

MIDTERM EXAMINATION
Spring 2009
ENG201- Business and Technical English Writing (Session - 2)

Ref No: 460979

Time: 60 min

Marks: 38

Student Info	
StudentID:	
Center:	OPKST
ExamDate:	4/29/2009 12:00:00 AM

For Teacher's Use Only									
Q No.	1	2	3	4	5	6	7	8	Total
Marks									
Q No.	9	10	11	12	13	14	15	16	
Marks									
Q No.	17	18	19	20	21				
Marks									

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

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

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?

- ▶ 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?

- ▶ 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

Question No: 17 (Marks: 2)

What are the basic strategies for writing bad-News Messages?

Question No: 18 (Marks: 2)

Define the term 'Stylistic Accuracy'.

Question No: 19 (Marks: 3)

What are the elements of business letters?

Question No: 20 (Marks: 5)

Describe briefly 'structural, stylistic and contextual clarity.

Question No: 21 (Marks: 10)

A customer had purchased a costly watch from your store. He returned it after a month complaining that it had developed a defect. He claimed repairs under your six- month guarantee. He did not tell you that he had dropped it accidentally. Write him a letter of adjustment saying that he would be charged for repairs and service because your guarantee did not cover accidental breakage.