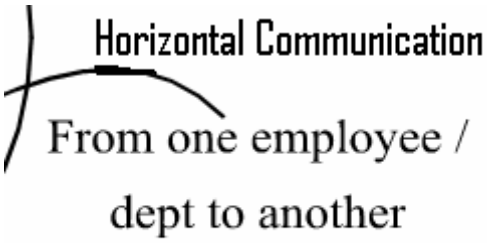
internal communication
An exchange of information within an organization is called internal communication. It takes place at different levels -- downwards, upwards and horizontal

Downward Flow


Upward Flow



Horizontal Flow



Horizontal flow takes place between peers in organizations in order to solve problems, perform job duties, prepare for meetings, and cooperate on important projects.

For internal communication,
• memos, reports, bulletins, job descriptions,
• posters, notes, employee manuals,
• electronic bulletin boards, even internal faxes.

Question No: 29 (Marks: 5)
Write a note on narrative minutes.

narrative minutes
Minutes tell more of the 'story of what happened and who said what at a meeting is called narrative minutes. The main points of the background and discussion leading to a decision are recorded, and so anyone reading such minutes will gain a much fuller picture of a committee's work and views. Narrative minutes are recorded in reported speech. This simply involves referring to committee members in the third person – either by their office – 'The chairman said..' or by name, 'Mr Naeem asked whether ….' When decisions are reached by a vote, expressions such as, 'it was generally agreed that….' 'It was therefore decided that….' Are used to introduce the details of the decision. Further, to keep the record objective and neutral, the passive

is often used: 'The secretary was *asked* to write to the Council to…..'.(Care regarding narration

Question No: 30 (Marks: 5)

Write a note on five types of work place power.

• Legitimate power bases on a persons position or role in an organization.their authority and control over resources gives them power hat is acknowledged

• Expertise power people with more skill and strength than others have to them; their colleagues defer to them

• Reward power is exerted by someone who has control over resource desire by others.Such as person can influence and manipulate behaviour

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

• Consultative power is exerted by someone who seeks information, considers other's advice and makes plans with others

Question No: 22 (Marks: 2)

Write a brief note on Quasi-Experimental Research.

A quasi-experimental design is one that follows the general procedures of experimental research, without the use of control group or without random assignment, since random assignment or the use of control groups is often not feasible in educational settings.

Question No: 23 (Marks: 2)

What is a subject line?

It helps the reader to know at a glance what the letter is about. The subject line may include or omit the word subject. It is placed below the salutations. It may be started from left hand margin or indented. The

typing may be capitals or lowercase and underlined or all capitals.

Question No: 24 (Marks: 3)

Write a note on thinking stage in a research.

The "thinking about it stage" is when you are finally faced with the reality of completing your degree. Usually the early phases of a graduate program proceed in clear and very structured ways. The beginning phases of a graduate program proceed in much the same manner as an undergraduate degree program.

Thinking about it
Be inclusive with your thinking.
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.

Question No: 25 (Marks: 3)

What is the purpose of a business report?

The purpose of a *business* report *is* to convey essential information in an organized, useful format. And despite technological advances, the ability to accumulate data, organize facts, and compose a readable text remains a highly marketable skill.

Question No: 27 (Marks: 5)

For an effective business message beginning and ending should be impressive'. Do you agree with this statement?

Question No: 29 (Marks: 5)

What are the points to be considered while doing audience analysis?

Audience Analysis
A. Determine audience size and composition

1. Estimate how many people will attend.
2. Consider whether they have some political, religious, professional, or other affiliation in common.
3. Analyze the mix of men and women, age ranges, socioeconomic and ethnic groups, occupations, and geographic regions represented.
Predict the audience probable reation.

B. Predict the audience's probable reaction

1. Analyze why audience members are attending the presentations
2. Determine the audience's general attitude toward the topic: interested, moderately interested, unconcerned, open-minded, or hostile.
4. Analyze the mood that people will be in when you speak to them.
3. Find out what kind of backup information will most impress the audience: technical data, historical information, financial data, demonstrations, samples, and so on.
4. Consider whether the audience has any biases that might work against you.
5. Anticipate possible objections or questions.
Gauge the audience's understanding.

C. Gauge the audience's level of understanding.

1. Analyze whether everybody has the same background and experience.
2. Determine what the audience already knows about the subject
3. Decide what background information the audience will need to better understand the subject.
4. Consider whether the audience is familiar with your vocabulary.

5. Analyze what the audience expects from you.
6. Think about the mix of general concepts and specific details you will need to present.

Question No: 30 (Marks: 5)

What points should we keep in mind while writing resumes and application letters?

A resume is a structured, written summary of a **person's education, employment background, and job qualifications. Resume is a form of advertising. It is intended to stimulate an employer's** interest in your
.
Analyze your purpose and audience
Investigate pertinent information
Information about personal endeavors:

TWO TYPES OF APPLICATION LETTER

1 SOLICITED AND
2 UN SOLICITED

Question No: 21 (Marks: 2)
What is bibliography?

It is the list of the other books from where references are adopted, and material or other work is done. It may be at the end of the page or at the end of the book.

Question No: 22 (Marks: 2)
What is pre-employment test?

**There are three types of job employment tests Psychological test, drug test
and job skill test. These tests are used commonly for assessing the ability
of the candidate for job competency his skills, ability and attitude towards
work.**

Question No: 23 (Marks: 2)
Write a note on "abstract" in a thesis paper.

An abstract is the explanation that why this paper is important. It is a summary of main ideas. It also contains implications of the research. The last sentence explains the main theme of the work. A good abstract is concise, readable, and quantitative. The length should be one to two paragraphs or approximately 400 words.

Question No: 24 (Marks: 3)
How do we write long quotations in a thesis paper?

**Start the quotation in a new line and almost five spaces should be left from
the margin. It should be in free style. Write the quotation in the new line.
Keep maintain double spacing throughout the document.**

Question No: 25 (Marks: 3)
Write a short note on the supplementary parts of a formal report.

**There are three supplementary Parts.
Appendixes: The data in this report is relevant to the report but it is not included in the report because it may be too lengthy or not directly related
to the report. It may include maps, long quotations and difficult formulas.
Bibliography: It is the list of the other books from where references are adopted, and material or other work is done. It may be at the end of the page or at the end of the book
Index: it is a list of names, places and subjects in alphabetical order**

mentioned in the report.

Question No: 26 (Marks: 3)
Write a note on the question and answer stage during the interview process.

It is the most important part of the interview. In this part interviewer asks questions about your qualification, personal information and main points written in the resume and try to understand about you.

Question No: 27 (Marks: 5)

How far do you agree that cultural differences provide hindrance to a company in this atmosphere of globalization?

While communicating, the message sender and the receiver are both affected by external and internal stimuli. Communicating with business people in a foreign country you must realize that overall national and individual cultural differences within the culture further affect these stimuli.

Question No: 28 (Marks: 5)
Write a note on five types of work place power.

1. **Legitimate power is based on the position, role, authority and control over resources of a person in an organization.**
2. **Reward power: it is exerted by someone who has control over resources of the organization and influence of the person to the behaviours**
3. **Expertise power includes the ability, skills and strength over other employees of the organization.**
4. **Consultation power is exerted by the person who accepts advice from others, seeks information.**
5. **Coercive power: is used by persons who use force or authority, emotional or physical.**

Question No: 29 (Marks: 5)
Which elements influence the length and format of a report?

**Preprinted forms should be short normally five or fewer pages and contains
routine information. This format may be used on request by the person authorizing the report.
In Letter writing less than five pages should be considered enough especially
when communicating outsiders. It may include the normal parts of the letter
and also may include the foot notes, tables and headings.
A memo may not more than ten pages. It has headings on the top To, From,
Date, and Subject.**

Question No: 30 (Marks: 5)
How can visual aids be helpful in an oral presentation?

**Visual aids make presentation more effective. It can also help the audience
to follow the presentation and make it easy to understand. There are two
common types of visual aid that is overhead transparencies and computer
slide shows.**

Question No: 21 (Marks: 2)
What are win-lose strategies in negotiation?

**Win-lose strategies
• result in the party who initiates the conflict being satisfied and the other
dissatisfied. This strategy focuses on the initiator's problem to the exclusion of the other's.
• The initiator wins.
• Many people who adopt this strategy use a confusing presentation or a**

dominating style of speech and body movement. This invites the other side to be just as difficult, or to withdraw from conflict

Question No: 22 (Marks: 2)
What today's employer do seek in job applicants?

Employer Seek Who
Can adopt to new situation
Are unafraid to change
Continue to learn on the job
Are sensitive to cultural difference

Question No: 23 (Marks: 2)
Which things are included in personal data while writing a resume?

Name and address
Name: an employer needs to know
who you are
where you can be reached: phone number/ e-email address contact information at school and at
home both. cell phone.

Question No: 24 (Marks: 3)
How do we write long quotations in a thesis paper?

Long Quotations
Place direct quotations longer than 40 words in a free-standing block of typewritten lines, and omit quotation marks. Start the quotation on a new line, indented five spaces from the left margin. Type the entire quotation on the new margin, and indent the first line of any subsequent paragraph within the quotation
five spaces from the new margin. Maintain double-spacing throughout. The
parenthetical citation should come after closing punctuation mark

Question No: 25 (Marks: 3)
Write an example of minutes of the meeting from your course.

Presiding: Naeem Ahmad, President

Present: Ahmad Ali Muhammad Aleem
Sara Zaman Yousif Habib
Absent: Munir Ahmad Muhammad Asif
Tariq Nazir
After calling the meeting to order at 3:15 pm. The president asked the treasurer for a brief report....

The president asked Sara Zaman, chairperson of the investment committee,
for the committee
recommendation….
The president asked Ahmad Ali of Lauder, Bennet, and Laser, the club's
broker, to comment….
Mr Habib announced that the club's annual picnic is schedule for Saturday,
Sept 14, at Al-Hamra Hall in
Lahore……
The meeting was adjourned at 5:30 pm
Respectfully submitted,
Hassan
Secretary

Question No: 26 (Marks: 3)
What are "Reading and Memorization" methods of delivering a presentation?
Reading
In this method the whole presentation is read aloud. It helps a speaker when
the presentation has technical or complex topic. If you choose to read your speech, practice enough so that you can still have eye contact with your audience, otherwise, your speech may become boring. For reading, some speakers use a page style similar to a TV script, leaving a left margin of about one-third of the page. In that wide margin are pronunciation aids or suggestions as to where to look in an audience.

Memorization

**Few speakers today memorize complete speeches. However, it can be useful
for short speeches. In case of a long speech, often the first few words of a statement can be memorized. This technique may sound like a robot. Besides, forgetting a single line may cause disaster**

Question No: 27 (Marks: 5)
**Do you think that 'Paralanguage' and 'Physical characteristics' can convey
non-verbal message more effectively? Comment on this statement.**

**Yes I agree with this statement. Nonverbal communication consists of that part of a message that is not encoded in words. The nonverbal part of the message tends to be less conscious and often reveals the sender's feelings and preferences more spontaneously and honestly than the verbal part. If the verbal message does not match the nonverbal communication, people tend to believe the nonverbal message .it includes
Physical characteristics such as body shape, general attractiveness, body and breathe odors, weight, hair and skin color are important parts of nonverbal communication. Paralanguage is that part of language associated
with but not involving the word system. It consists of the voice qualities and
vocalizations that affect how something is said rather than what is said. Voice qualities include:**

Question No: 28 (Marks: 5)
**Write a note on the followings:
A-Structured interview
B-Open ended interview
A-Structured interview**

**structural interview is controlled by the interviewer to gather facts. Here
the employer controls the interview by asking a series of prepared questions in a set order. Working form a checklist, the interviewer asks**

candidates each question, staying within an allotted time period. All answers are noted. Although useful in
gathering facts, the structured interview is generally regarded as a poor measure of an applicant's personal qualities. Some companies use structured interviews to create uniformity in their hiring process.

B-Open ended interview
Opening-ended interview is less formal and unstructured. In an open-ended
interview, the recruiter encourages the candidate to speak freely. The interviewer poses broad,

open-ended question and
encourages the applicant to talk freely. Good for bringing out an applicant's
personality and is used to test professional judgment. However, some candidates reveal too much, rambling on about personal or family problems
that have nothing to do with their qualifications for employment, their ability to get along with co-workers, or any personal interests that could benefit their performance on the job. So be careful. To strike a delicate balance between being friendly and remembering that you're in a business

situation.

Question No: 29 (Marks: 5)
What are common errors to avoid in a letter report?

Seven Errors in Logic
For your report to be effective, it must be logical. If you learn how to think
logically, you'll also write more
logically. Here are some common errors to avoid.

1. Lack of objectivity. Seeing only the facts that support your views and ignoring any contradictory information:
"Although half the survey population expressed dissatisfaction with our

current product, a sizable portion finds it satisfactory." (You may be tempted to ignore the dissatisfied half instead of investigating the reasons for their dissatisfaction.)(hasty generalizations ,hidden assumptions, either or scenarios)

2. Hasty generalization. Forming judgments on the basis of insufficient evidence or special cases:
"Marketing strategy Z increased sales 15 percent in Lahore supermarkets.
Let's try it in Karachi."
(Lahore and Karachi are probably vastly different markets).

3. Hidden assumptions. Hiding a questionable major premise:
"We are marketing product X in Print media because we marketed product Y
in Print media."
(Who says product X and product Y should be marketed the same way?)

4. Either or scenarios. Setting up two alternatives and not allowing for others: "We must open a new plant by spring, or we will go bankrupt."
(Surely there are other ways to avoid bankruptcy).false causal relationship,begged questions))

5. False causal relationships. Assuming that event A caused event B merely
because A preceded B: "Sales increased 20 percent as soon as we hired the new sales director."
(Something besides the new sales director might have been responsible for increased sales).

6. Begged questions. Assuming as proven what you are seeking to prove:
"We need a standard procedure so that we will have standard results.'
(But
why is standardization

Question No: 21 (Marks: 2)

Write a note on negotiation in an interview process.

Careful and thoughtful planning is essential before you negotiate.No matter where you went to school, no matter what your GPA is, no matter how much experience you have, no matter who you know--if you aren't able to interview successfully, you won't get the job. What stands between you and that great career move is often an interviewer's toughest questions. Handle these tricky interview questions and you'll level the interview playing fields and have a better chance of getting the job.

Question No: 22 (Marks: 2)

Write a brief note on Quasi-Experimental Research.

Quasi-Experimental Research

A quasi-experimental design is one that follows the general procedures of experimental research,without the use of control group or without random

assignment, since random assignment or the use of control groups is often not feasible in educational settings.

Question No: 23 (Marks: 2)

What do AGM and BATNA stand for?

BATNA stands for the 'best alternative to a negotiated agreement.'

AGM stands for Annual General Meeting

Question No: 24 (Marks: 3)

Write a note on body language, voice quality and visual aids during the presentation.

Body Language:
Stand rather than sit when you are delivering your presentation and try to be aware of any repetitive hand gestures or awkward mannerisms that might irritate your audience.

Voice Quality:
You must be clearly audible at all times - don't let your voice drop at the end of sentences. If you vary your intonation, your voice will be more interesting to listen to and you will be able to make your points more effectively.

Visual aids:
You your visual aids confidently, making sure you allow your audience time to absorb information from flipcharts and transparencies.

Question No: 25 (Marks: 3)

Write a note on thinking stage in a research.

Be inclusive with your thinking.

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 down your ideas.

This will allow you to revisit an idea later on.

Or, you can modify and change an idea.

write your ideas they tend to be in a continual state of change

Good feeling to sit down and scan the many ideas

Try not to be overly influenced at this time by what you feel others expect from you (your

colleagues, your profession, your academic department, etc.).

*** You have a much better chance of selecting a topic that will be really of**
interest to you if it is your topic. .

Don't begin your thinking by assuming that your research will draw international attention to you!!

Instead, be realistic in setting your goal.

*** Make sure your expectations are tempered by:**

*** The realization that you are fulfilling an academic requirement,**

Be realistic about the time that you're willing to commit to your research project. If it's a 10 year project that you're thinking about admit it

*** Create a draft of a timeline. the next item)**

*** put a start and a finish time for each.**

*** Post your timeline in a conspicuous place (above your computer monitor?) so**
that it continually

reminds you how you're doing.

*** Periodically update your timeline with new dates as needed.**

*** If you're going to ask for a leave of absence from your job while you're
working on your research this isn't a good time to do it. Chances are you can do the "thinking about it" stage without a leave of absence.**

Question No: 26 (Marks: 3)

What are the qualities of a good market report?

Qualities Of A Good Market Report

**A person writing a Market Report should have a comprehensive knowledge of
the matter that has**

to be reported. He must always keep in mind the following points.

1. Normally a Market Report is not personal. It should be written using third person and the past

tense.

2. It should be easy so that general readers can understand the technical terms used in the report.

3. There should be a good analysis of changes of prices and demand and supply relationship.

4. Words should be used economically. Unnecessary details must be avoided.

It should not be so

short that misses the essential information.

**5. Market Report should be based upon the facts. Events should be written
in the minute details. Any writer of Market Report should be unbiased while
concluding his report.**

Question No: 27 (Marks: 5)

Write a note on minutes of formal meetings.

Ans:

**Minutes of meetings that follow parliamentary procedure are somewhat different in form from the informal minutes illustrated here. Formal minutes do not include discussions. Only motions, resolutions, committee
assignments and reports, and other specific accomplishments are included.
Topical headings are used for easy reference and how the recorder has briefly summarized a speaker's remarks. Note, too, that motions should be
worded specifically followed by the name of the person who made the motion
and the name of the seconded.**

**Resolutions to express sympathy, appreciation, congratulations, and the like
are often passed at formal meetings.**

The paragraphs giving the reasons for the resolution are introduced by the

**word WHEREAS (followed by a comma) and that the paragraphs stating the
action to be taken are introduced by the word RESOLVED (also followed by
a comma).**

**Time & Place: The regular monthly meeting of the Historical-Commercial
Club of Lahore was called to order by the president, Naeem Ahmad, on Friday, February 8, 2006, at 2 pm in the Jinnah room of the Plaza Hotel**

Question No: 28 (Marks: 5)

**What are the advantages of 'electronic media' in the new business world
and how does it help in effective communication?**

Ans:

Advantage of electronic Media

**Communicating is a key requirement for any successful business and everyone trying to develop a striving career. But communication is not as
simple as speaking a few words. In business, you need to consider carefully
how to communicate to your target audience.**

**electronic media such as email into this category. The key advantage of written communication is that you have a written record of what was communicated, when and to whom. It does not leave any doubt about what
was agreed and therefore forms the basis of organizational communication.**

**Electronic media (or storage devices) are of different types based on technique used for storing information. e.g. Flash
memory based, Optical Storage (DVD, CD) or more traditional magnetic**

storage devices (floppy discs/storage tapes/hard disks)

There is many ways of electronic communication but email offers speed, low cost, increased access to other employees, portability, and convenience (not just overcoming time-zone problems but carrying a message to many receivers in one time). It's best for communicating brief, noncomplex information that is time sensitive, but its
effectiveness depends on user skill. Because the turnaround time can be quite fast, email tends to be more conversational than traditional paper-based media.

Question No: 30 (Marks: 5)

Describe the various personal styles in negotiation.

Ans:

Personal Styles in Negotiation

*** Whenever people come together to negotiate, they bring their own personal styles, and these affect**

the way they communicate and handle the conflict.

*** Self-denying;**

*** people difficult to negotiate, are introverted and reticent with information(feedback),hide their their feelings**

*** Self-protecting:**

*** People use divisionary tactics,discussing other people or side tracking to**
other issues hide their true

feelings

*** Self-exposing:,**

*** People wish to be centre of attention, demand this attention by speaking**
loudly,speak over other

use attention-seeking body movement or by ignoring feedback and other's
view

*** Self-bargaining:**

*** People show feeling if you show yours.wait until you lead them in negotiation open up when others initiate the process**

*** Self-actualizing:**

*** People ideal negotiators , want information and feedback from others, present information constructively to aid the negotiation process, achieve goal without conflict(berriers)**

Write a note on three stages of interview process
• Screening stage
• Selection stage
• Final stage

• Screening stage
Interviews at the screening stage are fairly structured, so applicants are often asked roughly the same questions. Technology has transformed the initial, get-to-know-you interview, allowing employers to screen candidates by phone, video interview, or computer. During the screening stage of interviews, try to differentiate yourself from other candidates
Selection stage

During this selection stage on interviews is to show interest in the job, related your skills and experience to the organization's needs, listen attentively, ask insightful question, and display enthusiasms.

• Final stage

During the final stage, the interview may try to sell your on working for the firm.

What are win- win strategies in negotiation?

• Both parties are satisfied with the settlement negotiated.
• aims to meet the needs of both parties,
• Not to win position or gain victories at one party's expense.
•
• Result is hard to achieve.
• Good verbal and nonverbal communication and careful listening all help to achieve it.
• succeeds only if both parties concentrate on problem solving strategies and on communicating well.
• bargaining on the interests of both parties.
• Each party is then more likely to be committed to the outcome.
• Even as you reach a win-win conclusion that suits both parties, circumstances can change. After successfully negotiating a difficult or important issue, take the time to follow up to check that the other party also considers that the result is win-win.

Question No: 31 (Marks: 2)

What is a resume?

A resume is a prearranged, written summary of a person's education, employment background, and job experience. Resume is a form of advertising. It proposed to inspire an employer's interest in your

Question No: 37 (Marks: 5)

Negotiation is a process in which two or more parties try to resolve differences, solve problems and reach agreement. In the light of this statement evaluate different strategies of negotiation.

ANSWER:

Negotiation is a process in which parties try to resolve any sort of differences and reach a mutual agreement. There are four basic strategies of negotiation:

- **Win-Win Strategy:** It is a form of negotiation in which both parties are satisfied and needs of both parties are met. To get to this negotiation parties need to have good communication and problem solving strategies
- **Win-Lose Strategy:** A form of negotiation strategy in which the party who initiates the conflict wins at the expense of other party. This can be sometimes done by using confusing presentation or style of speech and body movement which causes other party to be in trouble and may lead it to withdraw.
- **Lose-Win Strategy:** A form of negotiation in which initiator is dissatisfied and the other is satisfied.
- **Lose-Lose Strategy:** In win-lose and lose-win strategies since one of the party is dissatisfied so such negotiations result in a deadlock a situation in which neither party is satisfied with negotiation and hence produces a lose-lose scenario in which both parties are rigid enough to collaborate.

Question No: 28 (Marks: 5)

How does thinking speed affect our listening oral communication?

Question No: 37 (Marks: 5)

Point out the faults in listening.

Prejudice: All of us have our own opinions and views. When we listen to a speaker who is contrary to our ideas, we cannot maintain attention. As a result we do not listen to whatever he says. We should give a chance to the speaker to finish his message. Later, we can agree or disagree.

- **Distraction:** Not only the verbal messages but also the nonverbal cues of the speaker affect our listening. The negative factors are noisy fans, poor light, disturbing background music, bang of a horn, extreme climate. Among the speaker's nonverbal indication are his clothes, his voice quality, his wearing of a certain perfume, reek of sweat, excessive gestures, etc.

- **Semantic Barrier:** Meaning of words also create problem in listening, as meaning of words vary from person to person influenced by feelings, attitudes and favoritism. Sometimes the ways a speaker complete a word irritate us.

Question No: 31 (Marks: 2)

What is a resume?

A resume is a prearranged, written summary of a person's education, employment background, and job experience. Resume is a form of advertising. It proposed to inspire an employer's interest in your.

Question No: 32 (Marks: 2)

What appeals are generally used in a collection letter?

Collection letters are usually sent in a series. The first is mildest and most understanding, with the letters getting gradually more insistent. The final letter in this series, when all efforts have failed, threatens to turn the matter over to a lawyer or collection agency or court of law. Following are the steps for appeals in these letters:

1. The monthly statement reminds the customer of outstanding bills. If it is ignored, it should be followed by a second statement. The second statement should contain a notice stating "Past Due" or "Please Remit".

2. If the objective statement and reminder fail to get results, the collection process must gradually become more emotional and personal. The second collection message, however, should still be friendly. But at this stage, too, stress on future sales, rather than on payment.

3. The next collection message is an appeal to the credit customer to pay. This is a stern letter, but calmly written. Typical appeals are to the customer's pride or sense of fair play.

4. Finally, payment must be demanded. The threat of legal action or the intervention of a collection agency is sometimes all that will induce a customer to pay.

Question No: 33 (Marks: 2)

Write a brief note on Quasi-Experimental Research.

A Quasi-Experimental Research design is one that follows the general procedures of experimental research, without the use of control group or without random assignment, since random assignment or the use of control groups is often not feasible in educational settings.

Question No: 34 (Marks: 3)

How would you make a presentation on a cell-phone?

Question No: 35 (Marks: 3)

What are the purposes of a business report?

Following are the purposes:

- To monitor and control operations
- To apply policies and procedures
- To fulfill with regulatory requirements
- To obtain new business or findings
- To guide decisions

Question No: 36 (Marks: 3)

What is a good opening in a report?

A good opening accomplishes at least three things:

1. Introduces the subject of the report
2. Point out why the subject is important

3. Previews the main ideas and the order in which they will be covered.

Question No: 37 (Marks: 5)

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Question No: 38 (Marks: 5)

In AIDA plan,write a note on attracting the attention and creating interest.

Question No: 39 (Marks: 10)

Describe various reports present in your course.

Report: A report is an impartial, objective, planned presentation of facts to one or more persons for a specific business purpose. Following are some types of reports:

Memo Reports: A memo report is a cross between interoffice memo and a formal report Memo reports can be used to:

- Answer a request for information
- Report progress
- Make recommendations
- State facts
- Communicates ideas
- Send statistical data
- Explain trend within an organization

Informational Memorandum Reports: The central purpose of informational reports is to inform and to summarize information, similar to the speech to inform. Obviously, these reports vary widely in content, depending on type of business, purpose, topics discussed, and readers' needs. Information Memo reports will be

- Inform
- To summarize some information requested
- Organize information objectively
- Make recommendation

Conference Reports: Topics for conference reports range from summaries of personal sales called conferences to write-ups of meetings attended by hundreds of persons. For example, a credit or collection manager or account executive may make similar reports after conferences with clients. The text of such reports is usually organized by topics discussed or presented simply in a chronological order.

Periodic Reports: They are routine reports prepared at regular time interval-daily, weekly, monthly quarterly or annually. Examples of such reports are:

- Sales Reports
- Financial Reports

They report are prepared on pre-printed form.

Analytical Memorandum Reports: This analytical memorandum report, seeks to analyze a situation or problem; it may end with or without a specific recommendation. Such reports:

- On the causes of decline in Sales Volume
- On the evaluation of a person before recruitment
- On individual being considered for promotion
- On the analysis of a particular book

Question No: 40 (Marks: 10)

What is an oral communication? What points would you keep in mind to improve your oral communication?

Oral Communication: Oral communication describes any type of interaction that makes use of spoken words, and it is a vital, integral part of the modern business world. "The ability to communicate effectively through speaking as well as in writing is highly valued, and demanded, in business. Following are some of points to improve our oral communication.

Key points to improve Oral Communication:

Intro Phrases: We should use introductory phrases for catching people's attention. This will also adjust the listeners to hearing to our speed and pronunciation and tone of voice. For example: From my point of view this idea is wrong, let me tell you that and apparently etc.

Memorize: We you memorize key words, because we have no time for look for that when needed, also knowing the only meaning of word is not enough. We should also know how to use it.

Gesture: Listeners will take non-verbal signs as part of your personality and will not pay conscious attention to your gestures. Magnify facial gestures, since they will help to get your message across in case verbal language fails and people don't follow your words.

Topic Change: Magnify facial gestures, since they will help to get your message across in case verbal language fails and people don't follow your words. For example: By the way we can now talk about, could we now deal with? and changing subject I want to etc.

Interrupting: Interrupting is difficult in a language that you don't handle well, because often when your opportunity comes you can't find the right words! Therefore, it's essential to learn how to interrupt

with proper expressions. The key to effective interruptions is the right mix of forcefulness and politeness. Also, you'll sometimes need to insist several times until you catch people's attention.