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

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)**
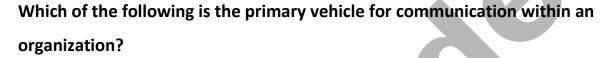
► Inquiry letter

► 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 massage

► **Electronic message (Pg 49)**

► Oral massage

► informal massage

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

A letter or report to a customer from an employer belongs to which kind of communication?

► **Official communication (Pg 4)**

► Officer Communication

► Administrator communication

► Manager Communication

Which of the following aims at gathering specific information?

► Letter of claim

► Letter of request

► **Letter of inquiry (Pg 66)**

► Letter of information

Which of the following is best when you want immediate feedback?

► **Oral medium (Pg 49)**

► Written medium

► Electronic medium

► All of the above

Which is farthest in the past?

► couple of days

► last week

► a day before yesterday

► **a month ago**

Which of the following is achieved through a balance between precise language and familiar language?

► **Clarity (Pg 36)**

► Correctness

► Concreteness

► Conciseness

Letters are usually just one page and consist of three sections _____.

► Salutation, subject matter, references

► Front matter, summary, conclusion

► Body, references, end matter

► **Front matter, body, end matter (Pg 64)**

Which of the following is used in a letter to emphasize a point or to include a brief personal message?

► Foot notes

► Post script

► **End notes (Pg 59)**

► All of the above

Which of the followings use Salutations?

► Memorandums

► **Letters (Pg 63)**

► Informal speech

► Proposals

What strategies should be opted for writing to Technicians?

► Keep introductions and background information brief

► Make information accessible

► Provide short definitions or explanations of any unfamiliar term

► **All of the above (Pg 17)**

Claim letter is also called:

► Transmittal letter

► Credit refusing letter

► Adjustment letter

► **Complaint letter**

Which of the following can be defined as follows?

"It is not merely politeness with mechanical insertion of 'please' and 'Thank You' rather it is politeness that grows out of respect and concern for others."

► Clarity

► **Courtesy (Pg 45)**

► Consideration

► Credibility

Where can we apply seven C's?

► To Non verbal communication

► To Oral communication

► To Written communication

► **To written and oral communication (pg 31)**

Which section of a résumé creates most disagreements among experts about its relative advantages and disadvantages?

► Skills

► Work experience

► **Career objective (Pg 14)**

► Education

Which of the following should be done when writing recommendation letters?

► **Include only relevant and factual information. (Pg 69)**

► Avoid value judgments.

► Balance criticisms with favorable points.

► All of the above

Which one of the following options should be used during business correspondence?

► Choppy sentences

► Passive sentences

► **Bias-free language (Pg 58)**

► Clichés

Which one of the following can create immense difference between class room communication and job communication?

► Age of audience

► Behavior of udience

► **Size of audience (Pg 3)**

► **None of the above**

Which of the following is generally organized by direct approach and receives a favorable reaction?

► Business message

► Bad news message

► **Good news message**

► Routine message

What is the last thing you need to do before you get ready to distribute your document?

► Designing

► Revising

► **Proofreading (Pg 60)**

► All of the above

Which one of these words is not a synonym for "business"?

➢ capital

➢ enterprise

➢ **project**

➢ venture

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

➢ **Letter (Pg 67)**

➢ Presentation

➢ Memorandum

➢ Manuscript

Which of the followings are like good mail order forms, although they also provide more room for explaining special needs?

➢ **Order letters (Pg 70)**

➢ Adjustment letters

➢ Inquiry letters

➢ Deposit letters

Questions:

Q1: Define "Disability bias"?   (2)

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

Q3: Differance 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)

Q6. What are the basic strategies for writing bad news messages?

Q7. Describe random list briefly?

Q8. How do camouflaged verbs affect the process of business communication? Explain with examples.

Q9. What are the characteristics of a good opening of a report?

Q10. Write a note on application letter?

Q11. Write down the reasons for conveying a bad news about orders?

Q12. Define the following.

- Phantom readers

- Future readers

- Complex readers

Q13. Which factors should be kept in mind while editing the message? ….. (2 marks)

Q14. A letter for inquiry may ask for specific information about a candidate. Keeping in mind, define letter of inquiry? ….. (2 marks)

Q15. Difference between formal and informal writing? ….. (3 marks)

Q16. What are the three steps involved in planning a sales letter? …….. (3 marks)

Q17. What is meant by "concreteness?" explain with the help of examples? ….. (5 marks)

Q18. Write down the general rule for initial part of the direct request?   …… (5 marks)

Q19. Difference between direct and indirect approach? …… (5 marks)