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ENG201- Business and Technical English Writing

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

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

1. Capital
2. Enterprise
3. Project
4. Venture

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

Which of the following gives you an opportunity to get your message across to a skeptical or hostile audience?

- Direct approach
- Indirect approach
- Persuasive approach
- Instructive approach

Question No: 3 ( Marks: 1 ) - Please choose one

Which of the following is the process of drafting your message?

- Planning
- Composing
- Editing
- Revising

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

A sentence consists of two parts; one is a subject which is the second one?

- preposition
- predicate
- adjective
- adverb

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

Which of the following ensures success to massage by leaving audience with a feeling of their personal welfare in mind?

- Abrupt close
- Polite close
- Courteous close**
- Gradual close

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

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.

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

Which of the following should NOT be used while answering the phone?

- Ken speaking
- This is Ken
- What do you want?**
- Can you hold on?

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

Which phrase is used during a presentation?

- Thanks for giving me a hand.
- Thank you very much for your time today.**
- Thank you for your quick response.
- Thank you for your corporation.

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

Which phrase should be used while making a presentation?

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

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

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

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1. Communication is vital to every part of business.
2. **Your performance in business will not be judged by your communication ability.** Performance is judged by communication ability.
3. Communication takes many forms-oral, written and computer.

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

Which of the following should be essentially considered during speeches and presentations?

Dress

Time

**Appearance**

Microphone

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

What is the extremely important implicit goal of a business document?

To provide information

**To establish a relationship**

To give instructions

To persuade the reader

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

Which one is not an optional part of a letter?

**Attention line**

Subject Line

Enclosure

Salutation

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

Which of the following three steps are involved in planning a sales letter?

Main idea, needs and appeals, logics

Define the audience, emotion and logic, main idea

Needs and appeals, chose the format, emotion and logic

**Determine the main idea, define the audience, chose the format**

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

Communication can be defined as-----

A sense of unshared understanding

The process of attempting to drop information

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**The activity of conveying information**

Replacement of something

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

Where can we apply seven C's?

To Non verbal communication

To Oral communication

To Written communication

**To written and oral communication**

**MIDTERM EXAMINATION**

Spring 2009

ENG201- Business and Technical English Writing (Session - 1)(2<sup>nd</sup>)

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

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

capital

enterprise

project

**venture**

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

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

**Letter**

Presentation

Memorandum

Manuscript

**Question No: 3 ( Marks: 1 ) - Please choose one**

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

**Order letters**

Adjustment letters

Inquiry letters

Deposit letters

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

**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.

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**Question No: 5** ( Marks: 1 ) - Please choose one  
**Which is a correct response to the question: How do you do?**

I'm fine.

I'm alright.

How do you do?

**I'm doing fine.** (not sure grammatically ....we mostly use I'm fine in routine)

**Question No: 6** ( Marks: 1 ) - Please choose one  
**Which of the following should NOT be used while answering the phone?**

Ken speaking

This is Ken

**What do you want?**

Can you hold on?

**Question No: 7** ( Marks: 1 ) - Please choose one  
**Complete the question tag: They worked for Kaufman's,**

**Did they?**

Haven't they?

Didn't they?

Had they?

**Question No: 8** ( Marks: 1 ) - Please choose one  
**Which of the following is achieved through a balance between precise language and familiar language?**

**Clarity**

Correctness

Concreteness

Conciseness

**Question No: 9** ( Marks: 1 ) - Please choose one  
**Which of the following is the first thing you must consider while writing a resume?**

**Defining your objectives**

Planning your objectives

Evaluating your objectives

Revising your objectives

**Question No: 10** ( Marks: 1 ) - Please choose one  
**How many steps are essential for successful oral statement?**

**Five**

Six

Seven

Eight

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**Question No: 11** ( Marks: 1 ) - Please choose one  
**Which of the following is the main task of a Conventional Résumé?**

Provide functions and tasks the applicant can perform

**Make your name and professional achievements prominent**

Put the most important information first

Place the name and professional objectives at the top

**Question No: 12** ( Marks: 1 ) - Please choose one  
**What kind of paper can be used for a Conventional Résumé?**

White paper

Buff paper

Gray paper

**All of the above**

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

**Question No: 14** ( Marks: 1 ) - Please choose one  
**How many aspects does Accuracy have?**

6

5

4

3

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

Inquiry letter

Transmittal letter

**Question No: 16** ( Marks: 1 ) - Please choose one  
**Communication can be defined as-----**

A sense of unshared understanding

The process of attempting to drop information

**The activity of conveying information**

Replacement of something

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**MIDTERM EXAMINATION**

Spring 2009

ENG201- Business and Technical English Writing (Session - 1)(3<sup>rd</sup>)

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

---

**Which of the following is the process of drafting your message?**

- ▶ **Planning**
- ▶ Composing
- ▶ Editing
- ▶ Revising

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

---

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

- ▶ **Order letters**
- ▶ Adjustment letters
- ▶ Inquiry letters
- ▶ Deposit letters

**Question No: 3 ( Marks: 1 ) - Please choose one**

---

**Which of the following consists of four parts: a buffer, reasons supporting the negative decision, clear, diplomatic statement of the negative decision and a helpful, friendly, and positive close?**

- ▶ Direct plan
- ▶ **Indirect plan**
- ▶ Business plan
- ▶ Strategic plan

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

---

**Which of the following presents the main idea before the supporting data?**

- ▶ Strategic plan
- ▶ Indirect plan
- ▶ **Direct plan**

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- ▶ Business plan

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

---

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

- ▶ **Written message**
- ▶ Electronic message
- ▶ Oral message
- ▶ informal message

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

---

Which question asks for advice?

- ▶ What would you like to know?
- ▶ **What should I do with my plastic bottles?(not sure)**
- ▶ I'm afraid I don't know where the entrance is.
- ▶ May I help you in any way?

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

Which of the following should NOT be used while answering the phone?

- ▶ Ken speaking
- ▶ This is Ken
- ▶ **What do you want?**
- ▶ Can you hold on?

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

---

Which phrase is correct?

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

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

---

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

- ▶ Letter
- ▶ Report
- ▶ **Memorandum**
- ▶ Proposal

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

---

**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.
- ▶ There are four rules that must be observed.
- ▶ You must follow the rules.
- ▶ **Follow the rules.**

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

---

**Biased language that might offend the audience is based on -----**

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

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

---

**Which of the following is the main task of a Conventional Résumé?**

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

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

---

**Which Three roles does an audience play?**

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- ▶ **Decision makers, Implementers, Managers**
- ▶ Decision makers, Advisors, Implementers
- ▶ Decision makers, Advisors, Lawyers
- ▶ Advisors, Implementers, Players

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

---

**“An attachment notation is included to remind the reader to check additional pages of information. This is typed single or double space below the reference initials.”**

**Match the above statement with one of the followings:**

- ▶ Copy Notation
- ▶ **Enclosure(s)**
- ▶ Attention line
- ▶ Postscript

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

---

**Communication can be defined as-----**

- ▶ A sense of unshared understanding
- ▶ The process of attempting to drop information
- ▶ **The activity of conveying information**
- ▶ Replacement of something

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

---

**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.

**MIDTERM EXAMINATION**

Spring 2009

ENG201- Business and Technical English Writing (Session - 1)(4<sup>th</sup>)

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

**For Registration on [www.virtualinspire.com](http://www.virtualinspire.com) u can use Firefox or chrome or latest Internet Explorer.....**

Whose needs are most important to be fulfilled while composing a document?

- ▶ speakers'
- ▶ **readers' (not sure)**
- ▶ listeners'
- ▶ writers'

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

---

Which phrase is correct?

- ▶ He's worked at that company for fifteen years.
- ▶ **He's working at that company for fifteen years.**
- ▶ He works at that company for fifteen years
- ▶ He works at that company for fifteen years

**Question No: 3 ( Marks: 1 ) - Please choose one**

---

Which sentence is incorrect?

- ▶ He lives in London.
- ▶ I arrived at home at 6 o'clock.
- ▶ **They drove to San Francisco on Saturday.**
- ▶ Where do you live?

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

Which of the following should NOT be used while answering the phone?

- ▶ Ken speaking
- ▶ This is Ken
- ▶ **What do you want?**
- ▶ Can you hold on?

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

---

Which phrase is correct?

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

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

---

**Which of the following should be adopted to compose concrete, convincing messages?**

- ▶ **All of the above**
- ▶ Use specific figures
- ▶ Put action to words
- ▶ Use vivid image building words

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

**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

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

---

**Biased language that might offend the audience is based on -----**

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

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

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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

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

---

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
- ▶ **All of the above**

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

---

Why document objective should be stated at the beginning?

- ▶ To motivate readers to read further
- ▶ To gain readers' attention
- ▶ **Both i & ii**
- ▶ To impress readers

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

Why style guides are widely used in organizations?

- ▶ To achieve a uniform document
- ▶ To achieve consistency of style
- ▶ To achieve good results
- ▶ **Both i & ii**

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

---

How many aspects does Accuracy have?

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- ▶ 6
- ▶ 5
- ▶ 4
- ▶ 3

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

---

**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**
- ▶ Credibility, logics, main idea, emotion

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

---

**While communicating, when you are aware not only of the perspective of others but also their feelings, which principle of communication you are utilizing?**

- ▶ Concreteness
- ▶ Completeness
- ▶ **Courtesy**
- ▶ Correctness

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

---

**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**
- ▶ Consideration
- ▶ Credibility

**MIDTERM EXAMINATION**

Spring 2009

ENG201- Business and Technical English Writing (Session - 1)(5<sup>th</sup>)

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

---

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

- capital
- enterprise
- project
- venture**

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

---

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**
- ▶ Planning a message

**Question No: 3 ( Marks: 1 ) - Please choose one**

---

Which of the following aims at gathering specific information?

- ▶ Letter of claim
- ▶ Letter of request
- ▶ **Letter of inquiry**
- ▶ Letter of information

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

---

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

- ▶ **Letter**
- ▶ Presentation
- ▶ Memorandum
- ▶ Manuscript

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

---

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

- ▶ **Order letters**
- ▶ Adjustment letters
- ▶ Inquiry letters
- ▶ Deposit letters

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

---

Which of the following presents supporting data before the main idea?

- ▶ Business plan
- ▶ **Direct plan**
- ▶ Indirect plan
- ▶ Successful plan

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

'Employment History' means:

- ▶ Which schools you have attended.
- ▶ Which diplomas and certificates you have.
- ▶ **Where you have worked.(not sure)**
- ▶ Which disciplines you had opted.

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

---

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.



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

---

Complete the question tag: They worked for Kaufman's,

- ▶ **Did they?**
- ▶ Haven't they?
- ▶ Didn't they?
- ▶ Had they?

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

---

Which of the followings are included in Functional words?

- ▶ Conjunctions, prepositions, nouns, pronouns
- ▶ **Conjunctions, prepositions, articles, pronouns**
- ▶ Conjunctions, prepositions, articles, adjectives
- ▶ Conjunctions, interjections, articles, pronouns

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

---

Which of the following is a nonverbal communication conveyed by posture and movement?

- ▶ Expressions
- ▶ **Body language**
- ▶ Nodding of head
- ▶ Smile

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

---

Which of the followings use Salutations?

- ▶ Memorandums
- ▶ **Letters**
- ▶ Informal speech

Proposals

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

---

How can you target your audience?

- ▶ By identifying your audience type
- ▶ Level of expertise your audience

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- ▶ Audiences' attitude towards you and the content of document
- ▶ **All of the above**

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

---

**Which Three roles does an audience play?**

- ▶ **Decision makers, Implementers, Managers**
- ▶ Decision makers, Advisors, Implementers
- ▶ Decision makers, Advisors, Lawyers
- ▶ Advisors, Implementers, Players

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

---

**Which of the following letter is the reply to a complaint?**

- ▶ Inquiry letter
- ▶ **Adjustment letter**
- ▶ Collection letter
- ▶ Transmittal letter

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

---

**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**
- ▶ Credibility, logics, main idea, emotion

**MIDTERM EXAMINATION**

Spring 2009

ENG201- Business and Technical English Writing (Session - 1)(6<sup>th</sup>)

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

---

**Which of the following has audience learning as its primary goal?**

- ▶ Instructive speaking

**Informative speaking**

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- ▶
- ▶ Persuasive speaking
- ▶ Influential speaking

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

---

**Which of the following gives you an opportunity to get your message across to a skeptical or hostile audience?**

- ▶ **Direct approach**
- ▶ Indirect approach
- ▶ Persuasive approach
- ▶ Instuctive approach

**Question No: 3 ( Marks: 1 ) - Please choose one**

---

**Where letters are used to communicate?**

- ▶ inside your organization
- ▶ **outside your organization**
- ▶ within your organization
- ▶ around your organization

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

**Which format should be used if the information is being sent inside an organization?**

- ▶ **Memorandum**
- ▶ Report
- ▶ Letter
- ▶ Proposals

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

---

**Which of the following consists of four parts: a buffer, reasons supporting the negative decision, clear, diplomatic statement of the negative decision and a helpful, friendly, and positive close?**

- ▶ Direct plan

**Indirect plan**

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- ▶
- ▶ Business plan
- ▶ Strategic plan

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

---

**Which phrase is correct?**

- ▶ He's worked at that company for fifteen years.
- ▶ **He's working at that company for fifteen years.**
- ▶ He works at that company for fifteen years
- ▶ He works at that company for fifteen years

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

---

**Which phrase is NOT correct?**

- ▶ I have put you through.
- ▶ **I'll put you through.**
- ▶ I'm putting you through.
- ▶ I'm going to put you through.

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

---

**Complete the question tag: They worked for Kaufman's,**

- ▶ **Did they?**
- ▶ Haven't they?
- ▶ Didn't they?
- ▶ Had they?

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

---

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

- ▶ Letter
- ▶ Report
- ▶ **Memorandum**
- ▶ Proposal

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

---

**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**

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

---

**Which of the followings are real but unnamed readers?**

- ▶ **Phantom Readers**
- ▶ Future Readers
- ▶ Complex Readers
- ▶ Technical Readers

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

---

**To whom usually good will letters are written?**

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

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

---

**AIDA plan stands for:**

- ▶ Authority, Interest, Disclose, Accuracy
- ▶ **Attention, Interest, Desire, Action**
- ▶ Accuracy, Internal, Diction, Attention
- ▶ Action, Interest, Desire, Authority

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

---

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

- ▶ Completeness

Correctness

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- ▶
- ▶ Conciseness
- ▶ **Concreteness**

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

---

**Where can we apply seven C's?**

- ▶ To Non verbal communication
- ▶ To Oral communication
- ▶ To Written communication

**To written and oral communication**

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

---

**Which of the following indicates Consideration?**

- ▶ Focus on negative aspects of words
- ▶ Focus on vivid image building words.
- ▶ Focus on denotative rather than connotative words.

**Focus on 'you' instead of 'I' or 'we'.**

### **MIDTERM EXAMINATION**

Spring 2009

ENG201- Business and Technical English Writing (Session - 1)(7<sup>th</sup>)

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

---

**Which of the following significantly improves the interest of a presentation?**

- ▶ Illustration
- ▶ **Visual aids**
- ▶ Image
- ▶ Reflection

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

---

**Which of the following has audience learning as its primary goal?**

- ▶ Instructive speaking
- ▶ **Informative speaking**

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- ▶ Persuasive speaking
- ▶ Influential speaking

**Question No: 3 ( Marks: 1 ) - Please choose one**

---

**Which of the followings get straight to the point because the audience usually wants to respond?**

- ▶ Credit requests
- ▶ **Direct requests (not sure)**
- ▶ Plain requests

Formal requests

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

---

**Which of the following motivates the audience to accept your message?**

- ▶ Graphics
- ▶ Good organization
- ▶ Better use of visual aids
- ▶ **All of the above**

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

---

**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.

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

---

**Which is the most polite expression?**

- ▶ **Can I help you?**
- ▶ Could I help you?
- ▶ May I help you?
- ▶ Should I help you?

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

---

**Which signature is the most formal?**

Love,

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- ▶
- ▶ Yours faithfully,
- ▶ Best wishes,
- ▶ **Best regards,**

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

---

**Which phrase is NOT correct?**

- ▶ I have put you through.
- ▶ I'll put you through.
- ▶ I'm putting you through.
- ▶ **I'm going to put you through.(not sure)**

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

---

**Which of the followings are often required by federal, state, or local law, by-laws, charters, or regulations?**

- ▶ **Formal minutes**
- ▶ Informal minutes
- ▶ Meeting minutes
- ▶ Meeting documents

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

---

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

- ▶ Letter
- ▶ **Memo**
- ▶ Proposal
- ▶ Report

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

---

**Which of the following is the main task of a Conventional Résumé?**

- ▶ Provide functions and tasks the applicant can perform
- ▶ **Make your name and professional achievements prominent**

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- ▶ Put the most important information first
- ▶ Place the name and professional objectives at the top

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

---

**How can you target your audience?**

- ▶ By identifying your audience type
- ▶ Level of expertise your audience
- ▶ Audiences' attitude towards you and the content of document
- ▶ **All of the above**

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

---

**Which of the followings are real but unnamed readers?**

- ▶ **Phantom Readers**
- ▶ Future Readers
- ▶ Complex Readers
- ▶ Technical Readers

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

---

**Which of the following elements relate to the organizing direct requests?**

- ▶ General rule, main idea and cordial request
- ▶ **Main idea, necessary detail and specific action**
- ▶ Necessary detail, general rule and main idea
- ▶ Specific action, cordial request and general rule

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

---

**Which of the following term can be defined as follows;**

**"It means getting your message across so that the receiver will understand what you are trying to convey. "**

- ▶ Conciseness
- ▶ Clarity
- ▶ **Consideration**
- ▶ Concreteness

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

**For Registration on [www.virtualinspire.com](http://www.virtualinspire.com) u can use Firefox or chrome or latest Internet Explorer.....**

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.

**MIDTERM EXAMINATION**

Spring 2009

ENG201- Business and Technical English Writing (Session - 1)(8<sup>th</sup>)

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

---

**Which of the following gives you an opportunity to get your message across to a skeptical or hostile audience?**

- ▶ **Direct approach**
- ▶ Indirect approach
- ▶ Persuasive approach
- ▶ Instuctive approach

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

---

**Where letters are used to communicate?**

- ▶ inside your organization
- ▶ **outside your organization**
- ▶ within your organization
- ▶ around your organization

**Question No: 3 ( Marks: 1 ) - Please choose one**

---

**Which of the followings are an essential component of employment process?**

- ▶ Reflections
- ▶ References
- ▶ Fractions
- ▶ **Recommendations**

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

**Which of the following presents supporting data before the main idea?**

- ▶ Business plan

**Direct plan**

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- ▶
- ▶ Indirect plan
- ▶ Successful plan

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

---

**Which type of English is used while speaking to a friend?**

- ▶ Formal
- ▶ **Informal**
- ▶ Polite
- ▶ Impolite

**Question No: 6 ( Marks: 1 ) -**

**Please choose one 'Employment**

---

**History' means:**

- ▶ Which schools you have attended.
- ▶ Which diplomas and certificates you have.
- ▶ **Where you have worked.**
- ▶ Which disciplines you had opted.

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

**Which phrase is NOT correct?**

- ▶ I have put you through.
- ▶ I'll put you through.
- ▶ I'm putting you through.
- ▶ **I'm going to put you through.**

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

---

**Which phrase is correct?**

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

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

---

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

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

---

Which of the following is a nonverbal communication conveyed by posture and movement?

- ▶ Expressions
- ▶ **Body language**
- ▶ Nodding of head
- ▶ Smile

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

---

Why document objective should be stated at the beginning?

- ▶ To motivate readers to read further
- ▶ To gain readers' attention
- ▶ **Both i & ii**
- ▶ To impress readers

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

---

Why style guides are widely used in organizations?

- ▶ To achieve a uniform document
- ▶ To achieve consistency of style
- ▶ To achieve good results

**Both i & ii**

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

---

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

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- ▶ Yours sincerely,
- ▶ Sincerely,
- ▶ Yours respectfully,
- ▶ **All of the above**

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

---

Which type of letter provides the recipient with a specific context in which to place the larger document and simultaneously gives the sender a permanent record of having sent the material?

- ▶ Letter of recommendation
- ▶ **Transmittal letter**
- ▶ Technical-information letter
- ▶ Acceptance letter

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

---

Which of the following letter is the reply to a complaint?

- ▶ Inquiry letter
- ▶ **Adjustment letter**
- ▶ Collection letter
- ▶ Transmittal letter

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

---

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

- ▶ Completeness
- ▶ Correctness
- ▶ Conciseness

**Concreteness**

### MIDTERM EXAMINATION

Spring 2009

ENG201- Business and Technical English Writing (Session - 1)(9<sup>th</sup>)

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

---

Which of the followings get straight to the point because the audience usually wants to respond?

Credit requests

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- ▶
- ▶ **Direct requests**
- ▶ Plain requests
- ▶ Formal requests

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

---

**Which of the following gives you an opportunity to get your message across to a skeptical or hostile audience?**

- ▶ **Direct approach**
- ▶ Indirect approach
- ▶ Persuasive approach
- ▶ Instuctive approach

**Question No: 3 ( Marks: 1 ) - Please choose one**

---

**Which of the following is the process of drafting your message?**

- ▶ **Planning**
- ▶ Composing
- ▶ Editing

Revising

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

---

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

- ▶ Manuscript
- ▶ **Letter**
- ▶ Presentation
- ▶ Memorandum

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

---

**Which of the following is extremely important in decisions to hire, admit an individual and to award a scholarship?**

- ▶ **Letter of Recommendation**
- ▶ Letter of Acceptance
- ▶ Joining Letter

Appointment Letter

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

---

**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.

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

---

**Which of the following should be adopted to compose concrete, convincing messages?**

- ▶ **All of the above**
- ▶ Use specific figures
- ▶ Put action to words
- ▶ Use vivid image building words

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

---

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

- ▶ Structural clarity
- ▶ Stylistic clarity
- ▶ Contextual clarity
- ▶ **Textual clarity**

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

---

**Which of the following is a nonverbal communication conveyed by posture and movement?**

- ▶ Expressions
- ▶ **Body language**
- ▶ Nodding of head
- ▶ Smile

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

---

**Which of the following should be essentially considered during speeches and presentations?**

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- ▶ Dress
- ▶ Time
- ▶ **Appearance**
- ▶ Microphone

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

---

**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**
- ▶ Put the most important information first
- ▶ Make your name and professional achievements prominent

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

**What is the extremely important implicit goal of a business document?**

- ▶ To provide information
- ▶ **To establish a relationship**
- ▶ To give instructions
- ▶ To persuade the reader

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

---

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

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

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

---

**How many punctuation styles are usually used in business communication?**

- ▶ One
- ▶ **Two**
- ▶ Three
- ▶ Four

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

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---

**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**
- ▶ Credibility, logics, main idea, emotion

---

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

**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**

**MIDTERM EXAMINATION**

Spring 2009

ENG201- Business and Technical English Writing (Session - 1)(10<sup>th</sup>)

---

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

**Which of the following has audience learning as its primary goal?**

- ▶ Instructive speaking
- ▶ **Informative speaking**
- ▶ Persuasive speaking
- ▶ Influential speaking

---

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

**Which of the following motivates the audience to accept your message?**

- ▶ Graphics
- ▶ Good organization
- ▶ Better use of visual aids
- ▶ **All of the above**

**Question No: 3 ( Marks: 1 ) - Please choose one**

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---

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

- ▶ **Letter**
- ▶ Presentation
- ▶ Memorandum
- ▶ Manuscript

**Question No: 4 ( Marks: 1 ) - Please choose one**  
Which of the following is extremely important in decisions to hire, admit an individual and to award a scholarship?

- ▶ **Letter of Recommendation**
- ▶ Letter of Acceptance
- ▶ Joining Letter
- ▶ Appointment Letter

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

---

A customer is entitled to request an adjustment whenever he receives a product or experience service that doesn't live up to the .....

- trader's demands (not sure)
- supplier's standards
- seller's demands
- trader's standards

---

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

Which phrase is correct?

- He's worked at that company for fifteen years.
- He's working at that company for fifteen years.**
- He works at that company for fifteen years
- He works at that company for fifteen years

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

---

**Which form is correct in most situations?**

---

- ▶ **Could you help me?**
- ▶ Help me?
- ▶ Excuse me; I was wondering if you could possibly help me?
- ▶ I need help.

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

---

**Which signature is the most formal?**

- ▶ Love,
- ▶ Yours faithfully,
- ▶ Best wishes,
- ▶ **Best regards,**

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

---

**Which of the following has a single subject and a single predicate?**

- ▶ Complicated sentence
- ▶ **Simple sentence**
- ▶ Complex sentence
- ▶ Compound sentence

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

**Which of the following is associated with scholarly writing?**

- ▶ Informal writing
- ▶ **Formal writing**
- ▶ Archaic writing
- ▶ Technical writing

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

---

**Which of the following should be essentially considered during speeches and presentations?**

- ▶ Dress
- ▶ Time
- ▶ **Appearance**
- ▶ Microphone

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

---

**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**

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

---

**How many aspects does Accuracy have?**

- ▶ 6
- ▶ 5
- ▶ 4
- ▶ 3

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

---

**To whom usually good will letters are written?**

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

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

---

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

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been applied?

- ▶ Completeness
- Correctness
- ▶ Conciseness
- ▶ **Concreteness**

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

---

**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.

MIDTERM EXAMINATION

Spring 2009

ENG201- Business and Technical English Writing (Session - 2)

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

---

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.

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

---

Where can we apply seven C's?

- ▶ To Non verbal communication
- ▶ To Oral communication
- ▶ To Written communication
- ▶ **To written and oral communication =====**

**Question No: 3 ( Marks: 1 ) - Please choose one**

---

How the credibility of the communicator can be systematically analyzed?

- ▶ Through written communication
- ▶ **Through communication probe =====**
- ▶ Through oral communication
- ▶ Through non verbal communication

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

---

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 =====**
- ▶ Credibility, logics, main idea, emotion

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

---

To whom usually good will letters are written?

- ▶ **Customer =====**
- ▶ Manager
- ▶ Director
- ▶ Chairman

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

---

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** =====
- ▶ Inquiry letter
- ▶ Transmittal letter

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

---

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** =====

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

---

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** =====
- ▶ Put the most important information first
- ▶ Make your name and professional achievements prominent

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

---

How many steps are essential for successful oral statement?

- ▶ **Five**
- ▶ Six
- ▶ Seven
- ▶ Eight

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

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

- ▶ Denotation
- ▶ Connotation
- ▶ **Implementation** =====
- ▶ Abstraction

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

---

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

- ▶ Letter
- ▶ **Memo** =====
- ▶ Proposal
- ▶ Report

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

---

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

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- ▶ Letter
- ▶ Report
- ▶ **Memorandum** =====
- ▶ Proposal

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

---

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.

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

---

Which phrase is correct?

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▶ **When were you born? =====**

- ▶ When you are born?
- ▶ When are you born?
- ▶ When you born?

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

---

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

- ▶ Written message
- ▶ **Electronic message =====**
- ▶ Oral message
- ▶ informal message

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

---

**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 =====**
- ▶ Planning a message

**MIDTERM EXAMINATION**

**Fall 2009**

**ENG201- Business and Technical English Writing (Session - 3)**

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

---

**Which of the followings are an essential component of employment process?**

- ▶ Reflections
- ▶ References
- ▶ Fractions
- ▶ **Recommendations - Correct**

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

---

**Which of the following is the basis of Courtesy?**

- ▶ Inclined attitude
- ▶ Biased attitude

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- ▶ **You-attitude - Correct**
- ▶ Offensive attitude

**Question No: 3 ( Marks: 1 ) - Please choose one**

---

**Which of the followings are included in Functional words?**

- ▶ Conjunctions, prepositions, nouns, pronouns
- ▶ **Conjunctions, prepositions, articles, pronouns - Correct**
- ▶ Conjunctions, prepositions, articles, adjectives
- ▶ Conjunctions, interjections, articles, pronouns

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

---

**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 - Correct**
- ▶ Noise
- ▶ Redundancy
- ▶ Feedback

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

---

**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- Correct**
- ▶ Put the most important information first
- ▶ Make your name and professional achievements prominent

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

---

**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

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- ▶ Make your name and professional achievements prominent

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

---

**Which of the followings are real but unnamed readers?**

- ▶ **Phantom Readers- Correct**
- ▶ Future Readers
- ▶ Complex Readers
- ▶ Technical Readers

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

---

**Why Comparison is useful for paragraph development?**

- ▶ **It emphasizes similarities - Correct**
- ▶ It emphasizes differences
- ▶ It emphasizes advantages
- ▶ It emphasizes disadvantages

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

---

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

- ▶ Yours sincerely,
- ▶ Sincerely,
- ▶ Yours respectfully,
- ▶ **All of the above- Correct**

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

---

**How the credibility of the communicator can be systematically analyzed?**

- ▶ Through written communication
- ▶ **Through communication probe- Correct**
- ▶ Through oral communication
- ▶ Through non verbal communication

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

---

**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.- Correct**
- ▶ It refers to general meaning of words.
- ▶ It refers to cognitive meaning of words.

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

---

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

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

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

---

Which plan or model is mostly used in business messages?

- ▶ The logical plan or its variation
- ▶ The emotional appeal or its variation
- ▶ The AIDA model or its variation
- ▶ **All of the above - Correct**

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

---

What can be considered as the heart of a report?

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

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

---

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

- ▶ **The direct approach - Correct**
- ▶ The indirect approach
- ▶ The long approach
- ▶ None of the above

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

---

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

- ▶ Direct request
- ▶ Professional tone
- ▶ **A complaining tone - Correct**
- ▶ Specific details

**MIDTERM EXAMINATION**

**Spring 2009**

**ENG201- Business and Technical English Writing (Session - 4)**

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

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---

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

- ▶ **official communication** =====
- ▶ officer communication
- ▶ administrator communication
- ▶ manager communication

---

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

Which of the following aims at gathering specific information?

- ▶ Letter of claim
- ▶ Letter of request
- ▶ **Letter of inquiry** =====
- ▶ Letter of information

---

**Question No: 3 ( Marks: 1 ) - Please choose one**

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

- ▶ **Oral medium** =====
- ▶ Written medium
- ▶ Electronic medium
- ▶ All of the above

---

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

Which phrase is correct?

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

---

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

Which is farthest in the past?

- ▶ couple of days
- ▶ last week
- ▶ a day before yesterday
- ▶ **a month ago** =====

---

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

Which phrase is used during a presentation?

- ▶ Thanks for giving me a hand.
- ▶ **Thank you very much for your time today.** =====
- ▶ Thank you for your quick response.

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- ▶ Thank you for your corporation.

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

---

**Which of the followings are included in Functional words?**

- ▶ Conjunctions, prepositions, nouns, pronouns
- ▶ **Conjunctions, prepositions, articles, pronouns** =====
- ▶ Conjunctions, prepositions, articles, adjectives =====
- ▶ Conjunctions, interjections, articles, pronouns

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

---

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

- ▶ **Clarity** =====
- ▶ Correctness
- ▶ Concreteness
- ▶ Conciseness

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

---

**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

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

---

**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
- ▶ **All of the above**

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

---

**Which of the following should be essentially considered during speeches and presentations?**

- ▶ Dress
- ▶ Time
- ▶ **Appearance**
- ▶ Microphone

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

---

**Which of the followings use Salutations?**

- ▶ Memorandums
- ▶ **Letters**
- ▶ Informal speech
- ▶ Proposals

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

---

**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**

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

---

**Claim letter is also called:**

- ▶ Transmittal letter
- ▶ Credit refusing letter
- ▶ **Adjustment letter**

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- ▶ Complaint letter

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

---

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**
- ▶ Credibility, logics, main idea, emotion

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

---

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**
- ▶ Consideration
- ▶ Credibility

**MIDTERM EXAMINATION**

**Fall 2009**

**ENG201- Business and Technical English Writing**

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

---

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.

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

---

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

- ▶ Structural clarity
- ▶ Stylistic clarity
- ▶ Contextual clarity
- ▶ **Textual clarity**

**Question No: 3 ( Marks: 1 ) - Please choose one**

---

Which of the following can be defined as "the words one chooses to state one's message, say much more than their dictionary definitions".

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- ▶ **Semantics**
- ▶ Phonetics
- ▶ Synonyms
- ▶ Phonemes

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

---

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

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

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

---

**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.
- ▶ There are four rules that must be observed.
- ▶ You must follow the rules.
- ▶ **Follow the rules.**

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

---

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

- ▶ **Letter**
- ▶ Presentation
- ▶ Memorandum
- ▶ Manuscript

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

---

**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**

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

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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.

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

---

**Biased language that might offend the audience is based on -----**

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

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

---

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

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

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

---

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

- ▶ Letter
- ▶ **Memo**
- ▶ Proposal
- ▶ Report

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

---

To whom usually good will letters are written?

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

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

---

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

- ▶ Completeness
- ▶ Correctness
- ▶ Conciseness
- ▶ **Concreteness**

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

---

Above 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
- ▶ **All of the above**

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

---

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

- ▶ **Feedback**
- ▶ Encoding
- ▶ Transmission
- ▶ Decoding

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

---

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**

MIDTERM  
EXAMINATION Fall 2009  
ENG201- Business and Technical English Writing (Session -  
4)

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

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

- ▶ Short words
- ▶ Content words
- ▶ **Structure words-correct**
- ▶ Practical words

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

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

▶ **Letter -  
correct**

- ▶ Presentation
- ▶ Memorandum
- ▶ Manuscript

**Question No: 3 ( Marks: 1 ) - Please choose one**

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-correct**
- ▶ Phonetics

- ▶ Synonyms
- ▶ Phonemes

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

**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.

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

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

- ▶ Structural clarity
- ▶ Stylistic clarity
- ▶ Contextual clarity
  - ▶ **Textual clarity-correct**

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

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  - ▶ Proposal
  - ▶ Report
- 

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  - ▶ **Your performance in business will not be judged by**

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**your communication ability.**

- ▶ Performance is judged by communication ability.

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

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▶ **Cultural bias, gender bias-  
correct**

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

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

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

- ▶ To persuade the reader
- ▶ **To create permanent records-correct**
- ▶ To make communication more effective
- ▶ To establish credibility

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**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-correct**

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

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- ▶ Manager
- ▶ Director
- ▶ Chairman

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- ▶ Correctness

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- ▶ Conciseness

**Question No: 5** ▶ **Concreteness-correct** ( Marks: 1 ) - Please choose one

---

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

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Which of the following can make a meeting unsuccessful?

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▶ **All of the above-correct**

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2010**

**ENG201- Business and Technical English Writing (Session -  
4)**

**Which of the following suggests ‘Implication of a word or a suggestion separate from the usual definition’?**

- ▶ Denotation
- ▶ Connotation
- ▶ **Implementation (not sure)**

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- ▶ Abstraction

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

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**

**Question No: 3 ( Marks: 1 ) - Please choose one**

Which of the followings are real but unnamed readers?

- ▶ **Phantom Readers**
- ▶ Future Readers
- ▶ Complex Readers
- ▶ Technical Readers

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

How many aspects does Accuracy have?

- ▶ 6
- ▶ 5
- ▶ 4
- ▶ 3

What can be considered as the heart of a report?

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

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

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

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▶ Designing

▶ Revising

▶ **Proofreading**

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

▶ All of the above

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

**Which of the following is not used in external business communication?**

▶ Enquiries letter

▶ Curriculum Vitae

▶ **Memo**

▶ Complaint letter

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

**Choose the correct option.**

To decode a message is to:

▶ reject a message

▶ translate ideas into code

▶ evaluate a message

▶ **interpret a message**

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

**Which type of Visual aid is the most difficult to execute effectively?**

▶ Graphics

▶ Projections

▶ Handouts

▶ **Film and video**

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

---

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

---

▶ Age of audience

▶ Behavior of audience

▶ Size of audience

▶ **None of the above**

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Eng201 fresh midterm

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

- Question No: 5 (Marks: 1) - Please choose one
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How can you make the following statement Concise?

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- ▶ Phonetics
- ▶ Synonyms

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- ▶ Phonemes
- ▶ Chairman

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- ▶ Transmission
- ▶ Decoding

Which Three types of readers usually exist?

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- ▶ Phantom Readers, Future Readers, Complicated Readers
- ▶ Future Readers, Complex Readers, Complicated Readers
- ▶ Future Readers, Complex Readers, Technical Readers
- ▶ **Phantom Readers, Future Readers, Complex Readers**

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

To whom usually good will letters are written?

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

Which of the following can make a meeting unsuccessful?

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  - ▶ Holding a meeting when a memo or other business message would have done the job
- ▶ **All of the above**

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**Question # 1: best communicated across cultures by using the tone, organization, and other cultural conventions that your audience expects?**

---

Answers

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

- a) bad-news messages
- b) good-news messages
- c) a,b both**
- d) None of them

**Question # 2: The indirect plan consists \_\_ parts?**

---

Answers

- a) 5
- b) 2**
- c) 3
- d) 4

**Question # 3: Part of indirect plan, except!**

---

Answers

- a) A buffer
- b) Reasons supporting the negative decision
- c) A clear, diplomatic statement of the negative decision
- d) Weak speaking**

**Question # 4: • Needs and appeals • Emotion and logic • Credibility • Semantics  
Related to?**

---

Answers

- a) Audience**
- b) Judges
- c) Advocates
- d) Business Man

**Question # 6: The ways of gaining credibility are:**

---

Answers

- a) Being enthusiastic
- b) Being sincere
- c) Being an expert
- d) All of them**

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*ji*

1. There are several ways of looking at this and  
**Question No: 5 ( Marks: 1 ) - Please choose one**

- (a) you'll have to opt.
- (b) you'll have to take.
- (c) you'll have to choose.**
- (d) you'll have to accept.

2. Nobody's going to call me names and.....

- (a) get on with it.
- (b) get up with it.
- (c) get away from it.
- (d) get away with it.**

3. You can't agree with both of them.....

- (a) make your opinion up
- (b) make your mind up**
- (c) make your brain up
- (d) make your thoughts up

4. Don't worry about not getting enough support.....

- (a) I'm with you all the way**
- (b) I'm with you the whole route
- (c) I'm with you all the path
- (d) I'm with you the whole road

5. You're not telling me you didn't laugh once.....

- (a) I bet you will
- (b) I bet you did**
- (c) I bet you have
- (d) I bet you do

- 1. a). Either of us were capable of winning.
- b). Either of us are capable of winning.
- c). Either of us have been capable of winning.
- d). Either of us is capable of winning.**

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2. a). All of the class is willing to take part in the prank.

b). All of the classes is willing to take part in the prank.

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

c). All of the class are willing to take part in the prank.

d). All of the classes has been willing to take part in the prank.

3. a) One-third of the voters tend not to cast their ballots in national elections.

b) One-third of the voters tends not to cast their ballots in national elections.

c) One-third of the voters tends not to cast its ballots in national elections.

d) One-third of the voters tends not to cast its ballot in national elections.

4. a) Here is the paper clips you requested.

b) Here's the paper clips you requested.

c) Here are the paper clips you requested.

d) Here are the box of paper clips you requested.

5. a) She is one of those doctors that make house calls.

b) She is one of those doctors who make house calls.

c) She is one of those doctors who makes house calls.

d) She is one of those doctors that makes house calls.

1. I'll \_\_\_\_\_ their cat while they are away on holiday.

(a) be looking into

(b) be looking at

(c) be looking after

(d) be looking over

2. By the time she arrives, we \_\_\_\_\_ our homework.

(a) finish

(b) will have finished

(c) will finish

(d) were finished

3. If she \_\_\_\_\_ about his financial situation, she would have helped him out.

(a) knew

(b) had been knowing

(c) had known

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(d) have known

4. I'm afraid I can't understand you

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

(a) if you speak unclear.

(b) **unless you speak more clearly.**

(c) if you don't speak clear.

(d) if you speak clearly.

5. She \_\_\_\_\_ lunch by the time we arrived.

(a) **had finished**

(b) finished

(c) have finished

(d) finishing

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ENG201 1<sup>ST</sup> QUIZEZ

How many steps are essential for successful oral statement?

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

6  
7  
8

Which of the following usually accompanies a document?

**Cover letter**

Adjustment letter  
Correction letter  
Credit letter

Which transitional word is used to show comparison and contrast?

1. In other words
2. At the same time
3. Especially
4. Conversely

Which of the following presents the main idea before the supporting data?

Strategic plan

**Indirect plan**

Direct plan

Business plan

Which is the usual range of the number of recommendations required by the employers and university?

1-7

**1-5**

5-7

1-2

Which is the following is a correct length or an average sentence?

**17 to 20 words**

11 to 20 words

20 to 25 words

20 to 30 words

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Which of the following should be kept in mind to achieve Completeness?

**Provide all necessary information**

Use accurate grammar

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

Avoid unnecessary details

Use 'You attitude'

Which of the following complimentary close is accurate letter writing?

Yours sincerely,

Sincerely,

Yours respectfully,

**All of the above**

Which of the following are real but unnamed readers?

- 1. Phantom Readers**
2. Future Readers
3. Complex Readers
4. Technical Readers

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

1. Oral medium
2. Written medium
- 3. Electronic medium**
4. All of the above

Which guideline should be followed to achieve Courtesy?

1. Be sincerely tactful, thoughtful and appreciative.
2. Use expressions that show respect.
3. Choose nondiscriminatory expressions.
- 4. All of the above**

Which one of the following is a specialized document prepared to share relevant information with the media?

1. An e-mail
2. A letter
- 3. A news release**
4. A memo

Which one of the following offers information without analysis or recommendations?

1. Analytical report

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- 2. Informal report**
3. Proposal
4. None of the above

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

Which one of the following media would be the best choice when you have to deny a promotion to a long-term employee?

1. A voice-mail message
- 2. A fact-to-face meeting**
3. An E-mail
4. A faxed message

Which of the following should be avoided while writing business message?

1. Pompous language
2. Intimacy
3. Preaching and bragging
- 4. All of the above**

Which change can make a sentence correct? "Both an essay and paragraph is required for successful graduation"

- 1. Change "is" to "are"**
2. Change "is" to "will being"
3. Change "is required" to "would have been requiring"
4. Change "is required" to "had requiring"

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

- 1. Oral medium**
2. Written medium
3. Electronic medium
4. All of the above

Which of the following have both; a denotative meaning and a connotative meaning?

Closed words

Content words

**Structure words**

Strong words

Which of the following you should avoid while written a claim letter?

1. Professional tone
2. Direct request
3. Specific request

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#### 4. A complaining tone

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.]

**Question No. 3 (Marks: 1) - Please choose one**

1. Clarity
2. **Courtesy**
3. Consideration
4. Credibility

Letter is written when you want to recognize some one for his help or support when you were in trouble.

Recommendation

Approval

Appreciation

**Acknowledgment**

It's getting very late.....

1. I "ll have to speed you
2. I "ll have to accelerate you
3. **I "ll have to hurry**
4. I "ll have to push you

Which type of letter states the positive aspects of the applicant's personality and how he/she would be an asset for the organization?

1. **Letter of recommendation**
2. Letter of acknowledgement

..... can be achieved if the writer has conceptual mastery over the subject, vocabulary, his or her ability to analyze and sharp data with a minimum of distortion.

1. Stylistic Accuracy
2. Document Accuracy
3. **Structural Accuracy**
4. Technical Accuracy

What does 'Good organization' mean?

1. The subject and purpose are clear
2. All information is related to the subject and purpose
3. All necessary information is include
4. **All of the above**

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Which of the following are principal meeting documents?

**1. Agenda and minutes**

- Question No: 5 (Marks: 1) - Please choose one**
2. Memo and minutes
  3. Memo and agenda
  4. Agenda and politic

Which one of the the following phrases are likely to offend and should be avoided?

1. We allow, we must reject
2. I prefer, we must deny
- 3. I must refuse, we must deny**
4. We welcome. I must refuse

Which is good advice when writing a memorandum?

**Use a profit style for your colleagues. You can correct verbs, but do not be too informal.**

Use a formal register and sign: Your's faithfully.

What is wrong with the following sentence: Since the beginning of this term.

- 1. A coma is missing**
2. "Beginning" is spelled incorrectly
3. It is an incomplete sentence
4. Since" should be changed to "at"

Which change can make the sentence correct? |The administration of the school district asks that each student bring their identification before enrolling in the ALC.|

1. Change "enrolling" to "is enrolling"
- 2. Change "their" to "his or her"**
3. Change "ask" to "asked"
4. Change "their" to "him or she"

Which of the following is associated with scholarly writing?

1. Informal writing
- 2. Formal writing**
3. Archaic writing
4. Technical writing

Which of the following have both; a denotative meaning and a connotative meaning?

1. Closed words
2. Content words

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**3. Structure words**

4. Strong words

In how many parts the overall structure of a proposal can be broken down?  
**Question No. 5 (Marks: 1) - Please choose one**

1. 2
2. 3
- 3. 4**
4. 5

Don't worry what other people think.....

1. Just take no note of them
2. Just take no sign of them
3. Just take no hint of them
- 4. Just take no notice of them**

Which format should be used if the information is being sent inside an organization?

- 1. Memorandum**
2. Report
3. Letter
4. Proposals

The conclusion or ending paragraph should being the communication to a polite and ..... close.

- 1. Businesslike**
2. Interminable
3. Measurable
4. Subtle

For what type of audience the direct approach is suitable?

1. For the uninterested audiences
2. For the displeased audiences
3. For the unwilling audiences
- 4. For the neutral audiences (not sure)**

Which of the following are an essential component of employment process?

1. Reflection
2. References
3. Fraction
- 4. Recommendations**

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Marie wanted to buy a new book,\_\_\_\_\_ she could not remember the title or the name of the author.

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

1. **But**
2. Nor
3. For
4. So

Which of the following letter accompanies a larger item, usually a document?

1. Job application letter
2. Acceptance letter
3. **Transmittal letter**
4. Inquiry letter

Where is the bad news placed in a negative message while using the direct approach?

1. In the middle of the message
2. **In the beginning of the message**
3. In the end of the message
4. In the postscript of the message

Claim letter is also called:

1. Transmittal letter
2. Credit refusing letter
3. **Adjustment letter**
4. Complaint letter

How many aspects does Accuracy have?

- 6
- 5
- 4
- 3

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Which of the following are include in Functional words?

1. Conjunctions, prepositions, nouns, pronouns
2. **Conjunctions, prepositions, articles, pronouns**
3. Conjunctions, prepositions, articlkes, adjectives
4. Conjunctions, interjections, articlkes, pronouns

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Content words (nouns, verbs, adjectives, adverbs) have both a denotative meaning as well as connotative meaning.

1. False  
**Question No: 5 (Marks: 1) - Please choose one**  
2. True

Which of the following is NOT used in external business communication?

**Memo**

Curriculum Vitae  
Complaint letter  
Enquiries letter

Which one of the following provides instances to clarify topic statement?

1. Analysis
- 2. Exemplification**
3. Enumeration
4. Comparison and contrast

Which of the following traits help in building good will?

Discriminatory expressions

**Thoughtfulness and Appreciation**

Irritating expression  
Personal attitude

E-mail message typically take the form of ..... ?

1. Proposal
2. Letter
- 3. Memoranda**
4. Report

Which 'transitional word' is used to indicate 'cause or reason'?

- 1. Due to**
2. Consequently
3. Thus
4. Accordingly

A message is a signal that serves as:

- 1. Stimuli for a receiver**
2. Noise reduction
3. Stimuli for a speaker
4. Stimuli for a mass audience

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Which is the first step in using the indirect plan?

- Question No. 5 (Marks: 1) - Please choose one**
1. Put the audience in an according method
  2. Reason supporting the negative decision
  3. A helpful, friendly, and positive close
  - 4. All of the above**

Where is the bad news placed in a negative message while using the indirect approach?

1. In the end of the message
2. After the buffer, information, and explanation
- 3. In the beginning of the message**
4. As a postscript to the message

Which is the appropriate length for letter of recommendation?

1. One or two paragraph
2. Two or three paragraph
- 3. Three or four paragraph**
4. One or two pages

Which of the following provides you information, analysis, and recommendations?

1. Informal report
- 2. Proposal**
3. Analytical report
4. All of the above

Why information in a message should be well organized?

1. It helps motivation the audience to accept your message
2. It helps to get your ideas across without upsetting the audience
3. People will understand exactly what you mean
- 4. All of the above**

Which of the following can be achieved by expressing ideas logically in a specific pattern?

1. Clarity
2. Coherence
3. Conciseness
- 4. Accuracy**

Which of the endings best goes with the opening 'Dear Personnel Director, in Letter Writing?

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Best wishes,

**Best regards,**

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

I cannot understand my neighbour's accent. I wish she would \_\_\_\_\_.

1. clearer speak
2. more clearly speak
- 3. speak more clearly**
4. speak clearer

Which of the following is the most important part of indirect plan?

1. Acknowledgements
- 2. Buffer**
3. Positive Close
4. Reasons

What is the first step in using the indirect plan?

- 1. Put the audience in an accepting mood**
2. Reasons supporting the negative decision
3. A helpful, friendly, and positive close
4. All of the above

Which of the following things are at the core of concreteness? (if this word was correctness then answer is "all of above" as mention in handouts. but with concreteness I don't know. wh8 exactly will come here)

1. Grammar
2. Punctuation
3. Spelling
4. All of the above

How many punctuation styles are usually used in business communication?

1. One
- 2. Two**
3. Three
4. Four

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## Eng201 fresh midterm paper

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

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

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.
- ▶ There are four rules that must be observed.
- ▶ You must follow the rules.
- ▶ **Follow the rules.**

Biased language that might offend the audience is based on -----

- ▶ **Cultural bias, gender bias**
- ▶ 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**
- ▶ To make communication more effective
- ▶ To establish credibility

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

- ▶ **Letter**
- ▶ 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**
- ▶ Phonetics

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3. ▶ Synonyms
4. ▶ Phonemes
5. ▶ Chairman

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

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

- ▶ Completeness
- ▶ Correctness
- ▶ Conciseness
- ▶ **Concreteness**

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

- ▶ Structural clarity
- ▶ Stylistic clarity
- ▶ Contextual clarity
- ▶ **Textual clarity**

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

- ▶ Letter
- ▶ **Memo**
- ▶ 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.

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**

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

- ▶ **Feedback**
- ▶ Encoding
- ▶ Transmission
- ▶ Decoding

Which Three types of readers usually exist?

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- ▶ Phantom Readers, Future Readers, Complicated Readers
- ▶ Future Readers, Complex Readers, Complicated Readers
- ▶ Future Readers, Complex Readers, Technical Readers

▶ **Phantom Readers, Future Readers, Complex Readers**  
Question No: 5 ( Marks: 1 ) - Please choose one

To whom usually good will letters are written?

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

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
- ▶ **All of the above**

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