

Which of the followings are usually more vivid than long ones and improve the Readability of a document?

▶ **Short words (pg 57)**

- ▶ Content words
- ▶ **Structure words**
- ▶ Practical words

Which format should be used if the document will be sent to outside individuals?

▶ **Letter (pg 63)**

- ▶ Presentation
- ▶ Memorandum
- ▶ Manuscript

Which of the following can be defined as “the words one chooses to state one’s message, Say much more than their dictionary definitions”?

▶ **Semantics (pg 76)**

- ▶ Phonetics
- ▶ Synonyms
- ▶ Phonemes

Which question is used to ask about residential status?

▶ **What's your address?**

- ▶ Where are you from?
- ▶ Where do you belong to?

- ▶ Please sign here.

How can you make the following statement Concise?

„There are only four rules of our company and every employee is bound to follow these rules.“

- ▶ **Four rules must be observed. (pg 33)**
- ▶ There are four rules that must be observed.
- ▶ You must follow the rules.
- ▶ **Follow the rules**

Which of the following is promoted by simple, direct language?

- ▶ Structural clarity
- ▶ **Stylistic clarity (pg 27)**
- ▶ Contextual clarity
- ▶ **Textual clarity**

Which of the following is used as brief, informal reports within an organization?

- ▶ Letter
- ▶ **Memo (Pg 79)**
- ▶ Proposal
- ▶ Report

Select the statement about the communication process that is NOT true.

- ▶ Communication takes many forms-oral, written and computer.
- ▶ Communication is vital to every part of business.

▶ **Your performance in business will not be judged by your communication ability.**

- ▶ Performance is judged by communication ability.

Biased language that might offend the audience is based on _____

▶ **Cultural bias, gender bias (pg 58)**

- ▶ Cultural bias, nationality bias
- ▶ Unity bias, nationality bias
- ▶ None of them

Why important observations, suggestions, or objections should be written?

- ▶ To persuade the reader
- ▶ **To create permanent records (Pg 20)**
- ▶ To make communication more effective
- ▶ To establish credibility

Which Three types of readers usually exist?

- ▶ Phantom Readers, Future Readers, Complicated Readers
- ▶ Future Readers, Complex Readers, Complicated Readers
- ▶ Future Readers, Complex Readers, Technical Readers
- ▶ **Phantom Readers, Future Readers, Complex Readers (pg 23)**

To whom usually good will letters are written?

- ▶ **Customer**
- ▶ Manager
- ▶ Director

- ▶ Chairman

If your message is specific, definite and vivid; which of the following principle has been applied?

- ▶ Completeness
- ▶ Correctness
- ▶ Conciseness
- ▶ **Concreteness (Pg 35)**

Which guideline should be followed to ensure Courtesy?

- ▶ Be sincerely tactful, thoughtful and appreciative
- ▶ Use expressions that show respect
- ▶ Omit irritating expressions
- ▶ **All of the above (Pg 38)**

Which of the following factors enables you to evaluate the effectiveness of your message?

- ▶ **Feedback (Pg 127)**
- ▶ Encoding
- ▶ Transmission
- ▶ Decoding

Which of the following can make a meeting unsuccessful?

- ▶ Deciding on purpose before the meeting
- ▶ Selecting participants for the meeting

▶ **Holding a meeting when a memo or other business message would have done the job. (Pg 158)**

▶ All of the above

Which of the followings is an essential component of employment process?

▶ Reflections

▶ **References (Pg 68)**

▶ Fractions

▶ Recommendations

Which of the following is the basis of Courtesy?

▶ Inclined attitude

▶ Biased attitude

▶ **You-attitude (Pg 38)**

▶ Offensive attitude

Which of the followings are included in Functional words?

▶ Conjunctions, prepositions, nouns, pronouns

▶ **Conjunctions, prepositions, articles, pronouns (Pg 56)**

▶ Conjunctions, prepositions, articles, adjectives

▶ Conjunctions, interjections, articles, pronouns

A fault in the communication procedure where the meaning of the message is lost “in translation” from intention to language or from language to understanding is called _____.

▶ **Distortion**

- ▶ Noise
- ▶ Redundancy
- ▶ Feedback

Questions:

Q1: Define "Disability bias"? (2)

Q2: What is 'Short Report'? (2)

Q3: Difference between "Formal Meeting Minutes and Informal Meeting Minutes"? (5)

Q4: Describe the direct request benefits? (3)

Q5: How Active and Passive Voice make our message effective? Explain with example (5)