

What is the emphasis of a Functional resume?

- ▶ Place the name and professional objectives at the top
- ▶ **Provide functions and tasks the applicant can perform (Pg 13)**
- ▶ Put the most important information first
- ▶ Make your name and professional achievements prominent

What is the goal of a Non-conventional resume?

- ▶ Provide functions and tasks the applicant can perform
- ▶ **Place the name and professional objectives at the top**
- ▶ **Put the most important information first (Pg 13)**
- ▶ Make your name and professional achievements prominent

Which of the followings are real but unnamed readers?

- ▶ **Phantom Readers (Pg 23)**
- ▶ Future Readers
- ▶ Complex Readers
- ▶ Technical Readers

Why Comparison is useful for paragraph development?

- ▶ **It emphasizes similarities (Pg 29)**
- ▶ It emphasizes differences

Which of the following complimentary close is accurate in general letter writing?

- ▶ Yours sincerely,
- ▶ Sincerely,

- ▶ Yours respectfully,
- ▶ **All of the above (Pg 64)**

How the credibility of the communicator can be systematically analyzed?

- ▶ Through written communication
- ▶ **Through communication probe (Pg 32)**
- ▶ Through oral communication
- ▶ Through non verbal communication

What is meant by the term 'Connotative'?

- ▶ **It refers to the literal meaning of words.**
- ▶ It refers to the associations that are connected to a certain word
- ▶ It refers to general meaning of words.
- ▶ It refers to cognitive meaning of words.

In which of the following message categories would you place sales and marketing messages?

- ▶ **Persuasive**
- ▶ Positive
- ▶ Negative
- ▶ Routine

What can be considered as the heart of a report?

- ▶ A variety of components
- ▶ Introduction, body, and a close
- ▶ **Only the body of the report**

- ▶ The introduction of a report

When you are writing a routine message, what kind of approach will be used?

- ▶ **The direct approach (Pg 52)**

- ▶ The indirect approach
- ▶ The long approach
- ▶ None of the above

Which of the following you should avoid when writing a claim letter?

- ▶ Direct request
- ▶ Professional tone
- ▶ **A complaining tone (Pg 71)**
- ▶ Specific details

What is meant by the term 'Denotative'?

- ▶ **It refers to the literal meaning of a word.**
- ▶ It refers to the surface meaning of the word.
- ▶ It refers to cognitive meaning of words.
- ▶ It refers simple meaning of words.

Where can we apply seven C"s?

- ▶ To Non verbal communication
- ▶ To Oral communication
- ▶ To Written communication
- ▶ **To written and oral communication (Pg 31)**

While writing persuasive messages which four things should be kept in mind about your audience?

- ▶ Main idea, consideration, needs and appeals, logic
- ▶ Semantics, emotion and logics, clarity, consideration
- ▶ **Needs and appeals, emotion and logic, credibility, semantics (Pg 76)**
- ▶ Credibility, logics, main idea, emotion

Which type of letter not only conveys information, but also establishes a contractual relationship between you and the organization or person offering you the position?

- ▶ Job application letter
- ▶ **Acceptance letter (Pg 64)**
- ▶ Inquiry letter
- ▶ Transmittal letter

Why do Experts read technical and scientific documents?

- ▶ To maintain and expand their own general expertise
- ▶ To obtain specific answers to their own research and writing
- ▶ To evaluate a document's technical or scientific content.
- ▶ **All of the above (Pg 17)**

Which of the following suggests “Implication of a word or a suggestion separate from the usual definition”?

- ▶ Denotation
- ▶ Connotation

▶ **Implementation**

- ▶ Abstraction

Which of the following is the primary vehicle for communication within an organization?

- ▶ Letter
- ▶ Report
- ▶ **Memorandum (pg 63)**
- ▶ Proposal

Which phrase should be used while making a presentation?

- ▶ **Please feel free to interrupt me with questions.**
- ▶ Don't disturb me while I'm presenting these statistics.
- ▶ No, you're wrong. We need more staff.
- ▶ Please! No interruptions during the presentation.

Which phrase is correct?

- ▶ **When were you born?**
- ▶ When you are born?
- ▶ When are you born?
- ▶ When you born?

Which of the following is best when you don't need immediate feedback, but you do need speed?

- ▶ Written message
- ▶ **Electronic message (Pg 49)**

- ▶ Oral message
- ▶ informal message

Which of the following suggests the following statement? "First group the ideas and then put them in sequence."

- ▶ Revising a message
- ▶ Editing a message
- ▶ **Organizing a message (Pg 52)**
- ▶ Planning a message

Questions:

Q1. What are the basic strategies for writing bad news messages?

Q2. Describe random list briefly?

Q3. How do camouflaged verbs affect the process of business communication?

Explain with examples.

Q4. What are the characteristics of a good opening of a report?

Q5. Write a note on application letter?