MIDTERM EXAMINATION
Spring 2009
ENG301- Business Communication (Session - 2)

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

Which one of the followings is not aspect of the AIDA plan?

- Attention
- Interest
- Desire and action
- **Skill**

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

It has been in use since 1950. It uses full–block form and open punctuation. No salutation or complimentary close is used. Reader's name, is used in the first and last sentences. Subject and writer's name are typed in capitals.

Match the above with one of the followings:

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

Question No: 3 (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:

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- Conciseness
- **Courtesy**
- Consideration
- Completeness

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

Which one of the followings is not the purpose of communication?

- To initiate some action
- To impart information, ideas, attitudes, beliefs or feelings.
- To establish, acknowledge or maintain links or relations with other people.
- **To make the people fool and sell your products**.

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

Globalization means that for a Company to survive, it must establish markets not only in its own country but also in----------.

- two countries
- six countries
- **many countries**
- the whole world

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

The last paragraph should be---------- for an effective business message.

- **concise, correct**
- long, concrete
- long, verbose
- concise, long

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

To communicate easily and effectively with your readers, how many number of principles of communication are applied:

- Nine
- **Seven**
- Eleven
- Six

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

In---------- characteristics such as body shape, body odors and skin color are included.

- Mental
- **Physical**
- Spiritual
- verbal

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

Selecting some details and omitting others is a process called:

- **Abstracting**
- Extracting
- Attracting
- Fascinating

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

A letter that completes a valid contract between a buyer and a seller is called:

- An order letter
- **An acknowledgement letter**
- An inquiry letter
- A sales letter

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

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

- good news

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- **bad news**
- pleasant news
- moderate news

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

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

- Groupware
- **Videotape**
- Software
- Teleconferencing

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

Communication is the process by which individuals share:

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

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

'AMS' is the abbreviation of:

- **Administrative Management Society**
- Alcholical Member Society
- Advanced Management Society
- Asian Management Society

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

Sometimes an extra message is added at the end of a letter and is known as:

- **Postscript**
- Attention line
- Subject line
- Copy notation

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

----------is included to remind the reader to check for additional pages of information.

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- Copy of notation
- **Enclosure**
- Subject line
- Attention line

Question No: 17 (Marks: 2)

Write a note on different punctuation styles.
ANSWER: There are three types of punctuation styles

1. **Closed punctuation:** In this style the heading, date, inside address, salutations and complimentary close are punctuated.
2. **Open punctuation:** In this style of punctuation no punctuations are used even after salutation and complimentary close.
3. **Standard Punctuation:** Punctuation is used only after salutation and complimentary close.

Question No: 18 (Marks: 2)

Rephrase the following letter body:
"Will you ship us some time, anytime during the month of October would be fine, or even November if you are rushed (November would suit us just as well, in fact a little bit better) 300 of the regular Dell Computers.

Thank you in advance for sending these along in parcel post, and not in express, as express is too expensive."

ANSWER: "Please ship parcel post, 300 Dell computers before the end of November."

Question No: 19 (Marks: 3)

Point out some barriers in communication which arise due to attitude and value differences of sender and receiver.

Question No: 20 (Marks: 5)

Write short notes on the following:

1- Importance of communication in your career 2- Developing the right attitude

ANSWER: **Importance of communication in career:** The ability to communicate effectively is very important for a business management student. Since this field requires more of mental work so it is important to communicate the ideas and skills

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effectively to others to reach the desired individual and organizational goals. It is important while working in groups. In order to perform the job effectively it is very important to communicate with the coworkers and the seniors this will help in accomplishing the job.

Developing the right attitude: Attitude is a persistent tendency to feel and behave in a particular way toward some object. Attitude describes people and their behavior. Receiver's attitude towards a message determines whether it will be accepted or rejected. People react favorably when they receive agreeable message. Receiver's view of information affects the response. People react according to their attitudes towards a situation rather than to the facts. So developing the right attitude is very important. Since people develop their attitudes from experience too so to develop right attitudes there must be great association between individuals .

Question No: 21 (Marks: 10)

What is meant by Globalization? The implications of globalization on organizational behavior is profound and direct. Comment on this statement.

Answer: **Globalization and its implications on Organizational Behavior:** Globalization is a term that is used to describe the changing world order in which various aspects of a nation that include the economic, social, political, cultural and environmental factors are viewed as being part of a global community and not restricted in their scope. But according to an organization **Globalization** means that for a company to survive it must establish markets not only in its own country but also in many other countries of the world.

Implications of globalization: There are various implications of globalization on organizational behavior like

- New organizational structures
- Different forms of communications
- Need more sensitivity to cultural differences
- More competition

Now a days globalization is very much important for survival. Organizations expand globally to gain access to resources as inputs and to sell there products as outputs. Companies seek the expertise found in other countries. Competition is of greater extent in global environment. Companies compete with foreign competitors. The world is viewed as a single market. There exist a diverse workforce and the challenge of managing it increases as organizations expand their operations internationally. People from different countries have difficulties in non verbal communication due to differences in their cultures.

So globalization is no doubt an important need now but due to this organizations have to face many challenges.

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