Composed & Solved
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PAPER NO 1

EXAMINATION
Fall 2009
ENG301- Business Communication (Session - 4)

Time: 120 min
Marks: 75

Question No: 1 (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 PG 52**
- ► Modified block
- ► Long block

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

Supporters of---------- theory believe that communication is not linear, but circular process.

- ► Electronic
- ► Social environmental
- ► **Rhetorical PG 8**
- ► Electronic and rehtorical

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

It is an analysis of business done during the whole month.

- ► Daily Market Report
- ► Weekly Market Report
- ► **Monthly Market Report PG 137**
- ► Quarterly Market Repot

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

Written summary of a business meeting is called:

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► **Minutes** **pg 118**
► Motion
► Circular
► Agenda

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

---------- is a group of people who are appointed to solve a specific problem.

► A standing committee
► A committee
► **A task force** **PG 117**
► A help desk

Question No: 6 (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** **PG 118**
► advisory
► manager

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

Reports, which show "progress," accomplishments, or activities over time or at a given stage of a major assignment are known as ----------.

► feasibility report
► periodic reports
► conference reports
► **progress reports** **PG 125**

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

Letter reports are of ---------- types:

► four
► **two** **PG 126**
► three
► five

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

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

► Four persons
► **One person** **PG 15**
► Six persons
► Three person

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

Which approach is the most common way to organize a resume?

► Functional
► **Chronological** **PG 151**
► Analytical
► Job oriented

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

In which type of resume, the work-experience section dominates after name, address and objective.

► **The Chronological Resume** **PG 151**
► The Functional Resume
► The Combination Resume
► Job oriented Resume

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

If your message is specific, definite and vivid; you are applying which one of the following principles:

► Conciseness
► **Concreteness** **PG 31**
► Completeness
► Consideration

Question No: 13 (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** **PG 188**
► Expertise
► Legitimate
► Consultative

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

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

► Consultative power
► Expertise power
► **Reward power PG 188**
► Legitimate power

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

Principled bargaining acknowledges the Australian ethic of a :

► Foul play
► **Fair go PG 190**
► Good relation
► Bad relation

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 PG 195**

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

A good proposal should contain a good ---------- and it is the first thing to help the reader to understand the nature of your work.

► Question
► Name
► **Title PG 197**
► Theme

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

Which tests are designed to check competency or specific abilities of a candidate, needed to perform a job?

► Psychological tests
► Drug tests
► **Job skills tests PG 174**
► General tests

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

Evaluation studies are usually described as either---------- or summative.

► **Formative PG 207**
► Informative
► Experimental
► Analytical

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

---------- appears as an appendix at the end of your thesis.

► **Raw data PG 205**
► Synopsis
► Preface
► Tables and Figures

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

In APA format, If you are directly quoting something in your research paper from an other work, you will need to include the author's last name, year of publication, and the ---------- for the reference

► author's birth date
► **page number pg 214**
► name of book
► title page

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

What are individual cultural variables?

► Economics, politics
► Language, social norms
► Education, economics
► **Accepted dress, manners PG 36**

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

AGM stands for:

► A Great MeetingAnnual
► **Annual General Meeting PG 118**
► All Group Members
► Annual body of members

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

Fisher and Ury (1991) developed a concept known as :

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► **Principled bargaining PG 190**
► Negotiation
► Communication
► No communication

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

Certain analytical reports are called:

► **Proposals PG 145**
► Recommendation
► Memo
► Overview

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

All seven C's can be applied to:

► Oral communication
► Written and non verbal communication
► Oral and verbal communication
► **Effective business communication PG 21**

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

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

► Three
► **Four PG 181**
► Two
► Five

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

In claim letter the initial statement should contain:

► **Good news PG 92**
► Bad news
► Mixed news
► Ambiguous

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

Which tests do provide quantitative information about a candidate's skills, attitudes, and habits?

► Written tests
► **Pre-employment tests PG 170**
► Oral tests

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► General tests

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

Clarity is achieved in part through a balance between …….

► **Precise and familiar language PG 21**
► Complex and difficult language
► Easy and simple language
► Rough and tough language

Question No: 31 (Marks: 2)

Write a note on bibliography in thesis.

Bibliography

All pieces of literature referred to should be listed at the end of the proposal using the referencing
style appropriate to the department. Before you begin compiling this section, find out what style you are expected to use. Carefully adhere to it or you will raise the ire of your committee. It is important to ensure that all the key journals and books in the field have been referred to in the proposal. This demonstrates that the proposal has been developed from a thorough understanding of the important theoretical perspectives and research findings in the literature.

Question No: 32 (Marks: 2)

What is bibliography?

ANS:

Bibliography

A bibliography is a list of source materials on a particular subject. In a formal report it shows what
books and other library materials were consulted and it includes all the works mentioned in the footnotes. As part of the reference matter, it follows the appendix or appendices.

Question No: 33 (Marks: 2)

What are the objectives of a credit-refusal letter?

ANS:

Every credit-refusal letter has two objectives:
1. To say no tactfully
2. To keep the goodwill of the customer

Question No: 34 (Marks: 3)

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Collection is a sensitive issue therefore which practices should be avoided?
ANS:
The following practices may be avoided
1. Falsely implying that a lawsuit has been filed
2. Contact the debtor's employer or relatives about the debt
3. Communication to the other persons that the person is in debt.
4. Harassing the debtor
5. Using abusive or observe language
6. Using defamatory language
7. Intentionally causing mental stress
8. Threatening violence
9. Communicating by postcard (not confidential enough)
10. Misrepresenting the legal status of the debt
11. Communicating in such a way as to make the receiver physically ill
12. Misrepresenting the message as a government or court document
13. Communicating by postcard (not confidential enough)
14. Misrepresenting the legal status of the debt
15. Communicating in such a way as to make the receiver physically ill
16. Misrepresenting the message as a government or court document

Question No: 35 (Marks: 3)

Mention key points of unsolicited application letter.
KEY POINTS:
1. Show how your strongest skills will benefit the organization
2. Describe your understanding of the job's requirements and then show how well your qualifications fit them.
3. Mention the name of a person known to and highly regarded by the reader
4. Use a question to demonstrate your understanding of the organization's need.

Question No: 36 (Marks: 3)

Differentiate between causal-comparative and corelational research.
ANS:
Causal-Comparative Research:
Causal comparative studies are designed to determine the possible causes of a phenomenon.
Sometimes these studies are called ex post facto research.
Correlational Research:
Correlation studies are designed to analyze the relationships between two or more variables, ordinarily through the use of correlation coefficients.

Question No: 37 (Marks: 5)

Evaluate the basic points of EQ in your interview.
ANS:

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BASIC POINTS OF EQ:

• Think clearly and stay focused on the task at hand while under pressure
• Admit to your own mistakes
• Meeting commitments and keep promises
• Hold yourself accountable for meeting your goals
• Seek new ideas for a variety of sources
• Handle multiple demands and changing priorities.
• Make sacrifices to meet an important organizational goal.
• Cut through red tape and bend outdated rules when necessary
• Seek fresh perspectives, even if that means trying something totally new
• Separate form an expectation of success rather than a fear of failure
• Try to learn how to improve your performance
• Set challenging goals and take calculated risks to reach them.

ANS CAN B ABOVE ONE OR BELOW ONE U CAN CHK IT WHICH ONE IS RIGHT SOL

People with a high EQ generally possess these desirable attributes: self-awareness, good impulse control, persistence, confidence, self-motivation, and empathy, as well as the ability
to persuade, articulate a mission, interpret the mood of a group, and communicate with people in terms they understand.

Question No: 38 (Marks: 5)

Write a note on functional resume.

The Functional Resume

A functional resume emphasizes a list of skills and accomplishments, identifying employers and academic experience in subordinate sections. This pattern stresses individual areas of competence, so it's useful for people who are just entering the job market, want to redirect their careers, or have little continuous career related experience.

Advantages

(1) Without having to read through job descriptions, employers can see what you can do for them,
(2) You can emphasize earlier job experience,
(3) You can de-emphasize any lack of career progress or lengthy unemployment

IF U PEOPLE WANT TO WRITE THIS Q MORE IN DEATAIL THAN U CAN ALSO ADD THIS

(Example)

Relevant Skills

Personal Selling/Retailing

• Led house wares department in employee sales for spring 2006.
• Created end-cap and shelf displays for special housewares promotions.

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• Sold the most benefit tickets during college fund-raising drive for local community center

Public Interaction

• Commended by housewares manager for resolving customer complaints amicably
• Was captain college xi and participated in many University Fixture.

Managing

• Training part-time housewares employees in cash register operation and customer service
• Reworked housewares employee schedules as assistant manager
• Organized summer activities for children 6-12 years old for city of Karachi – including reading
programs, sports activities, etc

Question No: 39 (Marks: 10)

Differentiate the following:

i) Research Perspectives
ii) Research Types

ANS:

1.Research Perspectives

Quantitative and Qualitative Perspectives
A research perspective, as used here, is a general view and use of research approaches and methods.
There are two major perspectives: quantitative and qualitative. The quantitative perspective derives from a positivist epistemology, which holds that there is an objective reality that can be expressed numerically. As a consequence the quantitative perspective emphasizes studies that are experimental in nature, emphasize measurement, and search for relationships. If a study uses language such as the following, it probably has used a quantitative perspective: variable, controls, validity, reliability, hypothesis, statically significant.
On the other hand, a qualitative perspective emphasizes a phenomenological view in which reality
inheres in the perceptions of individuals. Studies deriving from this perspective focus on meaning and understanding, and take place in naturally occurring situations (McMillan, 1996). If a study uses language such as the following, it probably has used a qualitative perspective: naturalistic, field study, case study, context, situational, constructivism, meaning, multiple realities

2. Research Types

The term research type is used here to identify the general research approach. While authorities in
the field seem to differ as to how the types of research are classified, the following approaches, which are most often used in educational research, represent some of the

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options available to you as a researcher. To simplify the discussion, they are divided into whether they tend to use a quantitative or a qualitative perspective, although there is much overlapping in many of the types.
Studies Primarily Quantitative in Nature
The following types of research are primarily quantitative in nature.

Experimental Research

Experimental research uses methods originally applied in the physical and biological sciences. In
most experiments the following procedures are used: a sample of subjects is selected; they are assigned randomly to experimental and control groups; a treatment is administrated to the experimental group only.
The two groups are then evaluated on the basis of the dependent variable, the consequence of the
independent variable. The latter is the presumed cause of the dependent variable.

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.

Causal-Comparative Research

Causal comparative studies are designed to determine the possible causes of a phenomenon.
Sometimes these studies are called ex post facto research.

Correlational Research

Correlation studies are designed to analyze the relationships between two or more variables,
ordinarily through the use of correlation coefficients.

Descriptive Research

As the term implies, the purpose of descriptive research is to describe a phenomenon. Descriptive
studies report frequencies, averages, and percentages. For example, you might study the attitudes.

Evaluation Research

Evaluation research makes judgments about the merit or wroth of educational programs, products,
and organizations. It is typically undertaken in order to aid administrators in making professional decisions. Evaluation studies are usually described as either formative or summative. Formative studies are made while a new program or product is being developed; summative studies, when it has been completed. You might do an evaluation of a new standards-based curriculum, performing both a formative and a summative assessment.

PAPER NO 2

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FINALTERM EXAMINATION
Fall 2009
ENG301- Business Communication (Session - 3)

Time: 120 min
Marks: 75

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

---------- machine scans a printed page, converts it to a signal, and transmits it.

► **A Facsimile** **PG 61**
► A Photocopy
► An Electronic
► A Printer

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

Facial expressions, such as frowns or smiles, are ---------- forms of communication.

► **Verbal**
► **Non-verbal** **PG 42**
► Written
► Verbal and non verbal

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

Which is a list of source material on a particular subject?

► **Bibliography** **PG 134**
► Index
► Appendixes
► Glossary

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

Which writing style characterizes memos?

► **Informal** **pg 113**
► Formal
► Impersonal tone
► Neutral

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

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The person who has the power to act upon and carry out decisions is known as:

- ► Chairman
- ► **Executive** **pg 118**
- ► Advisory
- ► Leader

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

Reports, which show "progress," accomplishments, or activities over time or at a given stage of a major assignment are known as ----------.

- ► feasibility report
- ► periodic reports
- ► conference reports
- ► **progress reports** **PG 125**

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

----------is often used when sending information to a reader outside your organization.

- ► Letter PG 127
- ► Memo
- ► Minutes
- ► Application

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

In which communication expressions are not encoded in words?

- ► **Non-verbal** **PG 115**
- ► Verbal
- ► Written
- ► Verbal and Written

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

If your message is specific, definite and vivid; you are applying which one of the following principles:

- ► Conciseness
- ► Concreteness pg 31
- ► Completeness
- ► Consideration

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

Which type of interview is less formal and unstructured?

- ► Situational Interview
- ► Structured Interview
- ► **Opening-ended interview pg 168**
- ► Casual interview

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 pg 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:

- ► **Iinitiator pg 186**
- ► Both parties
- ► One party
- ► Second party

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

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

- ► Consultative power
- ► Expertise power
- ► **Reward power PG 188**
- ► Legitimate power

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

Principled bargaining acknowledges the Australian ethic of a :

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► Foul play
► **Fair go PG 190**
► Good relation
► Bad relation

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

How many types of pre-employment tests are administered by companies?

► **Three PG 170**
► Four
► Two
► Five

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

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

► Two PG 206
► Three
► Four
► Five

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

According to Psychologists, 50 percent of an interview's decision is made within how many seconds?

► First 30 seconds
► 60 to 90 seconds
► **30 to 60 seconds PG 172**
► 40 to 50 seconds

Question No: 18 (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 PG 206**
► Informal perspective
► Quantitative perspective

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

A ----------section of thesis can contain a flow chart which summarizes the way in

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which various processes involved in the project fit together.

► rationale
► **methodology pg 204**
► discussion
► analysis

Question No: 20 (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 PG 177**
► Listening

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

While delivering an oral presentation to large groups, a person should use what kind of style?

► Casual
► Informal
► **Formal PG 179**
► Interpersonal

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

It does not mean that the use of old-fashioned expressions such as 'your kind enquiry', 'thank you' and 'please'. Rather, it grows out of respect and concern for others. It is a quality that enables a request to be refused without killing all hope of future business. Match this statement with one of the following principles of communication:

► Conciseness
► Courtesy PG 28
► Consideration
► Completeness

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

Certain analytical reports are called:

► **Proposals PG 145**
► Recommendation
► Memo

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► Overview

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

Collection letters are usually written in:

► Line
► **Series PG 101**
► Serial
► Steps

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

Clear writing is easy to understand, which two words are required for this purpose?

► Short, easy
► Simple,short
► Short, complex
► Long, complex

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

Which one is not related to close paragraph?

► **Make Action PG 46**
► Keep Last Paragraph Concise and Correct
► End on a Positive, Courteous Thought
► Make a refusal statement

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

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

► Pay
► Not pay
► Delay
► Ignore

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

Minutes, which tell more of the story of what happened and who said what at a meeting are:

► Resolution minutes
► Narrative minutes
► Informal minutes
► Formal minutes

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

If you are new to a job market, you want to redirect your career,which approach you should adopt in a resume.

► Chronological
► **Functional PG 157**
► Combined
► Job oriented

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

Question No: 31 (Marks: 2)

What is a resume?

ANS:

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.

Question No: 32 (Marks: 2)

What appeals are generally used in a collection letter?

Ans:

Following appeals generally used in a collection letter:

i) Appeal to fairness & justice
ii) Appeal to pride
iii) Appeal to Goodwill
iv) Appeal to sympathy.

Question No: 33 (Marks: 2)

Write a brief note on Quasi-Experimental Research.

ANS:

Quasi-Experimental Research design is one that follows the general procedures of experimental research, without the use of control group or without random assignment,

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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?

U CAN MAKE ITS ANS IN UR OWN WORDS SIMPLY

Question No: 35 (Marks: 3)

What are the purposes of a business report?

Following are the purposes:

1. To monitor and control operations
2. To implement policies and procedures
3. To fulfill with regulatory requirements
4. To obtain new business or findings

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)

Point out the faults in listening.

FOLLOWING ARE THE FAULTS IN LISTENING:

1. 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.

2. 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.

3.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.

4. Preshrinking

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The average thinking capacity of a person is up to 800 words per minute while the average speaker utters 80 to 160 words per minute. This difference sometimes makes listeners deviate from the speaker's words and they shift to something else. On the other hand people fill this gap by premature evaluation of what they are listening to. They arrive at the concluding thought quickly. This premature evaluation poses us our effective listening is impaired.

Question No: 38 (Marks: 5)

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

ANS:
In the attention stage, you convince the reader that you have something interesting or useful for him.And in the action stage you close the message with an action ending that suggests a specific action the reader may take

Question No: 39 (Marks: 10)

Describe various reports present in your course.

ANS:
WHAT S REPORT?:
A report is an impartial, objective, planned presentation of facts to one or more persons for a specific business purpose. An orderly, objective message used to convey information from one organizational area to another or from one institution to another to assist in decision making or problem solving

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

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- 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

Recommendation-Justification Reports

Many analytical reports will have a special purpose: to recommend a change or remain with the
status quo (policy), support the idea that something is desirable or undesirable (value), or defend the
accuracy of information (fact). Your report may be in response to a specific request, or it may be voluntary.

- **Organizing memo reports**
- Itemize the information
- Present the fact with absolute fairness and accuracy
- Be careful not to mix you opinion with the facts you report
- Reserve your comments for your conclusions and recommendations(letter report)

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 inter-action 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.

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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.

PAPER NO 3

FINALTERM EXAMINATION
Fall 2009
ENG301- Business Communication (Session - 3)

Time: 120 min
Marks: 75

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

Communication is the process by which individuals share:

- **Coordinate activities,and make decisions** **PG 5**
- Body movements
- Techniques
- Skills

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

An exchange of information within an organization is called:

► **Internal communication** **PG 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** **PG 145**
► Marketing Proposal

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

Solicited Sales letters are written:

► **In response to an inquiry** **PG 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** **PG 117**
► After six months

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

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

► engaged to other problems
► **disbanded** **PG 117**
► engaged to routine work
► sent on leave

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

Written summary of a business meeting is called:

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► **Minutes PG 118**
► 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 PG 118**
► advisory
► manager

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

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

► **memo report PG 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 PG 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 PG 185**
► Communication
► Consultation
► Discussion

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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:

- **Iinitiator PG 186**
- Both parties
- One party
- Second party

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

How many types of power are in negotiation?

- **Five PG 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 PG 188**
- Expertise
- Legitimate
- Consultative

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

In which negotiation method both parties are dissatisfied?

- **Withdrawal PG 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:

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- ► Preparing the Proposal
- ► Writing the Research Paper
- ► Making an outline
- ► **Thinking about It** **PG 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** **PG 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** **PG 198**
- ► Background
- ► Conclusion
- ► Centre

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** **PG 200**
- ► Appendices
- ► Criticism

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

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

- ► **Co relational Studies** **PG 207**
- ► Causal comparative studies
- ► Descriptive studies
- ► Group studies

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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** **PG 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** **PG 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** **PG 45**

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

AIDA plan stands for:

- **Attention, Interest, Desire, Action** **PG 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
- Verbose, concrete
- Concise, simple

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► Verbose, concise

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

Collection letters are usually written in:

► Line
► **Series** **pg 101**
► Serial
► Steps

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

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

► Three
► **Four** **pg 181**
► Two
► Five

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)** **pg 51**
► Copy Notation
► Postscript
► Attention line

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

In claim letter the initial statement should contain:

► **Good news** **pg 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.

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► 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: 31 (Marks: 2)

What is case study research?

Case Study Research

A case study is an empirical inquiry that investigates a contemporary phenomenon within its real life context; when the boundaries between phenomenon and context are not clearly evident; and in which multiple source of evidence are used. Qualitative perspective, concerned with exploring, describing, and explaining a phenomenon.

Question No: 32 (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: 33 (Marks: 2)

What is pre-employment test?

Pre-employment Test

They to provide objective, quantitative information about a candidate's skills, attitudes, and habits.

job skills tests, . Job-skills tests, the most common type, are designed to access competency or specific abilities needed to perform a job. Psychological tests usually take the form of questionnaires. These tests can be used to assess overall intellectual ability, attitudes toward work, interests, managerial potential, or personality characteristics – including dependability, commitment, honesty, and motivation.(6tasks)

Question No: 34 (Marks: 3)

What are lose-win strategies in negotiation?

Lose-win strategies

• a situation in which the initiator is dissatisfied and the other is satisfied.
• The losing party usually makes too many concessions. In an extreme case, the win-lose style of negotiation and the lose-win style of negotiation can lead to a deadlock followed by the lose-lose result. Deadlocks can occur when neither party is satisfied by the negotiations.
• Lose-lose strategies
• result form a situation in which the objectives of both parties are too rigid, or
• both parties are unable to collaborate, or unaware of the opportunity to do so.
• both parties walk away from the negotiation dissatisfied.

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• When agreement cannot be reached, a **third party** may mediate to help them reach a solution, or
arbitrate and make the decision on behalf of both parties. Both sides may lose.

Question No: 35 (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: 36 (Marks: 3)

What are some of the uses of a memo?

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?

MEMO AND ITS PURPOSE

When you wish to write to someone within your own company, you will send a memorandum. Memos are used to communicate with other employees, may be located – whether in the same office, in the same building, or in a branch office many miles away.

Because the interoffice memorandum form was developed to save time, the formality of an inside addresses, salutation, and complimentary closing is omitted. Otherwise, however, office memos and letters have a great deal in common.

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.

PAPER NO 4

FINALTERM EXAMINATION
Fall 2009
ENG301- Business Communication (Session - 3)

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

Letters refusing orders call for the indirect plan or the---------- approach.

► Sandwich PG 87

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► Burger
► Neutral
► Negative

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

Which one is called the dictionary definition of the word?

► Connotation
► Denotation **PG 12**
► Fascination
► Illustration

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

A standing committee is one that operates permanently:

► Month after month
► Week after week
► **Year after year PG 117**
► After six months

Question No: 4 (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 PG 119**
► advisory
► manager

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

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

► **Memo report PG 125**
► Analytical memo report
► Informational memorandum report
► Feasibility report

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

Letter reports are of ---------- types:

► four
► **two PG 126**
► three

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► five

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

----------is often used when sending information to a reader outside your organization.

► **Letter PG 127**
► Memo
► Minutes
► Application

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

The most important communication task for business students is to prepare which thing?

► Resume
► Memo
► Document
► Circular

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

An applicant should show interest in the job during which stage?

► Screening stage
► Selection stage
► **Final stage PG 173 85% SURE**
► First stage

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

Which types of interview are useful for judging interpersonal communication among candidates?

► **Group Interviews PG 168**
► Video Interviews
► Stress Interviews
► Structured Interviews

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

How can both parties be unable to collaborate and walk away from the negotiation dissatisfied?

► Win-lose strategy
► **Lose-win strategy PG 186**

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► Lose-Lose strategy
► Win-win strategy

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

- ---------- are individual cultural variables.

► Economics, politics
► **Accepted dress, manners PG36**
► Language, social norms
► Social norms, manners

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

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

► Consultative power
► Expertise power
► **Reward power PG 188**
► Legitimate power

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

Which is an active process of receiving aural stimulus?

► **Listening PG 192**
► Thinking
► Talking
► Silence

Question No: 15 (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 PG 195**

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

Proposal should be written in a :

► **Future tense. PG 196**
► Past tense
► Present tense
► Present continuous

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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 PG 197**
► Howard and Sharp
► A psychologist
► A scientist

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

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

► **Two PG 206**
► Three
► Four
► Five

Question No: 19 (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 PG 177**
► Listening

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

While delivering an oral presentation to large groups, a person should use what kind of style?

► Casual
► Informal
► Formal
► **Interpersonal PG 179**

Question No: 21 (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?

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► **Kernis, Cornell, Sun, Berry & Harlow, 1993 PG 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: 22 (Marks: 1) - Please choose one

It contains all facts that the reader or listener needs for the reaction you desire. Senders and receivers are influenced by their background, viewpoint, needs, experience, attitude, status and emotions. A message brings desired result. It does a better job of building goodwill.
Match this statement with one of the following principles of communication:

► Conciseness
► Courtesy
► Consideration
► **Completeness PG 31**

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

Collection letters are usually written in:

► Line
► **Series PG 101**
► Serial
► Steps

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

When your message contains all the facts, the reader or the listener needs, it is called:

► **Complete PG 31**
► Considerate
► Courteous
► Clear

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

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

► Three
► Four **PG 181**
► Two
► Five

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

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This format is considered to be the most modern. All essential parts in this form are started from the left-hand margin. Open punctuation should be used in this form. This form saves time more than any other form.
Match the above with one of the followings:

- ► The Block-form / Modified – Block
- ► **Full-Block PG 52**
- ► The Semi-Block
- ► AMS (Administrative Management Society)

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

This form is much in Pakistan. Heading, date, complimentary close and signature sections begin at the horizontal of the page or are placed so that they end near the right-hand margin. First line of each paragraph is indented five to seven spaces. Only closed form of punctuation is used in this form.

Match the above with one of the followings:

- ► The Block-form / Modified – Block
- ► Full-Block
- ► **The Semi-Block PG 52**
- ► AMS (Administrative Management Society)

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

Claim letter is also called:

- ► **Complaint letter PG 90**
- ► Adjustment letter
- ► Credit refusing letter
- ► Collection letter

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

In claim letter the initial statement should contain:

- ► **Good news PG 92**
- ► Bad news
- ► Mixed news
- ► Ambiguous

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

Minutes, which tell more of the story of what happened and who said what at a meeting are:

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► Resolution minutes
► **Narrative minutes PG 120**
► Informal minutes
► Formal minutes

Question No: 31 (Marks: 2)

Describe the use of visuals in a thesis paper

Visuals: Visuals such as tables and figures include graphs, charts, drawings, and photographs. Try
to keep the visuals as simple as possible and clearly label each visual with an Arabic numeral (ex: Table 1, Table 2, etc.) and include the title of the visual. The label and the title should appear on separate lines above the table, flush left. Below the table, provide the source.

Question No: 32 (Marks: 2)

What appeals are generally used in a collection letter?

Following appeals generally used in a collection letter:

i) Appeal to fairness & justice
ii) Appeal to pride
iii) Appeal to Goodwill
iv) Appeal to sympathy.

Question No: 33 (Marks: 2)

How do we read a market report?

ANS:

A market report describes the condition of a commodity in the market on a certain date for a specific period. It points out the business conditions in a market at a given time.
Market Report may be of a day, a week, a month, a year or even a number of years.
Daily Market Report shows the price of goods on a mentioned date. It also describes the closing rates of the previous day, the opening rates of that day, the highest and the lowest rates and the demand and supply of the commodities on that particular day.

Question No: 34 (Marks: 3)

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

ANS:

Follow these guidelines while searching for 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.

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- 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.
- Be sure that the topic meets the requirements of your research assignment, audience's needs, and expectations

Question No: 35 (Marks: 3)

Mention key points of unsolicited application letter.

KEY POINTS:

1. Show how your strongest skills will benefit the organization
2. Describe your understanding of the job's requirements and then show how well your qualifications fit them.
3. Mention the name of a person known to and highly regarded by the reader
4. Use a question to demonstrate your understanding of the organization's need.

Question No: 36 (Marks: 3)

What are the three Cs of credit for extending credit privileges?

Traditionally, the following three Cs of credit form the basis for extending credit privileges:

1. Character refers to a sense for honesty and ethical dealings with others. It means meeting obligations and is demonstrated by *willingness to pay*.
2. Capacity is the ability to pay. It is evidenced by income or potential income.
3. Capital refers to tangible assets in relation to debts. Capital also determines the ability to pay if the debtor does not pay willingly.

Question No: 37 (Marks: 5)

What are quantitative and qualitative perspectives in research?

Quantitative and Qualitative Perspectives

A research perspective, as used here, is a general view and use of research approaches and methods.

There are two major perspectives: quantitative and qualitative. The quantitative perspective derives from a positivist epistemology, which holds that there is an objective reality that can be expressed numerically. As a consequence the quantitative perspective emphasizes studies that are experimental in nature, emphasize measurement, and search for relationships. If a study uses language such as the following, it probably has used a quantitative perspective: variable, controls, validity, reliability, hypothesis, statically significant.

On the other hand, a qualitative perspective emphasizes a phenomenological view in which reality inheres in the perceptions of individuals. Studies deriving from this perspective focus on meaning and understanding, and take place in naturally occurring

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situations (McMillan, 1996). If a study uses language such as the following, it probably has used a qualitative perspective: naturalistic, field study, case study, context, situational, constructivism, meaning, multiple realities

Question No: 38 (Marks: 5)

How should a claim begin?

A claim should begin with the facts, first explaining the problem such as the condition of the merchandise or the specific error made. Then all the necessary details should be described in a logical order. .These details may include the order and delivery dates, the order or invoice number, the account number, the method of shipment, etc. A copy of proof of purchase, such as a sales slip or an invoice, should be included whenever possible. (Always, of course, keep the original.)

In most cases, and especially in your first letter, assume that a fair adjustment will be made, and follow plan for direct requests. Begin with a straightforward statement of the problem, and give a complete, pecific explanation of the details.

Politely request specific action in your closing, and suggest that the business relationship will continue if the problem is solved satisfactorily.

Question No: 39 (Marks: 10)

When you are applying for a job, you are selling a product of yourself .Critically evaluate the statement.

Question No: 40 (Marks: 10)

Write a first letter of collection to your customer who has purchased electronic goods and has not cleared the balance of Rs.5000/-, which is now three months overdue.

ANS:

Dear Mr Ali,

We don't like to remind a good customer like you that balance of electronic goods is overdue.you have perhaps overlooked the balance of RS 5000/- due, since three months.we know that u would like us to bring to your attention.if your cheque is already in the mail,please forget this letter and forgive us for writing it.

PAPER NO 5

FINALTERM EXAMINATION
Fall 2009
ENG301- Business Communication (Session - 4)

Time: 120 min

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

An exchange of information within an organization is called:

Note: Solve these papers by yourself
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► **Internal communication PG 5**
► External communication
► Horizontal communication
► Vertical communication

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

Unsolicited letters are written on ADIA plan which is --------- step approach.

► five
► two
► **four PG 61**
► one

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

Sales letters start with:

► An easy and effective way
► **An attention-getting device PG 108**
► Interesting news
► Buffer

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

Which writing style characterizes memos?

► **Informal PG 113**
► Formal
► Impersonal tone
► Neutral

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

In circular letters personal interest is created by using the word ----------.

► **you PG 115**
► our customers
► everybody
► dear customers

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

Reports, which show "progress," accomplishments, or activities over time or at a given stage of a major assignment are known as ----------.

- ► feasibility report
- ► periodic reports
- ► conference reports
- ► **progress reports** **PG 125**

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

The most important communication task for business students is to prepare which thing?

- ► Resume
- ► Memo
- ► Document
- ► Circular

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

Which approach is the most common way to organize a resume?

- ► Functional
- ► **Chronological** **PG 151**
- ► Analytical
- ► Job oriented

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

In which type of resume, the work-experience section dominates after name, address and objective.

- ► **The Chronological Resume PG 151**
- ► The Functional Resume
- ► The Combination Resume
- ► Job oriented Resume

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

The principle through which your message will get across, so that the receiver will understand what you are trying to convey,is called:

- ► Completeness
- ► **Clarity** **PG 21**
- ► Conciseness

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► Consideration

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

A formal style is characterized by more---------- sentences.

► simple
► **complex PG 23**
► easy
► short

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

There are ---------- negotiation strategies.

► Two
► Three
► **Four PG 186**
► Five

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

A good research proposal is that which is :

► Narrowly defined
► Broadly defined
► Without any limit
► Good copy of plagiarism

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

How many types of pre-employment tests are administered by companies?

► **Three PG 170**
► Four
► Two
► Five

Question No: 15 (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 PG 198**
► Background
► Conclusion
► Centre

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Question No: 16 (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 PG 200**
► Appendices
► Criticism

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

According to Psychologists, 50 percent of an interview's decision is made within how many seconds?

► First 30 seconds
► 60 to 90 seconds
► **30 to 60 seconds PG 172**
► 40 to 50 seconds

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

All pieces of literature, key journals and books referred to in proposal should be listed at the end of the proposal. It is called---------- section of thesis.

► tables and figures
► appendices
► **bibliography PG 205**
► index

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

While delivering an oral presentation to large groups, a person should use what kind of style?

► Casual
► Informal
► **Formal PG 179**
► Interpersonal

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

Which one is national variable from the followings?

► Time
► Space

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► **Economics PG 36**
► Food

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

A company usually writes good will letters to:

► Customer
► Manager
► Director
► Chairman

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

Fisher and Ury (1991) developed a concept known as :

► **Principled bargaining PG 190**
► Negotiation
► Communication
► No communication

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

----------emphasizes studies that are experimental in nature, emphasizes measurement, and search for relationships.

► Research method
► **Quantitative perspective PG 206**
► Qualitative perspective
► Normal perspective

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

Certain analytical reports are called:

► **Proposals PG 145**
► Recommendation
► Memo
► Overview

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

Which one of the suggestions is not the part of replies to inquiries?

► Give the Exact Information Requested
► Express Appreciation for the Inquiry
► Sell Your Organization or Product

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► **End with a Negative Closing PG 73**

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

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

► Three
► **Four PG 181**
► Two
► Five

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

There are ---------- types of job letters

► **two PG 161**
► three
► four
► five

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

Which tests do provide quantitative information about a candidate's skills, attitudes, and habits?

► Written tests
► **Pre-employment tests PG 170**
► Oral tests
► General tests

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

Which thing does reveal something about a candidate's personality and professionalism during an interview?

► Style of talking
► Manners
► **Physical appearance PG 172**
► Eye contact

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

Communication is an important part of our ……..today.

► Universe

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► Earth
► **world PG 21**
► community

Question No: 31 (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: 32 (Marks: 2)

What is bibliography?

A bibliography is a list of source materials on a particular subject. It shows what periodicals or books and other library materials were used.
It tells part of the reference matter, it is followed by appendix
.

Question No: 33 (Marks: 2)

Why is a claim letter written?

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

Question No: 34 (Marks: 3)

To know your buyer is necessary for your product and services,comment.

It helps us to discover the needs and desires of these prospective buyers.
Like we can not sell life insurance plan of old age person to a young college going students.

Like ladies beauty products is hard to sell to children. To be successful we must know mode and wants of our buyers

Question No: 35 (Marks: 3)

What are win- win strategies in negotiation?

In win –win strategy both parties are satisfied with settlement.

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Main concern of this strategies on one loose its interest though its hard to achieve but its produce long lasting relationship.

In this both the parties are committed to some positive outcome and its one achievable when both the parties communicate well.

Question No: 36 (Marks: 3)

What is resume deception and personal data in resume writing?

Resume deception

Inflating grade-point averages.
Showing to be self-employed
Try to cover the unemployment gaps
Claiming that was working for the companies which are already closed down.
Claim about working on higher positions in past jobs.

Personal data

We should avoid adding personal interest in resume unless it will increase the employer's understanding.

Better to exclude the salary information and reasons of leaving the old jobs.

Better not to mention the name of pervious supervisors.

Question No: 37 (Marks: 5)

Writing letters refusing adjustments when the buyer is at fault which points should keep in mind?

When The Buyer Is At Fault

1. **Support buyer Point of View**

Try to make customer to understand that you understood the problem properly.

2. **Request Is Appreciated**

show to customer that his request is appreciated and his point of view is important for our company.

3 . **Give Explanation before reaching any Decision**

Avoid unfriendly, negative expressions, such as your complaint, your error, you mistake.
Customer should not think that our decision is the only solution for him.

4. **Be Courteous Even when customer is angry**

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5. **Try to Leave customer in Pleasant Frame of Mind**
A friendly close is even more important when the adjustment is not granted.

Question No: 38 (Marks: 5)

Define various techniques of developing the elements of an oral presentation.

Successful Oral Presentation

Oral presentation enhance the mutual understanding between audience and speaker so we have to give some time to improve our oral presentation skills.

Determine audience size and composition of audience

Analyze why audience members are attending the presentations

Determine the audience's level of understanding.
Following three steps are very effective for good presentation

1. Planning your presentation
2. Writing your presentation
3. Completing your presentation

Main Idea : Brain storm the idea and then then decide which ideas are more relevant and appropriate to your
Writing Oral Presentation
Write points that points that how the audience can benefit from your message.
Choose right Approach
Like short or long presentation you are going to give

Closing: your closing should leave a strong and impressive message

Question No: 39 (Marks: 10)

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

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

Stages of interview
Screening stage:
Interview at this stage is more structured.

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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**

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 his capabilities. Some of the applicants reveal too much about their personal and family problems which is of not of any 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 stressful type of interview. Stress can be created by unsettling the candidate through criticism, interruption or hostile reactions.

• Video Interview: Another form of interview done by employers in order to cut down traveling costs. Video conferencing system is used to conduct this interview and candidates have to prepare themselves differently for this interview.

• 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:
Group interviews help recruiters see how candidate interact. This types of interview is useful for judging interpersonal communication.

Question No: 40 (Marks: 10)

Describe in some detail different types of quantitative and qualitative researches.

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Qualitative research
It explores attitudes, behavior and experiences through such methods as interviews or focus groups. It attempts to get an in-depth opinion from participants.

Quantitative research
It generates statistics through the use of large-scale survey research, using methods such as questionnaires or structured interviews.
Qualitative approach:

- It includes historical research and qualitative research;
- It collects narrative data to gain insights into phenomena of interest;
- Data analysis includes the coding of the data and production of a verbal synthesis.

Quantitative approach:
1. It is categorized with descriptive research, Corelational research, and experimental research;
2. It collects numerical data in order to explain and predict phenomena
3. Data analysis is mainly statistical.

Types of Quantitative Researches

Descriptive: Descriptive research involves collecting data in order to test hypotheses or answer questions concerning the current status of the subjects of the study. It determines and reports the way things are.

Co-relational: Co-relational research attempts to determine whether and to what degree a relationship exists between two or more quantifiable variables. The relationship is expressed by correlation coefficient, which is a number between 0 and 1. like we you it stock analysis etc .

Cause-comparative: it establishes the cause effect relationship, compares the relationship, but the cause is not manipulated.

Experimental: Experimental research establishes the cause effect relationship and does the comparison, but the cause is manipulated. The cause, independent variable makes the difference. The effect, dependent variable is dependent on the independent variable.

Types of Qualitative Researches

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Historical: Systematic collection and objective evaluation of data related to past occurrences in order to test hypotheses concerning causes, effects. Those events may help to explain present events and anticipate or visualize the future events.

Case study : Attempts to shed light on phenomena by studying in depth a single case example of the phenomena. The case can be an individual person, an event, a group, or an institution.

Ethnography: Focuses on the sociology of meaning through close field observation of socio cultural phenomena. Typically, the ethnographer focuses on a community like different cultural groups etc.

PAPER NO 6

FINAL TERM EXAMINATION
Spring 2009
ENG301- Business Communication (Session - 2)

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

Communication is a process of transmitting and receiving_____ message.

► **Verbal and non verbal PG 4**
► Verbal and oral
► Written and oral
► Written and non verbal.

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

---------- is often effective for getting a motivational message out to a large number of people.

► Groupware
► **Videotape PG 62**
► Software
► Teleconferencing

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 PG 145**
► Marketing Proposal

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

While sending the message, you are_____

► decoder
► **encoder PG 10**
► decoder and encoder
► initiater

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

Solicited Sales letters are written:

► **In response to an inquiry PG 107**
► To increase marketing of a product
► To persuade buyer to buy a product
► To sell a product or service

.

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

Unsolicited letters are written on ADIA plan which is --------- step approach.

► five
► two
► **four PG 61**
► one

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

Written summary of a business meeting is called:

► **Minutes PG 118**
► 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 PG 118**
► advisory
► manager

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

What is a structured, written summary of a person's education, employment background, and job qualifications?

- ► Bibliography
- ► Synopsis
- ► **Resume PG 150**
- ► Index

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

Which approach is the most common way to organize a resume?

- ► Functional
- ► **Chronological PG 151**
- ► Analytical
- ► Job oriented

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

What is the purpose of writing a follow-up letter to an organization?

- ► **To show your interest in working for the organization. PG 165**
- ► To decline the offer of the organization.
- ► To ask for information.
- ► To represent organization's attitude

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

An applicant should show interest in the job during the which stage?

- ► Screening stage
- ► **Selection stage PG 168**
- ► Final stage
- ► First stage

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

In which interview, recruiters see how does a candidate handle himself under pressure?

- ► **Stress Interview PG 168**
- ► Situational Interview
- ► Video Interviews
- ► Structured Interviews

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

How many types of power are in negotiation?

► **Five PG 188**
► Seven
► Six
► Four

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

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

► Consultative power
► Expertise power
► **Reward power PG 188**
► Legitimate power

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

BATNA stands for :

► Better acknowledged to narrative agreement.
► Best approach to a non related assignment.
► **Best alternative to a negotiated agreement PG 191**
► Best approach to a narrative agreement

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

Which tests are designed to check competency or specific abilities of a candidate, needed to perform a job?

► Psychological tests
► Drug tests
► **Job skills tests PG 170**
► General tests

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

According to Psychologists, 50 percent of an interview's decision is made within how many seconds?

► First 30 seconds
► 60 to 90 seconds
► **30 to 60 seconds PG 172**
► 40 to 50 seconds

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

A ----------section of thesis can contain a flow chart which summarizes the way in which various processes involved in the project fit together.

- ► rationale
- ► **methodology PG 204**
- ► discussion
- ► analysis

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

There are---------- research methods that are typically used in educational research.

- ► Three
- ► six
- ► **Five PG 207**
- ► Two

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

I. In APA format, If you are directly quoting something in your research paper from an other work, you will need to include the author's last name, year of publication, and the ---------- for the reference

- ► author's birth date
- ► **page number PG 214**
- ► name of book
- ► title page

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

It 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.

Select one which is true from the followings.

- ► Kinesics behaviour
- ► **Paralanguage PG 16**
- ► Proximity
- ► Artifacts

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

Which one is the aspect of life styles of the country?

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► Position of the family
► Social and economic levels
► Business hours
► **All the above PG 33**

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

This form is named so because inside address, salutation and paragraphs are blocked not indented in this form. If plain paper is being used, heading, date, complimentary close and signature are typewritten at the horizontal centre of the page. They are placed so that they end near the right hand margin.

Match the above with one of the followings:

► **The Block-form / Modified – Block PG 52**
► Full-Block
► The Semi-Block
► AMS (Administrative Management Society)

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

AGM stands for:

► A Great MeetingAnnual
► **Annual General Meeting PG 118**
► All Group Members
► Annual body of members

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

----------emphasizes studies that are experimental in nature, emphasizes measurement, and search for relationships.

► Research method
► **Quantitative perspective PG 205**
► Qualitative perspective
► Normal perspective

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

Which one of the the following characteristics should a person follow while writing an email?

► **Concise, clear and polite PG 59**
► Verbose, rude and harsh
► Impolite and having negative tone
► Moderate

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

For writing a successful resume, which attitude is better to adopt?

► We Personal pronoun
► **You PG 156**
► He\She
► All third persons

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

Which thing does reveal something about a candidate's personality and professionalism during an interview?

► Style of talking
► Manners
► **Physical appearance PG 172**
► Eye contact

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

In which thing does a speaker do most of sending and a number of listeners do most of the receiving?

► Written tests
► **Oral presentation PG 176**
► Interview
► Group discussion

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,

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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:

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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
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

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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

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.

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.

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· **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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PAPER NO 7

FINALTERM EXAMINATION
Spring 2009
ENG301- Business Communication (Session - 3)

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

As good-news plan is similar to direct-request plan, so is persuasive plan to----------plan.

► Good news
► **Bad news pg 67**
► Pleasant news

Note: Solve these papers by yourself
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► Moderate news

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

Unsolicited letters are written on ADIA plan which is --------- step approach.

► Five
► Two
► **Four pg 161**
► One

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

In circular letters personal interest is created by using the word ----------.

► **You PG115**
► Our customers
► Everybody

.

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

---------- is a group of people who are appointed to solve a specific problem.

► A standing committee
► A committee
► **A task force PG 117**
► A help desk

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

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

► **Memo report PG 125**
► Analytical memo report
► informational memorandum report
► feasibility report

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

----------are routine reports prepared at regular time interval-daily, weekly, monthly quarterly or annually.

► **Periodic reports PG 126**
► Formal reports

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► Progress reports
► Conference reports

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

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

► Conference
► Periodic
► **Informal PG 123**
► Formal

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

Letter reports are of ---------- types:

► four
► **two PG 127**
► three
► five

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

Which approach is the most common way to organize a resume?

► Functional
► **Chronological PG 151**
► Analytical
► Job oriented

.

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

Personal space varies according to:

► Situation
► **Culture, status PG 17**
► Medium
► Channel

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

Which type of interview is less formal and unstructured?

► Situational Interview

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► Structured Interview
► **Opening-ended interview PG 168**
► Casual interview

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

BATNA stands for :

► Better acknowledged to narrative agreement.
► Best approach to a non related assignment.
► **Best alternative to a negotiated agreement PG 191**
► Best approach to a narrative agreement

.

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

---------- is a negotiation method that involves people cooperating to produce a solution satisfactory to both parties.

► **Collaboration PG 191**
► Competition
► Compromise
► Cooperation.

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

Which is an active process of receiving aural stimulus?

► **Listening PG 192**
► Thinking
► Talking
► Silence

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

Proposal should be written in a :

► **Future tense PG 196**
► Past tense
► Present tense
► Present continuous

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

Evaluation studies are usually described as either---------- or summative.

► **Formative PG 207**

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- ► Informative
- ► Experimental
- ► Analytical

Question No: 17 (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 PG 177**
- ► Listening

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

While delivering an oral presentation to large groups, a person should use what kind of style?

- ► Casual
- ► Informal
- ► **Formal PG 179**
- ► Interpersonal

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

What is a delivery method of oral presentation in which speech is made without any preparation or made on the spur of the moment?

- ► Extemporaneous
- ► **Impromptu PG 181**
- ► Reading
- ► Writing.

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

APA style requires authors to use past tense or ----------when using signal phrases to describe earlier research.

- ► **Present perfect tense PG 213**
- ► Past perfect tense
- ► Future perfect tense
- ► Only continuous tense

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

It means that for a Company to survive, it must establish markets not only in its own

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country but also in many foreign countries. Thus employees must understand other cultures as well as their own country's ethnic diversity.
Match this statement with one of the following concepts:

► **Globalization PG 33**
► Marketing
► Communication
► Americanism.

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

Which one is the aspect of life styles of the country?

► Position of the family
► Social and economic levels
► Business hours
► **All the above PG 33**

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

All seven C's can be applied to:

► Oral communication
► Written and non verbal communication
► Oral and verbal communication
► **Effective business communication PG 21**

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

The form of communication used most of the time for written messages to persons inside your organization is called:

► **Memorandum PG 113**
► Business letter
► Pamphlet
► Adjustment letter

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

How unnecessary repetition should be treated for successful business message?

► adopted
► **avoided PG 25**
► adapted
► submitted

.

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

Claim letter is also called:

► Complaint letter
► **Adjustment letter PG 91 DOUBT**
► Credit refusing letter
► Collection letter

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

Complaint letter should be called----------.

► Persuasive letter
► **Claim letter PG 90**
► Inquiry letter

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

In letter refusing adjustment, the point of view of a reader should be----------.

► opposed
► ignored
► **supported PG 94**
► refused

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

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

► **Pay**
► Not pay
► Delay
► Ignore

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**

Question No: 31 (Marks: 2)

What is case study research?

Case Study Research

A case study is an empirical inquiry that investigates a contemporary phenomenon within its real

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life context; when the boundaries between phenomenon and context are not clearly evident; and in which multiple source of evidence are used. Qualitative perspective, concerned with exploring, describing, and explaining a phenomenon.

Question No: 32 (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 differences

Question No: 33 (Marks: 2)

What is the purpose of memo?

Purpose of Memo:

When you wish to write to someone within your own company, you will send a memorandum. Memos are Used to communicate with other employees, may be located – whether in the same office, in the same building, or in a branch office many miles away.
Because the interoffice memorandum form was developed to save time, the formality of an inside addresses, salutation, and complimentary closing is omitted. Otherwise, however, office memos and letters Have a great deal in common

Question No: 34 (Marks: 3)

How do we write short quotations in a thesis paper?

Short Quotations

If you are directly quoting from a work, you will need to include the author, year of publication, and the page number for the reference (preceded by "p."). Introduce the quotation with a signal phrase that includes the author's last name followed by the date of publication in parentheses.

Question No: 35 (Marks: 3)

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

Question No: 36 (Marks: 3)

Write a note on the tone of a memorandum.

Tone of Memorandums

In most companies and organization, **memorandums are written in the first person**, just as businessletters are. Informal writing style characterizes the memos. The **tone of the memo is influenced** by the**position held by the writer** in relation to that held by the **receiver**. Also, the **topic under consideration**
plays an important part in determining tone. Obviously a person writing to a company official to report theresults of a financial audit will be more formal than a person writing a co-worker about some routine

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matter.An important factor is the personality of the individual receiving the memorandum. The president,
for example, may insist on informality, whereas a peer might like a formal, impersonal tone. Therefore, theeffective business writer must evaluate the position of the reader, the topic under consideration, and the **personality of the reader** when setting the tone of the memo.

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.

Question No: 38 (Marks: 5)

Write a note on chronological resume.

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,

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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

Question No: 40 (Marks: 10)

Elaborate the concept of documentation present in your course

PAPER NO 7

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 PG 31**

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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 PG 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: 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?

► Memorization
► Reading
► **Extemporaneous PG 181**
► Writing

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

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

► Three
► **Four PG 180**
► 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 PG 206**
► 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 PG 200**

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► Conclusion
► Quote

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

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

► **Two PG 206**
► Three
► Four
► Five

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

Proposal should be written in a :

► **Future tense. PG 196**
► Past tense
► Present tense
► Present continuous

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

Which is an active process of receiving aural stimulus?

► **Listening PG 192**
► Thinking
► Talking
► Silence

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

In which negotiation method both parties are dissatisfied?

► **Withdrawal PG 191**
► 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

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► **Reward power PG 188**
► 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 PG 185**
► 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 PG 124**
► progress report
► informal report.
► formal report

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

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

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- Formal reports
- Short reports
- Progress report
- **Informal reports PG 123**

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

Which writing style characterizes memos?

- **Informal PG 113**
- 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. PG 112**
- 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 PG 108**
- Interesting news
- Buffer

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

Collection letter are usually written in:

- Line
- **Series PG 101**
- Serial
- Steps

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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 PG 90**
► 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 PG 145**
► 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 PG 131**
► 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** **PG 6**
► Downward
► Upward
► Circular

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

In a request letter, which tone should be opted?

► **Courteous** **PG 70**
► Demanding
► Apologetic
► Nervous

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

Communication is a process of transmitting and receiving_____ message.

► **Verbal and non verbal** **PG 4**
► 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** **PG 52**
► Modified block
► Long block

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

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

► **Composing** **PG 47**
► 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?

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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.

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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 andsometimes 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.

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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,
xyz
Sales manager

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