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

AIDA plan stands for:

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

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

This format is considered to be the most modern. All essential parts in this form are started from the left-hand margin. Open punctuation should be used in this form. This form saves time more than any other form.

Match the above with one of the followings:

- ▶The Block-form / Modified – Block
- ▶Full-Block
- ▶The Semi-Block
- ▶AMS (Administrative Management Society)

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

Before writing a message, which of the following steps are necessary for effective communication?

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- ▶Define the purpose of the message.
- ▶Analyze your audience – readers or listeners, outline – organize – your message.
- ▶Choose the ideas to include, collect all the facts to back up these ideas.
- ▶All of the above

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

In order to understand verbal and nonverbal communication which of the following things should we do?

- ▶Accept cultural differences
- ▶Studying your own culture
- ▶Learn about other cultures
- ▶All of the above

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

It refers to the behavioral characteristic, typical of a group, it can be defined as all the ways of life including arts, beliefs and institutions of a population that are passed down from generation to generation.

Match this statement with one of the following concepts:

- ▶Culture
- ▶Communication
- ▶Social lag
- ▶Norms

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

They maintain friendly, pleasant relations with you, regardless, whether you agree with them or not. Good communicators command your respect and goodwill. You are willing to work with them again, despite their differences.

Match the above statement with one of the followings:

- ▶ Precision
- ▶ Credibility
- ▶ Control
- ▶ **Congeniality**

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

Intensity (loud/soft); pitch height (high/low) represent which one of the followings:

- ▶ Vocal characterizers
- ▶ **Vocal Qualifiers**
- ▶ Vocal Segregates
- ▶ Vocal barriers

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

Message

Communicator

Audience

As “sender”

Noise

as “receiver”

This model represents which theory of communication?

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- ▶Social environment theory
- ▶General theory
- ▶Rhetorical theory
- ▶**Electronic theory**

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

Which one of the subjects is not the part of communication?

- ▶Semantics (the study of word choice)
- ▶Linguistics (the study of language)
- ▶Rhetoric (the study of writing and speaking effectively)
- ▶**Geology**

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

Selecting some details and omitting others is a process called:

- ▶**Abstracting**
- ▶Extracting
- ▶Attracting
- ▶Fascinating

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

What is the main idea that you wish to communicate?

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▶Message

▶Medium

▶Context

▶ Feedback

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

While sending the message, you are_____

▶decoder

▶encoder

▶decoder and encoder

▶initiator

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

Recommendation letter provides:

▶ Suggestion

▶ Information

▶ Advice

▶ Material information

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

When the company thinks your audience will be interested in what you have to say or willing to cooperate, it usually opts for:

- ▶ Indirect approach
- ▶ Direct approach
- ▶ Neutral approach
- ▶ Modern approach

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

Demographic changes have something to do with:

- ▶ Population
- ▶ Culture
- ▶ Environment
- ▶ Situation

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

Memo is the short form of:

- ▶ Memorandum
- ▶ Memory
- ▶ Memorial
- ▶ Momentom

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Question No: 17 (Marks: 2)

Write a note on beginnings & endings in a letter.

Ans:

When you begin your message make whether your reader will respond favorably or unfavorably to the message. Keep main idea or good-news in the beginning. The opening must be impressive in a way that it captures the attention of the reader. So always choose appropriate openings that suit the purpose of your message.

An effective ending will motivate the reader to act as requested. If no direct request is required, leave the reader with some expression of regard, assurance, appreciation or willingness to help. Always remember that closings should be strong, clear and polite. They should leave a sense of closure and goodwill with the receiver.

Question No: 18 (Marks: 2)

Explain the term artifacts.

Ans:

These are objects used to convey nonverbal messages about self-concept, image, mood, feeling or style. Eg. lipstick, clothes, perfumes, glasses and hair pieces reflect the style or mood of the user.

Question No: 19 (Marks: 3)

Make each of the following requests complete and concrete:

1. The coat you had in your window last Thursday is exactly the style I would like to have. Please send it to me on my credit card account.
2. I am interested in the portable TV you advertised in yesterday's newspaper. Will you please tell me more about it? (The firm advertised one TV set in the city's morning paper and a different set in the evening paper).

Ans:

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1)

Dear Sir,

I like the coat which is in beautifying your last window last Thursday, I like that coat and want to make my dress. I will pay the amount through credit card.

2.

I have seen the advertisement yesterday in daily XYZ about the portable T.V

I want to know further details and technical specification, once it will meet my requirement I will definitely will not wait to keep away that portable T.V

Question No: 20 (Marks: 5)

What is the role of time, space and silence in effective communication?

Time

In effective communication time is very important it reflects the habits of different cultures as well eg. Persons in Latin America and the Middle East treat time more casually then do Americans, prefer promptness. Germans are considered time precise. In Latin American and in Buddhist cultures you may wait an hour; just reflecting a different concept of time; arriving late is a social accepted custom. Every nation have different concept of time.

Perceptions of time

- Is the concept of time considered linear or circular?
- What impact will time have upon business decisions?
- Is time considered valuable or an intangible asset?

Space

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Space is also very important every nation use to keep space with varying length how do you react in Saudi Arabia when someone's breathe intentionally brushes

How would you react hanging onto the outside of a bus in Pakistan? How do you react to the cold stare of a German as your eyes invade the privacy of his or her yard? Some cultures consider those who stand close to you as intrusive, rude, pushy, and overbearing.

Silence

Silence is also used as feed back, although it is not much effective but it is gives feed back to sender.

All these factors countable in effective communication.

Question No: 21 (Marks: 10)

What type of barriers in communication will be faced by a foreigner in a country he visited for the first time and how he will be able to overcome them?

Ans:

Generally, foreigner will face two types of barriers and a in a country who is visiting first time will face them.

- . **Semantic Barriers**
 - Conversation mean
- . **Physical Barriers**
 - Psychological barriers
 - Emotional barriers
 - Perceptual barriers

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- Barriers involving values attitudes etc

Semantic Barrier

These are the symbols the sender uses to communicate messages both sender and receiver must have same meaning of the message sent otherwise receiver will translate the message in different mean

Problem in Conventions of Meaning

Denotation

A denotation is usually the dictionary definition of a word. Denotative meanings name objects, people or events without indicating positive or negative qualities. Such words as car, desk, book, house, and water convey denotative meanings. The receiver has a similar understanding of the thing in which the word is

used.

Connotation

A connotation is an implication of a word or a suggestion separate from the usual definition. Some words have connotative meanings, that is, qualitative judgments and personal reactions. The word man is denotative, father, prophet, brother are connotative. Some words have positive connotations in some contexts and negative meanings in others. For example, slim girl and slim chances.

Physical Barriers

Communication does not consist of words alone. Another set of barriers is caused by your own physical appearance, your audience, or the context of the document or the presentation. Your ideas, however good and however skillfully imparted, are at the mercy of various potential physical barriers.

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For Speaking

Mumbling, not enunciating, speaking too quickly, noises become of hissing ventilation, blowing air conditioning, ringing telephones, slamming doors etc.

Psychological Barriers

Because of the changing world, everyone has his own concept of reality. Also, human beings, sensory perceptions – touch, sight, hearing, smell, and taste are limited, and each person’s mental filter is unique. In our daily interaction with others, we make various abstractions, inferences and evaluations of the world

around us.

Emotional Barriers

One possible psychological block is emotional, you may be emotionally block is you are announcing a new policy you may become popular or unpopular

Perception of Reality

The perceptual problem is that people think differently. Selecting some details and omitting others is a process called abstracting. On many occasions abstracting is necessary. However, he should be cautious about “slanted” statements. Differences in abstracting take place not only when persons describe events but also when they describe people and objects. Slanting is unfair in factual reporting. When presenting some particular facts, you include your own biased ideas into it, you make slanting statement. Try not to let personal preferences affect your factual reporting of information.

Perception of Reality

Conclusions made by reasoning from evidence are called inferences. We make assumptions and draw conclusions even though we are not able to immediately verify the evidence. Some inferences are both necessary and desirable; others are risky, even dangerous.

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Necessary Inferences

It is general expectation that when we reach a foreign country, we are sure that we will be treated politely.

When we post a letter, we infer that it will reach its destination. Conclusions we make about things we have not observed directly can often be against our wishes.

Barriers Involving Values, Attitudes etc.

Both personality and attitude are complex cognitive process. Personality usually is thought of as the whole person whereas attitude may makeup the personality. The term attitude describes people and explains their behavior. More precisely an attitude can be defined as a persistent tendency to feel and behave in a particular way towards some object.

Eg. Some people does not like night shift, so there attitude is negative towards his work assign.

A receiver's attitude toward a message can determine whether it is accepted or rejected. The effectiveness is influenced also by the values, attitudes, and opinions of the communicators. People react favorably when they receive agreeable message. Receivers' views of the information will affect their response. This response could be what the sender desires or just the opposite.

Occasionally people react according to their attitudes toward a situation rather than to the facts.

Closed Mind

There are people having rigid views on certain topics. They maintain their rigid views regardless of the circumstances. Such a closed minded person is very difficult to communicate to.

Sender's Credibility

Other factors effecting attitudes, opinions and responses

They are following

Environmental stresses, Personal problems, Sensitivity

Each and every factor is considerable.

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MIDTERM EXAMINATION

Spring 2009

ENG301- Business Communication (Session - 1)

Time: 60 min

Marks: 38

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

Before writing a message, which of the following steps are necessary for effective communication?

- ▶ Define the purpose of the message.
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- ▶ Choose the ideas to include, collect all the facts to back up these ideas.
- ▶ **All of the above**

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

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- ▶ Accept cultural differences
- ▶ Studying your own culture

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▶Learn about other cultures

▶All of the above

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

Which one is the aspect of life styles of the country?

▶Position of the family

▶Social and economic levels

▶Business hours

▶All the above

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

It is that part of language associated with but not involving the word system. It consists of the voice qualities and vocalizations that affect how something is said rather than what is said.

Select one which is true from the followings.

▶Kinesics behaviour

▶Paralanguage

▶Proximity

▶Artifacts

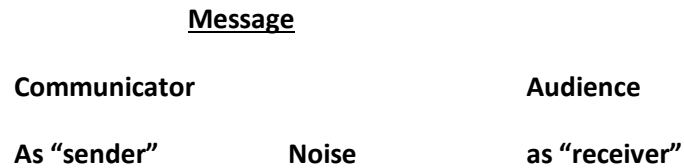
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Question No: 5 (Marks: 1) - Please choose one

Which one is not the component of communication process from the followings?

- ▶ Sender/encoder,
- ▶ Message, medium,
- ▶ Receiver/decoder, feedbacks.
- ▶ **Audio-visual and technological**

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



This model represents which theory of communication?

- ▶ Social environment theory
- ▶ General theory
- ▶ Rhetorical theory
- ▶ **Electronic theory**

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

A formal style is characterized by more----- sentences.

- ▶ simple
- ▶ **complex**
- ▶ easy

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▶short

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

All seven C's can be applied to:

- ▶Oral and written communication
- ▶Written and non verbal communication
- ▶Oral and verbal communication
- ▶**Effective business communication**

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

In which communication expressions are not encoded in words?

- ▶**Non-verbal**
- ▶Verbal
- ▶Written
- ▶Verbal and written

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

An effective way of maintaining communication with employees is to monitor:

- ▶ Feedback
- ▶ **Behaviour**
- ▶ Environment of the company

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- ▶ Situation

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

----- type of flow takes place between peers in organizations in order to solve problems.

▶ **Horizontal**

▶ Downward

▶ Upward

▶ Circular

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

In refusal letter, at which place do we give explanation of the refusal?

▶ Beginning

▶ **Middle**

▶ End

▶ Between beginning and middle

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

-----allows several people to use software at the same time to create documents, keep track of projects.

▶ Software

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▶Groupware

▶E-mail

▶Network

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

A person should follow which one of the the following characteristics while writing an email?

▶Concise, clear and polite

▶Verbose, rude and harsh

▶Impolite and having negative tone

▶ Moderate

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

Even the salutation and the complementary close have no punctuation in:

▶Open punctuation

▶Standard punctuation

▶Close punctuation

▶Long punctuation

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

- ----- is a printed paper with the name and address of a person or organization.

▶Letterhead

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▶Letter pad

▶Leaflet

▶Document

Question No: 17 (Marks: 2)

Which points should be kept in mind while writing get-well wishes and sympathy letters.

Question No: 18 (Marks: 2)

Redraft the message for clarity

The identification and classification of the various histological types of lymphomas are vital steps toward the introduction of new therapies and the reduction of mortality.

Question No: 19 (Marks: 3)

What is buffer?

Question No: 20 (Marks: 5)

Individual cultrual variables are very important to understand intercultrual communication, discuss with three individual cultural variables.

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Question No: 21 (Marks: 10)

Expalin the term culture and point out the main aspects of intercultural model.

MIDTERM EXAMINATION

Spring 2009

ENG301- Business Communication (Session - 2)

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

Which one of the followings is not aspect of the AIDA plan?

- ▶Attention
- ▶Interest
- ▶Desire and action
- ▶Skill

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

It has been in use since 1950. It uses full–block form and open punctuation. No salutation or complimentary close is used. Reader’s name, is used in the first and last sentences. Subject and writer’s name are typed in capitals.

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Match the above with one of the followings:

- ▶The Block-form / Modified – Block
- ▶Full-Block
- ▶The Semi-Block
- ▶AMS (Administrative Management Society)

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

It does not mean that the use of old-fashioned expressions such as ‘your kind enquiry’, ‘thank you’ and ‘please’. Rather, it grows out of respect and concern for others. It is a quality that enables a request to be refused without killing all hope of future business.

Match this statement with one of the following principles of communication:

- ▶Conciseness

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- ▶Courtesy
- ▶Consideration
- ▶Completeness

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

Which one of the followings is not the purpose of communication?

- ▶To initiate some action
- ▶To impart information, ideas, attitudes, beliefs or feelings.

▶

To establish, acknowledge or maintain links or relations with other people.

- ▶To make the people fool and sell your products.

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

Globalization means that for a Company to survive, it must establish markets not only in its own country but also in-----.

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- ▶two countries
- ▶six countries
- ▶many countries
- ▶the whole world

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

The last paragraph should be----- for an effective business message.

- ▶concise, correct
- ▶long, concrete
- ▶long, verbose
- ▶concise, long

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

To communicate easily and effectively with your readers, how many number of principles of communication are applied:

- ▶Nine
- ▶Seven
- ▶Eleven
- ▶Six

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

In----- characteristics such as body shape, body odors and skin color are included.

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- ▶ Mental
- ▶ **Physical**
- ▶ Spiritual
- ▶ verbal

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

Selecting some details and omitting others is a process called:

- ▶ **Abstracting**
- ▶ Extracting
- ▶ Attracting
- ▶ Fascinating

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

A letter that completes a valid contract between a buyer and a seller is called:

- ▶ An order letter
- ▶ **An acknowledgement letter**
- ▶ An inquiry letter
- ▶ A sales letter

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

As good-news plan is similar to direct-request plan, so is persuasive plan to-----
plan.

- ▶ good news
- ▶ **bad news**
- ▶ pleasant news
- ▶ moderate news

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

----- is often effective for getting a motivational message out to a large number of people.

- ▶ Groupware
- ▶ **Videotape**
- ▶ Software
- ▶ Teleconferencing

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

Communication is the process by which individuals share:

- ▶ **Coordinate activities, and make decisions**
- ▶ Body movements
- ▶ Techniques

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▶Skills

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

'AMS' is the abbreviation of:

- ▶Administrative Management Society
- ▶Alcholic Member Society
- ▶Advanced Management Society
- ▶Asian Management Society

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

Sometimes an extra message is added at the end of a letter and is known as:

- ▶Postscript
- ▶Attention line
- ▶Subject line
- ▶Copy notation

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

-----is included to remind the reader to check for additional pages of information.

- ▶Copy of notation
- ▶Enclosure
- ▶Subject line

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► Attention line

Question No: 17 (Marks: 2)

Write a note on different punctuation styles.

ANSWER: There are three types of punctuation styles

1. **Closed punctuation:** In this style the heading, date, inside address, salutations and complimentary close are punctuated.
2. **Open punctuation:** In this style of punctuation no punctuations are used even after salutation and complimentary close.
3. **Standard Punctuation:** Punctuation is used only after salutation and complimentary close.

Question No: 18 (Marks: 2)

Rephrase the following letter body:

"Will you ship us some time, anytime during the month of October would be fine, or even November if you are rushed (November would suit us just as well, in fact a little bit better) 300 of the regular Dell Computers.

Thank you in advance for sending these along in parcel post, and not in express, as express is too expensive."

ANSWER: "Please ship parcel post, 300 Dell computers before the end of November."

Question No: 19 (Marks: 3)

Point out some barriers in communication which arise due to attitude and value differences of sender and receiver.

Question No: 20 (Marks: 5)

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Write short notes on the following:

- 1- Importance of communication in your career 2- Developing the right attitude

ANSWER: Importance of communication in career: The ability to communicate effectively is very important for a business management student. Since this field requires more of mental work so it is important to communicate the ideas and skills effectively to others to reach the desired individual and organizational goals. It is important while working in groups. In order to perform the job effectively it is very important to communicate with the coworkers and the seniors this will help in accomplishing the job.

Developing the right attitude: Attitude is a persistent tendency to feel and behave in a particular way toward some object. Attitude describes people and their behavior. Receiver's attitude towards a message determines whether it will be accepted or rejected. People react favorably when they receive agreeable message. Receiver's view of information affects the response. People react according to their attitudes towards a situation rather than to the facts. So developing the right attitude is very important. Since people develop their attitudes from experience too so to develop right attitudes there must be great association between individuals .

Question No: 21 (Marks: 10)

What is meant by Globalization? The implications of globalization on organizational behavior is profound and direct. Comment on this statement.

Answer: Globalization and its implications on Organizational Behavior:

Globalization is a term that is used to describe the changing world order in which various aspects of a nation that include the economic, social, political, cultural and environmental factors are viewed as being part of a global community and not restricted in their scope. But according to an organization **Globalization** means that for a company to survive it must establish markets not only in its own country but also in many other countries of the world.

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Implications of globalization: There are various implications of globalization on organizational behavior like

- New organizational structures
- Different forms of communications
- Need more sensitivity to cultural differences
- More competition

Now a days globalization is very much important for survival. Organizations expand globally to gain access to resources as inputs and to sell there products as outputs. Companies seek the expertise found in other countries. Competition is of greater extent in global environment. Companies compete with foreign competitors. The world is viewed as a single market. There exist a diverse workforce and the challenge of managing it increases as organizations expand their operations internationally. People from different countries have difficulties in non verbal communication due to differences in their cultures.

So globalization is no doubt an important need now but due to this organizations have to face many challenges.

MIDTERM EXAMINATION ENG301- Business Communication (Session - 1)

Time: 60 min

Marks: 38

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▶ Choose the ideas to include, collect all the facts to back up these ideas.

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Select one which is true from the followings.

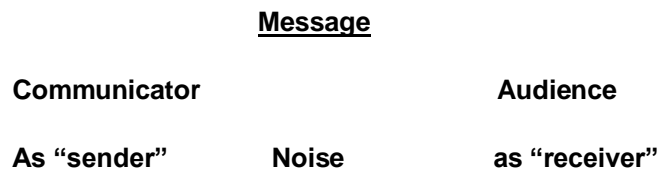
- ▶ Kinesics behavior
- ▶ **Paralanguage**
- ▶ Proximity
- ▶ Artifacts

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Which one is not the component of communication process from the followings?

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▶ **Electronic theory**

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

A formal style is characterized by more----- sentences.

- ▶ simple
- ▶ **complex**
- ▶ easy
- ▶ short

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

All seven C's can be applied to:

- ▶ Oral and written communication
- ▶ Written and non verbal communication
- ▶ Oral and verbal communication
- ▶ **Effective business communication**

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

In which communication expressions are not encoded in words?

- ▶ **Non-verbal**
- ▶ Verbal

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- ▶ Written
- ▶ Verbal and written

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

An effective way of maintaining communication with employees is to monitor:

- ▶ Feedback
- ▶ **Behaviour**
- ▶ Environment of the company
- ▶ Situation

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

----- type of flow takes place between peers in organizations in order to solve problems.

- ▶ **Horizontal**
- ▶ Downward
- ▶ Upward
- ▶ Circular

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

In refusal letter, at which place do we give explanation of the refusal?

- ▶ Beginning
- ▶ **Middle**

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- ▶ End
- ▶ Between beginning and middle

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

-----allows several people to use software at the same time to create documents, keep track of projects.

- ▶ Software
- ▶ **Groupware**
- ▶ E-mail
- ▶ Network

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

A person should follow which one of the the following characteristics while writing an email?

- ▶ **Concise, clear and polite**
- ▶ Verbose, rude and harsh
- ▶ Impolite and having negative tone
- ▶ Moderate

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

Even the salutation and the complementary close have no punctuation in:

- ▶ **Open punctuation**
- ▶ Standard punctuation

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▶ Close punctuation

▶ Long punctuation

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

- ----- is a printed paper with the name and address of a person or organization.

▶ **Letterhead**

▶ Letter pad

▶ Leaflet

▶ Document

Question No: 17 (Marks: 2)

Which points should be kept in mind while writing get-well wishes and sympathy letters.

Question No: 18 (Marks: 2)

Redraft the message for clarity

The identification and classification of the various histological types of lymphomas are vital steps toward the introduction of new therapies and the reduction of mortality.

Question No: 19 (Marks: 3)

What is buffer?

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Question No: 20 (Marks: 5)

Individual cultural variables are very important to understand intercultural communication, discuss with three individual cultural variables.

Question No: 21 (Marks: 10)

Explain the term culture and point out the main aspects of intercultural model.

MIDTERM EXAMINATION

Spring 2009

ENG301- Business Communication (Session - 2)

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

Which one of the followings is not aspect of the AIDA plan?

- ▶ Attention
- ▶ Interest
- ▶ Desire and action
- ▶ **Skill**

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

It has been in use since 1950. It uses full-block form and open punctuation. No salutation or complimentary close is used. Reader's name, is used in the first and last sentences. Subject and writer's name are typed in capitals.

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Match the above with one of the followings:

- ▶ The Block-form / Modified – Block
- ▶ Full-Block
- ▶ The Semi-Block
- ▶ **AMS (Administrative Management Society)**

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

It does not mean that the use of old-fashioned expressions such as ‘your kind enquiry’, ‘thank you’ and ‘please’. Rather, it grows out of respect and concern for others. It is a quality that enables a request to be refused without killing all hope of future business.

Match this statement with one of the following principles of communication:

- ▶ Conciseness
- ▶ **Courtesy**
- ▶ Consideration
- ▶ Completeness

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

Which one of the followings is not the purpose of communication?

- ▶ To initiate some action
- ▶ To impart information, ideas, attitudes, beliefs or feelings.
- ▶ To establish, acknowledge or maintain links or relations with other people.

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- ▶ To make the people fool and sell your products.

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

Globalization means that for a Company to survive, it must establish markets not only in its own country but also in-----.

- ▶ two countries
- ▶ six countries
- ▶ **many countries**
- ▶ the whole world

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

The last paragraph should be----- for an effective business message.

- ▶ **concise, correct**
- ▶ long, concrete
- ▶ long, verbose
- ▶ concise, long

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

To communicate easily and effectively with your readers, how many number of principles of communication are applied:

- ▶ Nine
- ▶ **Seven**

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- ▶ Eleven
- ▶ Six

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

In----- characteristics such as body shape, body odors and skin color are included.

- ▶ Mental
- ▶ **Physical**
- ▶ Spiritual
- ▶ verbal

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

Selecting some details and omitting others is a process called:

- ▶ **Abstracting**
- ▶ Extracting
- ▶ Attracting
- ▶ Fascinating

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

A letter that completes a valid contract between a buyer and a seller is called:

- ▶ An order letter

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▶ An **acknowledgement letter**

▶ An inquiry letter

▶ A sales letter

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

As good-news plan is similar to direct-request plan, so is persuasive plan to----- plan.

▶ good news

▶ **bad news**

▶ pleasant news

▶ moderate news

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

----- is often effective for getting a motivational message out to a large number of people.

▶ Groupware

▶ **Videotape**

▶ Software

▶ Teleconferencing

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

Communication is the process by which individuals share:

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▶ **Coordinate activities, and make decisions**

- ▶ Body movements
- ▶ Techniques
- ▶ Skills

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

'AMS' is the abbreviation of:

▶ **Administrative Management Society**

- ▶ Alcholic Member Society
- ▶ Advanced Management Society
- ▶ Asian Management Society

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

Sometimes an extra message is added at the end of a letter and is known as:

▶ **Postscript**

- ▶ Attention line
- ▶ Subject line
- ▶ Copy notation

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

-----is included to remind the reader to check for additional pages of information.

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- ▶ Copy of notation
- ▶ **Enclosure**
- ▶ Subject line
- ▶ Attention line

Question No: 17 (Marks: 2)

Write a note on different punctuation styles.

ANSWER: There are three types of punctuation styles

1. **Closed punctuation:** In this style the heading, date, inside address, salutations and complimentary close are punctuated.
2. **Open punctuation:** In this style of punctuation no punctuations are used even after salutation and complimentary close.
3. **Standard Punctuation:** Punctuation is used only after salutation and complimentary close.

Question No: 18 (Marks: 2)

Rephrase the following letter body:

"Will you ship us some time, anytime during the month of October would be fine, or even November if you are rushed (November would suit us just as well, in fact a little bit better) 300 of the regular Dell Computers.

Thank you in advance for sending these along in parcel post, and not in express, as express is too expensive."

ANSWER: "Please ship parcel post, 300 Dell computers before the end of November."

Question No: 19 (Marks: 3)

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Point out some barriers in communication which arise due to attitude and value differences of sender and receiver.

Question No: 20 (Marks: 5)

Write short notes on the following:

- 1- Importance of communication in your career
- 2- Developing the right attitude

ANSWER: Importance of communication in career: The ability to communicate effectively is very important for a business management student. Since this field requires more of mental work so it is important to communicate the ideas and skills effectively to others to reach the desired individual and organizational goals. It is important while working in groups. In order to perform the job effectively it is very important to communicate with the coworkers and the seniors this will help in accomplishing the job.

Developing the right attitude: Attitude is a persistent tendency to feel and behave in a particular way toward some object. Attitude describes people and their behavior. Receiver's attitude towards a message determines whether it will be accepted or rejected. People react favorably when they receive agreeable message. Receiver's view of information affects the response. People react according to their attitudes towards a situation rather than to the facts. So developing the right attitude is very important. Since people develop their attitudes from experience too so to develop right attitudes there must be great association between individuals .

Question No: 21 (Marks: 10)

What is meant by Globalization? The implications of globalization on organizational behavior are profound and direct. Comment on this statement.

Answer: Globalization and its implications on Organizational Behavior: Globalization is a term that is used to describe the changing world order in which various aspects of a nation that include the economic, social, political, cultural and environmental factors are viewed as being part of a global community and not restricted in their scope. But according to an organization

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Globalization means that for a company to survive it must establish markets not only in its own country but also in many other countries of the world.

Implications of globalization: There are various implications of globalization on organizational behavior like

- New organizational structures
- Different forms of communications
- Need more sensitivity to cultural differences
- More competition

Now-a-days globalization is very much important for survival. Organizations expand globally to gain access to resources as inputs and to sell their products as outputs. Companies seek the expertise found in other countries. Competition is of greater extent in global environment. Companies compete with foreign competitors. The world is viewed as a single market. There exist a diverse workforce and the challenge of managing it increases as organizations expand their operations internationally. People from different countries have difficulties in non verbal communication due to differences in their cultures.

So globalization is no doubt an important need now but due to this organizations have to face many challenges.

MIDTERM EXAMINATION

Fall 2009

ENG301- Business Communication (Session - 3)

Time: 60 min

Marks: 38

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

Even the salutation and the complementary close have no punctuation in:

► **Open punctuation**

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- ▶ Standard punctuation
- ▶ Close punctuation
- ▶ Long punctuation

BR>

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

What is the top most quality of a business executive?

▶ **Effective communicator**

- ▶ Good personality
- ▶ Hardworking
- ▶ Skill to manage the things

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

What is CD-Rom database?

▶ **It is used to put information in a form that is easy to digest**

- ▶ It is used to play computer disk
- ▶ It is a tool used during the high level meetings
- ▶ It is a tool to download songs

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

An exchange of information within an organization is called:

- ▶ **Internal communication**
- ▶ External communication
- ▶ Horizontal communication
 - ▶ Vertical communication

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

What is the more formal way of communication?

- ▶ **Written communication**
- ▶ Oral communication
- ▶ Non-verbal communication
- ▶ Effective communication

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

Selecting some details and omitting others is a process called:

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▶ **Abstracting**

▶ Extracting

▶ Attracting

▶ Fascinating

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

A receiver's attitude towards a message can determine **whether** it is:

▶ Accepted

▶ Rejected

▶ **Accepted or rejected**

▶ Mixed response

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

In----- characteristics such as body shape, body odors and skin color are included.

▶ Mental

▶ **Physical**

▶ Spiritual

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- ▶ verbal

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

Artifact objects are used in which type of messages?

- ▶ verbal
- ▶ **Non-verbal**
- ▶ Written
- ▶ Oral and written

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

Personal space varies according to:

- ▶ Situation
- ▶ **Culture, status**
- ▶ Medium
- ▶ Channel

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

For writing an effective business message, there are----- planning steps.

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▶ seven

▶ **five**

▶ two

▶ three

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

If you have bad news,how can you begin your message?

▶ With buttering.

▶ With flattery.

▶ **With buffer**

▶ With confidence

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

In order to understand verbal and nonverbal communication which of the following things should we do?

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- ▶ Accept cultural differences
- ▶ Studying your own culture
- ▶ Learn about other cultures
- ▶ **All of the above**

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

Before writing a message, which of the following steps are necessary for effective communication?

- ▶ Define the purpose of the message.
- ▶ Analyze your audience – readers or listeners, outline – organize – your message.
- ▶ Choose the ideas to include, collect all the facts to back up these ideas.
- ▶ **All of the above**

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

Which one of the followings is the most important for a successful message?

- ▶ Feedback
- ▶ Sender

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▶ **Message**

▶ Medium

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

Which of the following parts are related to business letters?

▶ Heading

▶ Date

▶ Inside address, salutation

▶ **All of the above**

Question No: 17 (Marks: 2)

What is the difference between credibility and congeniality?

Question No: 18 (Marks: 2)

Which points should be kept in mind while writing get-well wishes and sympathy letters.

Question No: 19 (Marks: 3)

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In order to understand intercultural communication which factors are important?

Question No: 20 (Marks: 5)

What is the organizational plan for order letters? Discuss each point briefly.

Question No: 21 (Marks: 10)

Write an order letter to ABC Company for the purchase of weather vanes?