# Mcm301

## Final Term Current PaperFile

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Virtual University Overseas Examination System V2.1 (x86)

Communication skills (MCM301)

Question: 4 (Marks: 1)

Attempted

Which one of the following is Not considered as an appropriate response towards disruptions?

Choices:

- Remain calm
- Take action
- Be flexible
- Become aggressive

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Virtual University Overseas Examination System V2.1 (x86)

Communication skills (MCM301)

Question: 7 (Marks: 1)

Attempte

Which of the following is a person in a group activity whose job is to keep the discussion moving by stimulating members to reach their goal?

Choices:

- Devil`s advocate
- Agent
- Energizer
- Factual contributor

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Virtual University Overseas Examination System V2.1 (x86)

Communication skills (MCM301)

Question: 8 (Marks: 1)

Which of the following is a good replacement of word 'Spokesman' to avoid gender bias in writing?

Attempte

Choices:

- Spokesperson
- Narrator
- Presenter
- Spokeswoman

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Virtual University Overseas Examination System V2.1 (x86)

Communication skills (MCM301)

Question: 11 (Marks: 1)

Attempted

In the writing process, the planning stage is followed by which of the following stages?

Choices:

- Clustering
- Organizing
- Ordering
- Paraphrasing

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Virtual University Overseas Examination System V2.1 (x86)

Communication skills (MCM301)

Question: 1 (Marks: 1)

Mr. Ali is representing a multinational organization that is working for human rights issues in Pakistan. He plans to address a group of media personal about the one year violations of human rights in Pakistan. In your opinion, what could be the most appropriate seating arrangement for such a briefing?

Choices:

- U-formation
- V-formation
- T-Formation
- Semi-Circle

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Virtual University Overseas Examination System V2.1 (x86)

Communication skills (MCM301)

Question: 16 (Marks: 1)

As a writer you need to imagine all the ways in which a request might be understood and accepted, by:

Choices:

- Using nasty and vulgar wording
- Careful use of words
- Using difficult words which cannot be understood by recipient
- Providing as much irrelevant information as you can

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Virtual University Overseas Examination System V2.1 (x86)

Communication skills (MCM301)

Question: 15 (Marks: 1)

While writing a letter to inquire about the people, one should keep in mind all of the following, except:

Choices:

- Respect human rights, both legal and moral
- Ask only for info related to the job
- Stress unrelated information
- Structure the questions around the job

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Virtual University Overseas Examination System V2.1 (x86)

Communication skills (MCM301)

Question: 10 (Marks: 1)

Attempted

Which of the following is NOT a result of incomplete messages?

Choices:

- Loss of goodwill
- Loss of valued customers
- Loss of sales
- Gaining the good name

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Virtual University Overseas Examination System V2.1 (x86)

Communication skills (MCM301)

Question: 17 (Marks: 1)

Atten

Which of the following in a claim letter should mention the nature of the claim?

Choices:

- The closing paragraph
- The third paragraph
- The opening paragraph
- The address

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Virtual University Overseas Examination System V2.1 (x86)

Communication skills (MCM301)

Question: 17 (Marks: 1)

Which of the following in a claim letter should mention the nature of the claim?

Choices:

- The closing paragraph
- The third paragraph
- The opening paragraph
- The address

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Virtual University Overseas Examination System V2.1 (x86)

Communication skills (MCM301)

Question: 14 (Marks: 1)

Which of the following is written to make the readership of the letter restricted?

Choices:

- Addressee notation
- Copy notation
- Introduction
- Post script

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Virtual University Overseas Examination System V2.1 (x86)

Communication skills (MCM301)

Question: 12 (Marks: 1)

Which of the following method of outlining topic involves presenting a general statement first, followed by specific supporting statements?

Attempt

Choices:

- Direct method
- Indirect method
- Supporting method
- Sustaining method

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Communication skills (MCM301)

Question: 2 (Marks: 1)

Which of the following is NOT used in oral speaking style?

Choices:

- Mostly long sentences
- Personal pronouns freely
- Active voice
- Contractions often

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Communication skills (MCM301)

Question: 9 (Marks: 1)

Effective business communication does not require:

Attemp

Choices:

- Accurate words
- Precise information
- Facts
- Intricate thoughts

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Communication skills (MCM301)

Question: 3 (Marks: 1)

A presenter can prepare effective responses to questions by following all of the given steps, except:

Choices:

- Anticipating
- Answering
- Recording
- Rehearsing

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Communication skills (MCM301)

Question: 18 (Marks: 1)

Which of the following part of an indirect-inquiry letter can be less specific than direct-inquiry letter?

Choices:

- The closing
- The opening
- The body
- The subject

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Virtual University Overseas Examination System V2.1 (x86)

Communication skills (MCM301)

Question: 25 (Marks: 1)

Attem

To say a clear no or writing a straight refusal in a disappointing news letter all of the following techniques is useful, EXCEPT:

Choices:

- De-emphasize the disappointing-news
- Use a conditional statement
- Tell the audience what you did, can do, or will do, rather than what you did not do, cannot do, or will not do
- Use a non-courteous tone

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Virtual University Overseas Examination System V2.1 (x86)

Communication skills (MCM301)

Question: 26 (Marks: 1)

In which of the following types of letters, the technique of using a conditional (if or when) statement to imply that the audience could have received, or might someday receive, a favorable answer, is used?

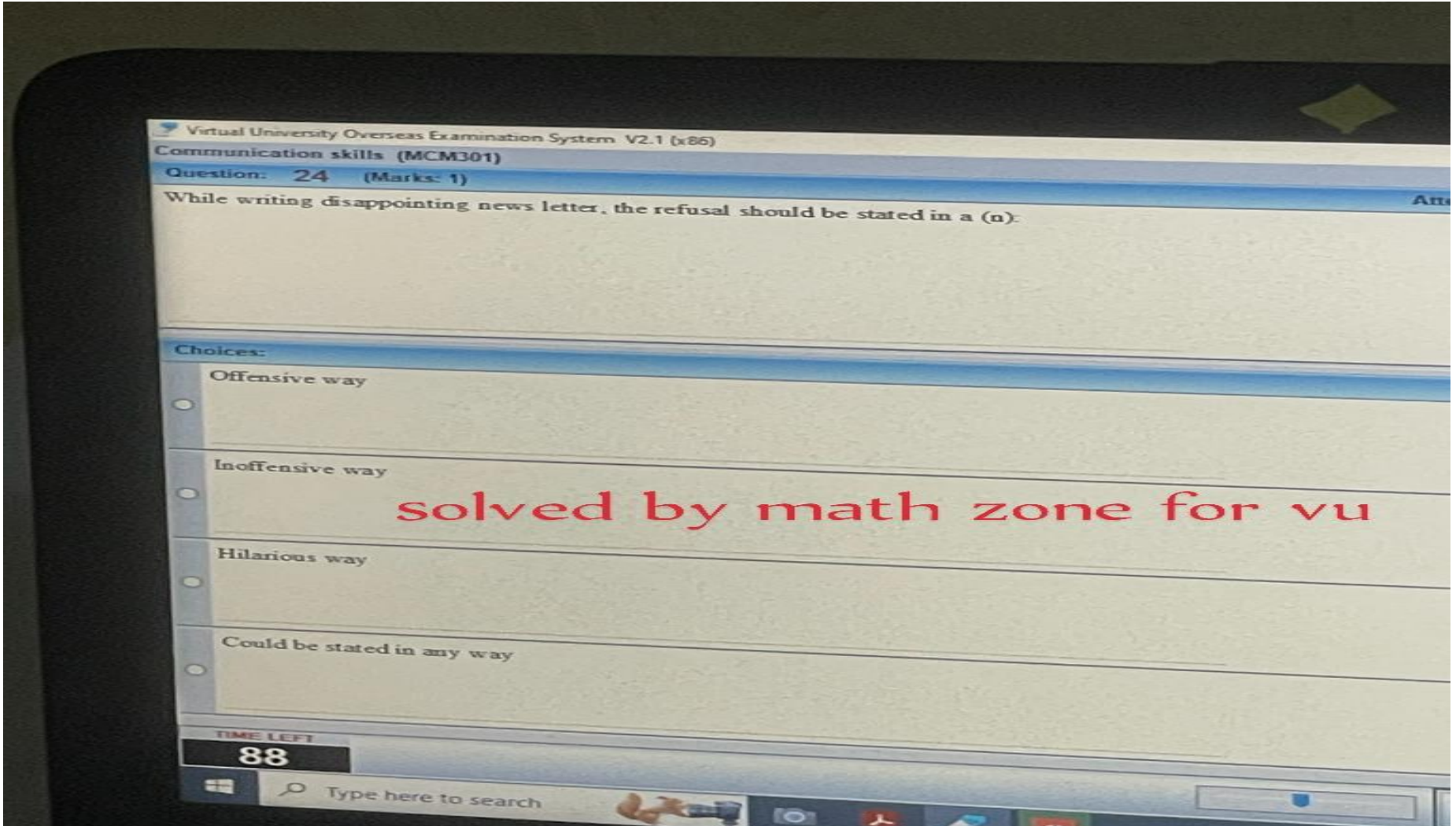
Choices:

- Persuasive news letter
- Disappointing news letter
- Good news letter
- Direct-request letter

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Virtual University Overseas Examination System V2.1 (x86)
Communication skills (MCM301)
Question: 24 (Marks: 1)
While writing disappointing news letter, the refusal should be stated in a (n):
Choices:
Offensive way
Inoffensive way
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Hilarious way
Could be stated in any way
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Virtual University Overseas Examination System V2.1 (x86)

Communication skills (MCM301)

Question: 23 (Marks: 1)

All of the following is achieved by adopting audience centered tone in a disappointing news message, EXCEPT:

Choices:

- Accepting that your disappointing-news represents a firm decision
- Understanding that, under the circumstances, your decision was fair and reasonable
- Remain well disposed toward your business
- Destroying the receiver's pride

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Communication skills (MCM301)

Question: 22 (Marks: 1)

One of the indispensable qualities of letters of congratulation is:

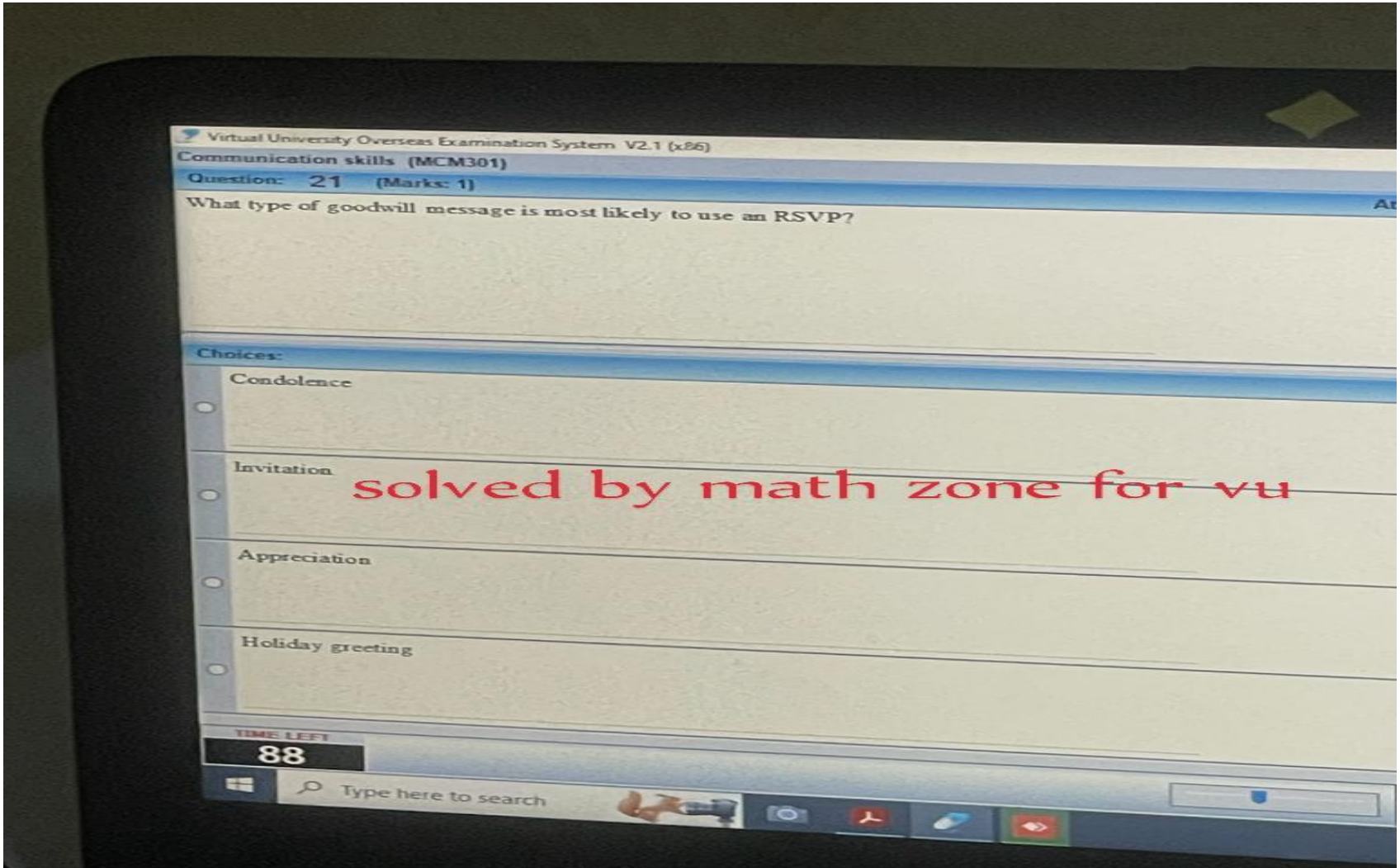
Choices:

- Sincerity
- Verbose Language
- Stilted phrases
- Exaggeration

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Virtual University Overseas Examination System V2.1 (x86)
Communication skills (MCM301)
Question: 21 (Marks: 1)
What type of goodwill message is most likely to use an RSVP?
Choices:
Condolence
Invitation
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Appreciation
Holiday greeting
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Virtual University Overseas Examination System V2.1 (x86)

Communication skills (MCM301)

Question: 20 (Marks: 1)

Letters of invitation include:

Choices:

- Speaking invitations
- Informal social invitation
- Formal social invitations
- All of the given options

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Virtual University Overseas Examination System V2.1 (x86)

Communication skills (MCM301)

Question: 19 (Marks: 1)

Which of the following is the most appropriate opening for an invitation to a fund-raising event?

Choices:

- Explain the purpose of the event.
- Give details of the event.
- Extend the invitation.
- Remind the recipient to bring a checkbook.

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Virtual University Overseas Examination System V2.1 (x86)

Communication skills (MCM301)

Question: 30 (Marks: 1)

When scientists note that the average temperature is rising each year in Sydney, Cairo, Tokyo, and other major cities, they conclude that the entire globe is warming up. Which form of reasoning are they using?

Choices:

Deductive

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Inductive

Emotional

Narrative

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Communication skills (MCM301)

Question: 31 (Marks: 1)

Where do cultural styles of audience in persuasion tend to differ?

Choices:

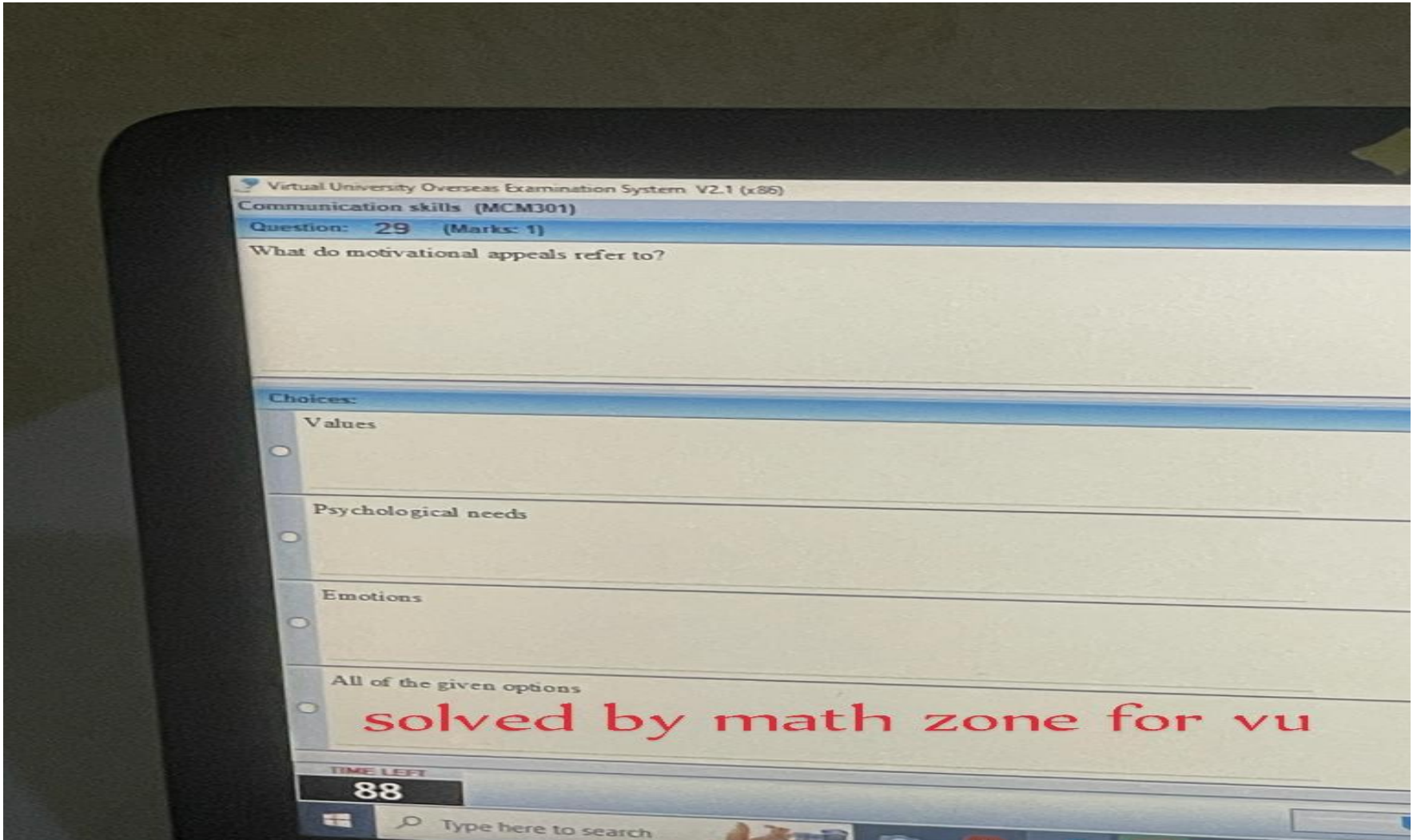
- Differ in their responses to persuasive appeals
- Differ in their levels of visible emotion
- Differ in how they regard supporting materials
- All of the given options

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Virtual University Overseas Examination System V2.1 (x86)
Communication skills (MCM301)
Question: 29 (Marks: 1)
What do motivational appeals refer to?
Choices:
Values
Psychological needs
Emotions
All of the given options
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Virtual University Overseas Examination System V2.1 (x86)

Communication skills (MCM301)

Question: 28 (Marks: 1)

Make a counteroffer or counter-proposal, if appropriate. It is highly needed in which of the following situations?

Choices:

- When writing good news message
- When writing persuasive message
- When writing direct-request message
- When writing disappointing-news message

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Virtual University Overseas Examination System V2.1 (x86)

Communication skills (MCM301)

Question: 27 (Marks: 1)

When it comes to writing disappointing news letters all of the following are correct, except.

Choices:

- Avoid the use of negative words or phrases.
- Avoid making suppositions that are not likely to occur.
- Avoid a meaningless closing.
- Avoid a neutral or buffered opening.

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Virtual University Overseas Examination System V2.1 (x86)

Communication skills (MCM301)

Question: 32 (Marks: 1) Atte

Which of the following is correct about coercion, persuasion and manipulation in persuasive messages?

Choices:

- Are three separate categories
- Are loosely connected
- Are blended into each other
- Are unrelated

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Virtual University Overseas Examination System V2.1 (x86)

Communication skills (MCM301)

Question: 40 (Marks: 1)

Which of the following refers to everything a speaker does or says, both verbally and non-verbally?

Choices:

Channel

Feedback

Content

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Context

TIME LEFT

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Virtual University Overseas Examination System V2.1 (x86)

Communication skills (MCM301)

Question: 39 (Marks: 1)

Suppose a husband and wife are having a serious discussion on some domestic matter and by that time their kid wakes up and start crying, and wife rushes towards the child leaving the discussion in between. In this scenario you would relate the crying of the child with which of the following element of communication?

Choices:

- Noise
- Channel
- Message
- Feedback

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Virtual University Overseas Examination System V2.1 (x86)

Communication skills (MCM301)

Question: 38 (Marks: 1)

All of the following tips should be kept in mind while filling up a job application form, except:

Choices:

- Read the instructions on the form carefully before beginning to complete it.
- Upon completion, review the entries for completeness and accuracy.
- Answer the open ended questions with an exaggerated expression.

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- Complete every blank on the form – even if you have to insert entries like "None," "Not applicable."

Virtual University Overseas Examination System V2.1 (x86)

Communication skills (MCM301)

Question: 36 (Marks: 1) Attempt

Which of the following is typically the first document of a job seeker that a potential employer encounters with and is used to screen applicants?

Choices:

- Resignation letter
- Appointment letter
- Resume
- Leave Application

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Virtual University Overseas Examination System V2.1 (x86)

Communication skills (MCM301)

Question: 37 (Marks: 1)

All of the following are accurate statements regarding interviews, EXCEPT:

Choices:

- Interviews have some element of control that is not present in more casual conversations.
- Interviews can have more than two parties because there are sometimes multiple interviewers and multiple respondents.
- Interviews are always purposeful.
- Interviews are more structured than most conversations.

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Virtual University Overseas Examination System V2.1 (x86)

Communication skills (MCM301)

Question: 35 (Marks: 1)

Which of the following is a document that contains a summary of relevant job experience and education?

Choices:

- Appointment letter
- Resume
- Resignation letter
- Leave Application

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Virtual University Overseas Examination System V2.1 (x86)

Communication skills (MCM301)

Question: 34 (Marks: 1)

Memos may be used for:

Choices:

- Personnel transfers, meetings, or policy changes
- Reporting
- Press Summary
- Bibliographies

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Virtual University Overseas Examination System V2.1 (x86)

Communication skills (MCM301)

Question: 33 (Marks: 1)

Which of the following is a message written to use within the organization?

Choices:

Memorandum

Letter

Application

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Report

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# Subjective part

Virtual University Overseas Examination System V2.1 (x86)

Communication skills (MCM301)

Question: 41 (Marks: 3)

What do you know about the conventional theatre style of seating? Explain.

Q41

With a theater-style arrangement, people in the audience are seated in rows and columns without tables. Theater-style seating is most common with Proactive presentation delivered to large audiences- Seating may also be arranged in this manner for a presentation to a smaller group that must meet in a room with limited space. As Figure indicates, if a podium is required, it should be placed to the side and toward the back of the platform (rather than in the center). Doing so opens up the platform for movement by the presenter, reduces the barrier a podium creates between presenter and audience, and discourages a presenter from dependence on the podium.

TIME LEFT

Question: 48 (Marks: 5)

Explain when do we use the technique of EMPHASIS in order to make our written message more effective?

Answer:

Q48
Emphasis
The technique of emphasis is used when you want certain words, phrases, clauses, or sentences to standout.Some of the emphasis techniques that you can employ are position, repetition, quantity, and mechanics.Emphasis stands out in two positions: the beginning and the ending. The beginning is generally the preferred location, unless you are presenting negative information. When using the repetition technique,you simply repeat the words you want to emphasize. In addition, you can emphasize an idea by increasing the number of words devoted to its discussion.emphasis can also be achieved by presenting a key idea ina short paragraph and then using the paragraphs that follow to present additional information.Finally,several mechanical means of emphasizing ideas are available, including underlining, putting information in all capitals, and using a different color ink.Writers must decide what needs emphasis, and then choose sentence structure. In the example below, the first of the two sentences illustrates how overuse of the repetition technique can have a negative impact

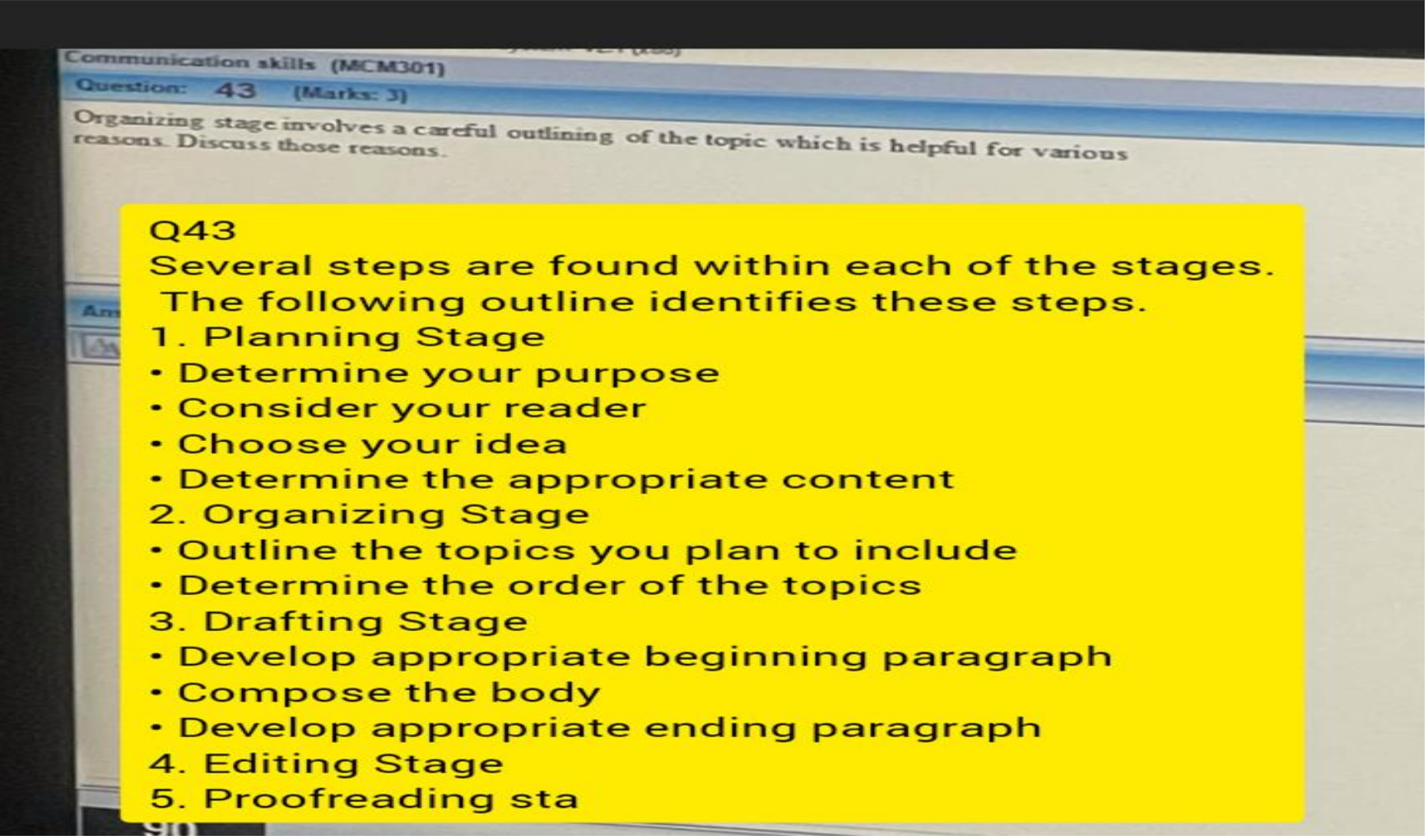
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Q50

Logical Appeals: A logical appeal calls on human reason. In any argument you might use to persuade an audience, you make a claim and then support your claim with reasons or evidence. When appealing to your audience's logic, you might use three types of reasoning:- Analogy With analogy, you reason from specific evidence to specific evidence For instance, to persuade employees to attend a planning session, you might use a town meeting analogy, comparing your company to a small community And your employees to valued members of that community.

Induction With induction, you reason from specific evidence to general conclusion. Toconvince potential customers that your product is best, you might report the results of test marketing in which individuals preferred your product over others. After all, if some individuals prefer it, so will others.- Deduction With deduction, you might reason from a generalization to a specific conclusion. To persuade your boss to hire additional employees, you might point toindustry-wide projections and explain that industry activity (and thus your company's business) will be increasing rapidly over the next three months, so you'll need more employees to handle increased business

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Communication skills (MCM301)
Question: 43 (Marks: 3)
Organizing stage involves a careful outlining of the topic which is helpful for various reasons. Discuss those reasons.
Q43
Several steps are found within each of the stages. The following outline identifies these steps.
1. Planning Stage
• Determine your purpose
• Consider your reader
• Choose your idea
• Determine the appropriate content
2. Organizing Stage
• Outline the topics you plan to include
• Determine the order of the topics
3. Drafting Stage
• Develop appropriate beginning paragraph
• Compose the body
• Develop appropriate ending paragraph
4. Editing Stage
5. Proofreading sta

Virtual University Overseas Examination System V2.1 (x86)

Communication skills (MCM301)

Question: 46 (Marks: 3)

What are collection letters? Briefly explain.

Q46

Collection letters are also considered persuasive because the inclusion of motivationally oriented material is designed to get the reader to comply with your request. Because the reader may not be readily able nor willing to comply with your request, you have to take extra measures to assure compliance.

Use of one or more appeals in writing effective letters is discussed below:

Appeal to fair play

The fair-play appeal essentially says to the customer: “We have been fair with you by providing the quality of product and services that you have the right to receive, and now you need to be fair with us by paying your account in full.”

The following example illustrates the use of fair-play appeal in a collection letter.

The special instructions in your order indicated that the glassware was needed by Dec. 10, so we sent the order to you by air express — at your expense

Virtual University Overseas Examination System V2.1 (x86)

Communication skills (MCM301)

Question: 49 (Marks: 5)

"It's not what you say but how you say it." Elaborate the statement with reference to the use of audience centered approach in writing disappointing news letters.

Q49

It's not what you say but how you say it. Your tone contributes to your message's effectiveness by helping your readers:

- Accept that your disappointing-news represents a firm decision.
- Understand that, under the circumstances, your decision was fair and reasonable. Remain well disposed toward your business.- Preserve their pride.

When establishing tone, strive for firmness, fairness, goodwill and respect Disappointing-news involves emotions.

You must acknowledge these emotions — empathic response. But you can't let those emotions interfere with your message.

Adopt audience-centered tone by paying attention to three things:

1. Using the "you"-attitude

Using the "you" attitude is crucial to every message you write, but it's especially important in disappointing-news messages. For example, point out how your decision might actually further your audience's goals. Convey concern by looking for the best in your audience. And assume that your audience is interested in being fair, even when they are at fault.

2. Choose Positive words

You can ease disappointment by using positive words rather than negative, counterproductive ones.

Avoid a negative tone Use a positive tone

I can't understand what you mean Pl. clarify your request

The damage won't be fixed for a week. The item will be repaired next week

The breakage was not our fault. The

Organizing stage involves a careful outlining of the topic which is helpful for various reasons. Discuss those reasons.

Q43

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- Develop appropriate beginning paragraph
- Compose the body
- Develop appropriate ending paragraph

4. Editing Stage

5. Proofreading sta

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