

FINALTERM EXAMINATION ENG301- Business Communication

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

----- machine scans a printed page, converts it to a signal, and transmits it.

▶ ***A Facsimile***

- ▶ A Photocopy
- ▶ An Electronic
- ▶ A Printer

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

Facial expressions, such as frowns or smiles, are ----- forms of communication.

- ▶ Verbal

▶ ***Non-verbal***

- ▶ Written
- ▶ Verbal and non verbal

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

Which is a list of source material on a particular subject?

▶ ***Bibliography***

- ▶ Index
- ▶ Appendixes
- ▶ Glossary

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

Which writing style characterizes memos?

- ▶ Informal

▶ ***Formal***

- ▶ Impersonal tone
- ▶ Neutral

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

The person who has the power to act upon and carry out decisions is known as:

- ▶ Chairman

▶ ***Executive***

- ▶ Advisory
- ▶ Leader

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

Reports, which show “progress,” accomplishments, or activities over time or at

a given stage of a major assignment are known as -----.

- ▶ feasibility report
- ▶ periodic reports

▶ conference reports

▶ ***progress reports***

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

-----is often used when sending information to a reader outside your organization.

▶ ***Letter***

▶ Memo

▶ Minutes

▶ Application

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

In which communication expressions are not encoded in words?

▶ Non-verbal

▶ Verbal

▶ Written

▶ ***Verbal and written***

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

If your message is specific, definite and vivid; you are applying which one of

the following principles:

▶ Conciseness

▶ ***Concreteness***

▶ Completeness

▶ Consideration

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

Which type of interview is less formal and unstructured?

Casual interview

▶ Situational Interview

▶ Structured Interview

▶ ***Opening-ended interview***

▶ Casual interview

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

-----is a process in which two or more parties try to resolve differences, solve problems and reach agreement.

▶ ***Negotiation***

▶ Communication

▶ Consultation

▶ Discussion

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

In win-lose strategy, the problems or conflicts are focused and the party is

satisfied due to:

- ▶ ***Initiator***
- ▶ Both parties
- ▶ One party
- ▶ Second party

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

-----is exerted by someone who can influence and manipulate behaviour.

- ▶ Consultative power
- ▶ Expertise power
- ▶ ***Reward power***
- ▶ Legitimate power

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

Principled bargaining acknowledges the Australian ethic of a :

- ▶ Foul play
- ▶ ***Fair go***
- ▶ Good relation
- ▶ Bad relation

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

How many types of pre-employment tests are administered by companies?

- ▶ ***Three***
- ▶ Four
- ▶ Two
- ▶ Five

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

There are----- major research perspectives.

- ▶ ***Two***
- ▶ Three
- ▶ Four
- ▶ Five

Question No: 17 (Marks: 1) - Please choose one

According to Psychologists, 50 percent of an interview's decision is made within how many seconds?

- ▶ First 30 seconds
- ▶ 60 to 90 seconds
- ▶ ***30 to 60 seconds***
- ▶ 40 to 50 seconds

Question No: 18 (Marks: 1) - Please choose one

If a study uses language such as naturalistic, field study, case study, context,

situational, constructivism, meaning, multiple realities, it has used a -----

--.

▶ **Formal perspective**

- ▶ Qualitative perspective
- ▶ Informal perspective
- ▶ Quantitative perspective

Question No: 19 (Marks: 1) - Please choose one

A -----section of thesis can contain a flow chart which summarizes the

way in which various processes involved in the project fit together.

- ▶ rationale

▶ **methodology**

- ▶ discussion
- ▶ analysis

Question No: 20 (Marks: 1) - Please choose one

A person has to follow three steps for an oral presentation which are: 1.

Planning your presentation, 2. ----- your presentation, 3.

Completing

your presentation.

- ▶ Learning
- ▶ Speaking

▶ **Writing**

- ▶ Listening

Question No: 21 (Marks: 1) - Please choose one

While delivering an oral presentation to large groups, a person should use what

kind of style?

- ▶ Casual
- ▶ Informal

▶ **Formal**

- ▶ Interpersonal

Question No: 22 (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: 23 (Marks: 1) - Please choose one

Certain analytical reports are called:

- ▶ **Proposals**
- ▶ Recommendation
- ▶ Memo
- ▶ Overview

Question No: 24 (Marks: 1) - Please choose one

Collection letters are usually written in:

- ▶ Line
- ▶ **Series**
- ▶ Serial
- ▶ Steps

Question No: 25 (Marks: 1) - Please choose one

Clear writing is easy to understand, which two words are required for this purpose?

- ▶ **Short, easy**
- ▶ Simple, short
- ▶ Short, complex
- ▶ Long, complex

Question No: 26 (Marks: 1) - Please choose one

Which one is not related to close paragraph?

- ▶ Make Action
- ▶ Keep Last Paragraph Concise and Correct
- ▶ End on a Positive, Courteous Thought
- ▶ **Make a refusal statement**

Question No: 27 (Marks: 1) - Please choose one

Collection letter should be written with the assumption that most people will:

- ▶ Pay
- ▶ Not pay
- ▶ **Delay**
- ▶ Ignore

Question No: 28 (Marks: 1) - Please choose one

Minutes, which tell more of the story of what happened and who said what at a

meeting are:

- ▶ Resolution minutes

▶ Narrative minutes

▶ Informal minutes

▶ **Formal minutes**

Question No: 29 (Marks: 1) - Please choose one

If you are new to a job market, you want to redirect your career, which approach you should adopt in a resume.

▶ Chronological

▶ **Functional**

▶ Combined

▶ Job oriented

Question No: 30 (Marks: 1) - Please choose one

While drafting a letter which thing should we ignore?

▶ Be Specific.

▶ Avoid general objectives.

▶ Be as clear as possible about the kind of opportunity and industry you're looking for.

▶ **We can talk in a difficult language**

Question No: 31 (Marks: 2)

What is a resume?

A resume is a prearranged, written summary of a person's education, employment background, and job experience. Resume is a form of advertising.

It proposed to inspire an employer's interest in your.

Question No: 32 (Marks: 2)

What appeals are generally used in a collection letter?

Collection letters are usually sent in a series. The first is mildest and most understanding, with the letters getting gradually more insistent. The final letter

in this series, when all efforts have failed, threatens to turn the matter over to a

lawyer or collection agency or court of law. Following are the steps for appeals

in these letters:

1. The monthly statement reminds the customer of outstanding bills. If it is ignored, it should be followed by a second statement. The second statement should contain a notice stating "Past Due" or "Please Remit".
2. If the objective statement and reminder fail to get results, the collection process must gradually become more emotional and personal. The second collection message, however, should still be friendly. But at this stage, too, stress on future sales, rather than on payment.
3. The next collection message is an appeal to the credit customer to

pay. This is a stern letter, but calmly written. Typical appeals are to the customer's pride or sense of fair play.

4. Finally, payment must be demanded. The threat of legal action or the intervention of a collection agency is sometimes all that will induce a customer to pay.

Question No: 33 (Marks: 2)

Write a brief note on Quasi-Experimental Research.

A Quasi-Experimental Research design is one that follows the general procedures of experimental research, without the use of control group or without random assignment, since random assignment or the use of control groups is often not feasible in educational settings.

Question No: 34 (Marks: 3)

How would you make a presentation on a cell-phone?

Question No: 35 (Marks: 3)

What are the purposes of a business report?

Following are the purposes:

- To monitor and control operations
- To apply policies and procedures
- To fulfill with regulatory requirements
- To obtain new business or findings
- To guide decisions

Question No: 36 (Marks: 3)

What is a good opening in a report?

A good opening accomplishes at least three things:

1. Introduces the subject of the report
2. Point out why the subject is important
3. Previews the main ideas and the order in which they will be covered.

Question No: 37 (Marks: 5)

Point out the faults in listening.

Some are the following:

- **Prejudice:** All of us have our own opinions and views. When we listen to a speaker who is contrary to our ideas, we cannot maintain attention. As a result we do not listen to whatever he says. We should give a chance to the speaker to finish his message. Later, we can agree or disagree.
- **Distraction:** Not only the verbal messages but also the nonverbal cues of the speaker affect our listening. The negative factors are noisy fans, poor light, disturbing background music, bang of a horn, extreme

climate. Among the speaker's nonverbal indication are his clothes, his voice quality, his wearing of a certain perfume, reek of sweat, excessive gestures, etc.

· **Semantic Barrier:** Meaning of words also create problem in listening, as meaning of words vary from person to person influenced by feelings, attitudes and favoritism. Sometimes the ways a speaker complete a word irritate us.

Question No: 38 (Marks: 5)

In AIDA plan, write a note on attracting the attention and creating interest.

Question No: 39 (Marks: 10)

Describe various reports present in your course.

Report: A report is an impartial, objective, planned presentation of facts to one

or more persons for a specific business purpose. Following are some types of

reports:

Memo Reports: A memo report is a cross between interoffice memo and a formal report Memo reports can be used to:

- Answer a request for information
- Report progress
- Make recommendations
- State facts
- Communicates ideas
- Send statistical data
- Explain trend within an organization

Informational Memorandum Reports: The central purpose of informational reports is to inform and to summarize information, similar to the speech to inform. Obviously, these reports vary widely in content, depending on type of business, purpose, topics discussed, and readers' needs. Information Memo reports will be

- Inform
- To summarize some information requested
- Organize information objectively
- Make recommendation

Conference Reports: Topics for conference reports range from summaries

of personal sales called conferences to write-ups of meetings attended by hundreds of persons. For example, a credit or collection manager or account

executive may make similar reports after conferences with clients. The text of such reports is usually organized by topics discussed or presented simply

in a chronological order.

Periodic Reports: They are routine reports prepared at regular time interval-daily, weekly, monthly quarterly or annually. Examples of such reports are:

- Sales Reports
- Financial Reports

They report are prepared on pre-printed form.

Analytical Memorandum Reports: This analytical memorandum report, seeks to analyze a situation or problem; it may end with or without a specific recommendation. Such reports:

- On the causes of decline in Sales Volume
- On the evaluation of a person before recruitment
- On individual being considered for promotion
- On the analysis of a particular book

Question No: 40 (Marks: 10)

What is an oral communication? What points would you keep in mind to improve your oral communication?

Oral Communication: Oral communication describes any type of interaction

that makes use of spoken words, and it is a vital, integral part of the modern

business world. "The ability to communicate effectively through speaking as well as in writing is highly valued, and demanded, in business. Following are

some of points to improve our oral communication.

Key points to improve Oral Communication:

Intro Phrases: We should use introductory phrases for catching people's attention. This will also adjust the listeners to hearing to our speed and pronunciation and tone of voice. For example: From my point of view this idea is wrong, let me tell you that and apparently etc.

Memorize: We you memorize key words, because we have no time for look for that when needed, also knowing the only meaning of word is not enough. We should also know how to use it.

Gesture: Listeners will take non-verbal signs as part of your personality and will not pay conscious attention to your gestures. Magnify facial gestures, since they will help to get your message across in case verbal language fails and people don't follow your words.

Topic Change: Magnify facial gestures, since they will help to get your message across in case verbal language fails and people don't follow your words. For example: By the way we can now talk about, could we now deal with? and changing subject I want to etc.

Interrupting: Interrupting is difficult in a language that you don't handle

well, because often when your opportunity comes you can't find the right words! Therefore, it's essential to learn how to interrupt with proper expressions. The key to effective interruptions is the right mix of forcefulness and politeness. Also, you'll sometimes need to insist several times until you catch people's attention.

FINAL TERM EXAMINATION ENG301- Business Communication

(Session - 3)

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

Letters refusing orders call for the indirect plan or the----- approach.

▶ ***Sandwich***

- ▶ Burger
- ▶ Neutral
- ▶ Negative

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

Which one is called the dictionary definition of the word?

- ▶ Connotation
- ▶ ***Denotation***
- ▶ Fascination
- ▶ Illustration

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.

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

A standing committee is one that operates permanently:

- ▶ Month after month
- ▶ Week after week
- ▶ ***Year after year***
- ▶ After six months

Standing committee is one that operates permanently year after year, although its members may change.

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

The minutes of informal meeting are signed by the person who took them and sometimes by the ----- as well.

- ▶ chairman
- ▶ ***presiding officer***
- ▶ advisory
- ▶ manager

The written record of the proceedings of a meeting is called the minutes of the

meeting.

The minutes are signed by the person who took them and sometimes by the presiding officer as well. Minutes are usually duplicated, and copies are sent to each person present at the meeting and to other designated officials.

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

A -----is a cross between interoffice memo and a formal report.

▶ **Memo report**

- ▶ Analytical memo report
- ▶ Informational memorandum report
- ▶ Feasibility report

A memo report is a cross between interoffice memo and a formal report

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

Letter reports are of ----- types:

- ▶ four
- ▶ **two**
- ▶ three
- ▶ five

Letter reports are of two types:

- 1. Informational Letter Reports*
- 2. Analytical Letter Reports*

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

-----is often used when sending information to a reader outside your organization.

▶ **Letter**

- ▶ Memo
- ▶ Minutes
- ▶ Application

A letter report is simply a report in letterform: it is often used when sending information to a reader outside your organization.

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

The most important communication task for business students is to prepare which thing?

▶ **Resume**

- ▶ Memo
- ▶ Document
- ▶ Circular

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

An applicant should show interest in the job during which stage?

- ▶ Screening stage
- ▶ Selection stage
- ▶ **Final stage**
- ▶ First stage

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

Which types of interview are useful for judging interpersonal communication among candidates?

▶ **Group Interviews**

- ▶ Video Interviews
- ▶ Stress Interviews

► Structured Interviews

Group interviews meeting with several candidates simultaneously. Group interviews help recruiters see how candidate interact. This types of interview is useful for judging interpersonal communication

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

How can both parties be unable to collaborate and walk away from the negotiation dissatisfied?

► Win-lose strategy

► **Lose-win strategy**

► Lose-Lose strategy

► Win-win strategy

Lose-win strategies

• *a situation in which the initiator is dissatisfied and the other is satisfied.*

• *Result form a situation in which the objectives of both parties are too rigid, or*

• *Both parties are unable to collaborate, or unaware of the opportunity to do so.*

• *Both parties walk away from the negotiation dissatisfied*

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

----- are individual cultural variables.

► Economics, politics

► **Accepted dress, manners**

► Language, social norms

► Social norms, manners

Individual cultural variables

Time, Space, Food, Accepted Dress, Manners, Decision Making

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

-----is exerted by someone who can influence and manipulate behavior.

► Consultative power

► Expertise power

► **Reward power**

► Legitimate power

Reward power is exerted by someone who has control over resource desire by others. Such as person can influence and manipulate behavior

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

Which is an active process of receiving aural stimulus?

► **Listening**

► Thinking

► Talking

► Silence

Listening is an active process of receiving aural stimulus. Listening is an active rather than a passive Process.

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

While writing and presenting your Thesis or Dissertation, you go through many stages. First stage is:

► Preparing the Proposal

► Writing the Research Paper

► making an outline

► **Thinking about It**

Writing and Presenting Your Thesis or Dissertation

- *Thinking about It*
- *Preparing the Proposal*
- *Conducting the Research*
- *Writing the Research Paper*

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

Proposal should be written in a :

► **Future tense.**

- Past tense
- Present tense
- Present continuous

Of course, it should be written in a future tense since it is a proposal. Ref from Handouts page 196

Question No: 17 (Marks: 1) - Please choose one

: ----- defines the word research as: "Research is conducted to solve problems and expand knowledge. Research is a systematic way of asking questions, a systematic method of enquiry."

► **Drew**

- Howard and Sharp
- A psychologist
- A scientist

Drew (1980)

Research is conducted to solve problems and expand knowledge. Research is a systematic way of asking questions, a systematic method of enquiry

Question No: 18 (Marks: 1) - Please choose one

There are----- major research perspectives.

► **Two**

- Three
- Four
- Five

A research perspective, as used here, is a general view and use of research approaches and methods. There are two major perspectives: quantitative and qualitative.

Question No: 19 (Marks: 1) - Please choose one

A person has to follow three steps for an oral presentation which are: 1. planning your presentation, 2. ----- your presentation, 3. completing your presentation.

- Learning
- Speaking

► **Writing**

- Listening

The Three Step Oral Presentation Process

1. Planning your presentation

2. Writing your presentation

3. Completing your presentation

Question No: 20 (Marks: 1) - Please choose one

While delivering an oral presentation to large groups, a person should use what kind

of style?

- ▶ Casual
- ▶ Informal
- ▶ Formal

▶ **Interpersonal**

Question No: 21 (Marks: 1) - Please choose one

If you are citing a work done by three to five authors what will be the proper way to refer them?

▶ **Kernis, Cornell, Sun, Berry & Harlow, 1993**

- ▶ Kernis, Cornell, and Sun, and Berry, & Harlow 1993
- ▶ Kernis and Cornell, Sun, Berry, & Harlow, 1993
- ▶ Kernis and Cornel, Sun and Berry and Harlow 1993

A Work by Three to Five Authors: List all the authors in the signal phrase or in parentheses the first time you cite the source.

(Kernis, Cornell, Sun, Berry, & Harlow, 1993)

Question No: 22 (Marks: 1) - Please choose one

It contains all facts that the reader or listener needs for the reaction you desire. Senders and receivers are influenced by their background, viewpoint, needs, experience, attitude, status and emotions. A message brings desired result. It does a better job of building goodwill.

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

- ▶ Conciseness
- ▶ Courtesy
- ▶ Consideration

▶ **Completeness**

Completeness

• A business message is complete when it contains all facts that the reader or listener needs for the reaction you desire. Senders and receivers are influenced by their background, viewpoint, needs, experience, attitude, status and emotions.

Question No: 23 (Marks: 1) - Please choose one

Collection letters are usually written in:

- ▶ Line
- ▶ **Series**
- ▶ Serial
- ▶ Steps

Collection Letter Series

Collection letters are usually sent in a series. The first is mildest and most understanding, with the letters getting gradually more insistent

Question No: 24 (Marks: 1) - Please choose one

When your message contains all the facts, the reader or the listener needs, it is called:

- ▶ **Complete**
- ▶ Considerate
- ▶ Courteous
- ▶ Clear

Question No: 25 (Marks: 1) - Please choose one

How many major delivery methods are used for an oral presentation?

- ▶ Three
- ▶ **Four**
- ▶ Two
- ▶ Five

Question No: 26 (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)

2. Full Block

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.

Question No: 27 (Marks: 1) - Please choose one

This form is much in Pakistan. Heading, date, complimentary close and signature sections begin at the horizontal of the page or are placed so that they end near the right-hand margin. First line of each paragraph is indented five to seven spaces.

Only closed form of punctuation is used in this form.

Match the above with one of the followings:

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

3. The Semi-Block

This form is much used in Pakistan. Heading, date, complimentary close and signature sections begin at the horizontal of the page or are placed so that they end near the right-hand margin. First line of each paragraph is indented five to seven spaces. Only closed form of punctuation is used in this form.

Question No: 28 (Marks: 1) - Please choose one

Claim letter is also called:

- ▶ **Complaint letter**
- ▶ Adjustment letter
- ▶ Credit refusing letter
- ▶ Collection letter

Question No: 29 (Marks: 1) - Please choose one

In claim letter the initial statement should contain:

- ▶ **Good news**
- ▶ Bad news
- ▶ Mixed news
- ▶ Ambiguous

Question No: 30 (Marks: 1) - Please choose one

Minutes, which tell more of the story of what happened and who said what at a meeting are:

▶ Resolution minutes

▶ **Narrative minutes**

▶ Informal minutes

▶ Formal minutes

Minutes of narration, narrative minutes tell more of the 'story of what Happened and who said what at a meeting.

Question No: 31 (Marks: 2)

Describe the use of visuals in a thesis paper.

Question No: 32 (Marks: 2)

What appeals are generally used in a collection letter?

Question No: 33 (Marks: 2)

How do we read a market report?

Question No: 34 (Marks: 3)

Which guidelines should be followed while searching for a subject topic of a thesis?

Question No: 35 (Marks: 3)

Mention key points of unsolicited application letter.

Question No: 36 (Marks: 3)

What are the three Cs of credit for extending credit privileges?

Question No: 37 (Marks: 5)

What are quantitative and qualitative perspectives in research?

Question No: 38 (Marks: 5)

How should a claim begin?

Question No: 39 (Marks: 10)

When you are applying for a job, you are selling a product of yourself .Critically evaluate the statement.

Question No: 40 (Marks: 10)

Write a first letter of collection to your customer who has purchased electronic goods and has not cleared the balance of Rs.5000/-, which is now three months overdue.

FINAL TERM EXAMINATION ENG301- Business Communication
(Session - 4)

Time: 120 min

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

An exchange of information within an organization is called:

▶ **Internal communication**

▶ External communication

▶ Horizontal communication

▶ Vertical communication

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

Unsolicited letters are written on ADIA plan which is ----- step approach.

▶ five

- ▶ two
- ▶ four
- ▶ **one**

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

Sales letters start with:

- ▶ An easy and effective way
- ▶ **An attention-getting device**
- ▶ Interesting news
- ▶ Buffer

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

Which writing style characterizes memos?

- ▶ **Informal**
- ▶ Formal
- ▶ Impersonal tone
- ▶ Neutral

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

In circular letters personal interest is created by using the word -----

- ▶ **you**
- ▶ our customers
- ▶ everybody
- ▶ dear customers

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

Reports, which show “progress,” accomplishments, or activities over time or at

a given stage of a major assignment are known as -----.

- ▶ feasibility report
- ▶ periodic reports
- ▶ conference reports
- ▶ **progress reports**

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

The most important communication task for business students is to prepare which thing?

- ▶ **Resume**
- ▶ Memo
- ▶ Document
- ▶ Circular

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

Which approach is the most common way to organize a resume?

- ▶ Functional
- ▶ **Chronological**

- ▶ Analytical
- ▶ Job oriented

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

In which type of resume, the work-experience section dominates after name, address and objective.

▶ **The Chronological Resume**

- ▶ The Functional Resume
- ▶ The Combination Resume
- ▶ Job oriented Resume

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

The principle through which your message will get across, so that the receiver

will understand what you are trying to convey, is called:

▶ Completeness

▶ **Clarity**

- ▶ Conciseness
- ▶ Consideration

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

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

▶ simple

▶ **complex**

- ▶ easy
- ▶ short

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

There are ----- negotiation strategies.

▶ Two

▶ Three

▶ **Four**

▶ Five

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

A good research proposal is that which is :

▶ **Narrowly defined**

- ▶ Broadly defined
- ▶ Without any limit
- ▶ Good copy of plagiarism

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

How many types of pre-employment tests are administered by companies?

▶ **Three**

▶ Four

- ▶ Two
- ▶ Five

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

The----- section of a thesis explains the reasons for doing the research, and indicates why the research is important, valuable or significant.

- ▶ **Introduction**
- ▶ Background
- ▶ Conclusion
- ▶ Centre

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

-----is a well established research question that can be in the form of a descriptive statement or a question.

- ▶ Analysis
- ▶ **Hypothesis**
- ▶ Appendices
- ▶ Criticism

Question No: 17 (Marks: 1) - Please choose one

According to Psychologists, 50 percent of an interview's decision is made within how many seconds?

- ▶ First 30 seconds
- ▶ 60 to 90 seconds
- ▶ **30 to 60 seconds**
- ▶ 40 to 50 seconds

Question No: 18 (Marks: 1) - Please choose one

All pieces of literature, key journals and books referred to in proposal should be listed at the end of the proposal. It is called----- section of thesis.

- ▶ tables and figures
- ▶ appendices
- ▶ **bibliography**
- ▶ index

Question No: 19 (Marks: 1) - Please choose one

While delivering an oral presentation to large groups, a person should use what kind of style?

- ▶ Casual
- ▶ Informal
- ▶ **Formal**

▶ Interpersonal

Question No: 20 (Marks: 1) - Please choose one

Which one is national variable from the followings?

- ▶ Time
- ▶ Space
- ▶ **Economics**
- ▶ Food

Question No: 21 (Marks: 1) - Please choose one

A company usually writes good will letters to:

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

Question No: 22 (Marks: 1) - Please choose one

Fisher and Ury (1991) developed a concept known as :

- ▶ **Principled bargaining**
- ▶ Negotiation
- ▶ Communication
- ▶ No communication

Question No: 23 (Marks: 1) - Please choose one

-----emphasizes studies that are experimental in nature, emphasizes measurement, and search for relationships.

- ▶ Research method
- ▶ **Quantitative perspective**
- ▶ Qualitative perspective
- ▶ Normal perspective

Question No: 24 (Marks: 1) - Please choose one

Certain analytical reports are called:

- ▶ **Proposals**
- ▶ Recommendation
- ▶ Memo
- ▶ Overview

Question No: 25 (Marks: 1) - Please choose one

Which one of the suggestions is not the part of replies to inquiries?

- ▶ Give the Exact Information Requested
- ▶ Express Appreciation for the Inquiry
- ▶ Sell Your Organization or Product
- ▶ **End with a Negative Closing**

Question No: 26 (Marks: 1) - Please choose one

How many major delivery methods are used for an oral presentation ?

- ▶ Three

▶ **Four**

- ▶ Two
- ▶ Five

Question No: 27 (Marks: 1) - Please choose one

There are ----- types of job letters

▶ **two**

- ▶ three
- ▶ four
- ▶ five

Question No: 28 (Marks: 1) - Please choose one

Which tests do provide quantitative information about a candidate's skills, attitudes, and habits?

▶ Written tests

▶ **Pre-employment tests**

- ▶ Oral tests
- ▶ General tests

Question No: 29 (Marks: 1) - Please choose one

Which thing does reveal something about a candidate's personality and professionalism during an interview?

- ▶ Style of talking
- ▶ Manners

▶ **Physical appearance**

▶ Eye contact

Question No: 30 (Marks: 1) - Please choose one

Communication is an important part of ourtoday.

- ▶ Universe
- ▶ Earth

▶ **world**

▶ community

Question No: 31 (Marks: 2)

What is case study research?

Case study is a research method which is used for investigation of contemporary phenomenon within its real life context. I.e. where the evidences

are much more and the relation between phenomena and context are not clear.

Question No: 32 (Marks: 2)

What is bibliography?

A bibliography is a list of source materials on a particular subject. It shows what periodicals or books and other library materials were used.

It tells part of the reference matter, it is followed by appendix

Question No: 33 (Marks: 2)

Why is a claim letter written?

When a product or service do not meet the customers' or expectations, customers get disappointed and usually write a complaint letter. This complain

letter is called claim letter as well. The claim letter should be calm and polite

rather than hostile or demanding.

Question No: 34 (Marks: 3)

To know your buyer is necessary for your product and services, comment.

It helps us to discover the needs and desires of these prospective buyers.

Like we can not sell life insurance plan of old age person to a young college

going students.

Like ladies beauty products is hard to sell to children. To be successful we must

know mode and wants of our buyers

Question No: 35 (Marks: 3)

What are win- win strategies in negotiation?

In win –win strategy both parties are satisfied with settlement.

Main concern of this strategies on one loose its interest though its hard to achieve but its produce long lasting relationship.

In this both the parties are committed to some positive outcome and its one achievable when both the parties communicate well.

Question No: 36 (Marks: 3)

What is resume deception and personal data in resume writing?

Resume deception

Inflating grade-point averages.

Showing to be self-employed

Try to cover the unemployment gaps

Claiming that was working for the companies which are already closed down.

Claim about working on higher positions in past jobs.

Personal data

We should avoid adding personal interest in resume unless it will increase the

employer's understanding.

Better to exclude the salary information and reasons of leaving the old jobs.

Better not to mention the name of pervious supervisors.

Question No: 37 (Marks: 5)

Writing letters refusing adjustments when the buyer is at fault which points

should keep in mind?

When The Buyer Is At Fault

1. Support buyer Point of View

Try to make customer to understand that you understood the problem properly.

2. Request Is Appreciated

show to customer that his request is appreciated and his point of view is important for our company.

3 . Give Explanation before reaching any Decision

Avoid unfriendly, negative expressions, such as your complaint, your error, you

mistake. Customer should not think that our decision is the only solution for him.

4. Be Courteous Even when customer is angry

5. Try to Leave customer in Pleasant Frame of Mind

A friendly close is even more important when the adjustment is not granted.

Question No: 38 (Marks: 5)

Define various techniques of developing the elements of an oral presentation.

Successful Oral Presentation

Oral presentation enhance the mutual understanding between audience and

speaker so we have to give some time to improve our oral presentation skills.

Determine audience size and composition of audience

Analyze why audience members are attending the presentations

Determine the audience's level of understanding.

Following three steps are very effective for good presentation

1. Planning your presentation
2. Writing your presentation
3. Completing your presentation

Main Idea : Brain storm the idea and then then decide which ideas are more

relevant and appropriate to your

Writing Oral Presentation

Write points that points that how the audience can benefit from your message.

Choose right Approach

Like short or long presentation you are going to give

Closing: your closing should leave a strong and impressive message

Question No: 39 (Marks: 10)

What is the typical sequence of an interview? Write down different types of

interviews.

A job interview is a formal meeting of employer and applicant in which both exchange information to learn about each other

Stages of interview

Screening stage:

Interview at this stage is more structured.

Selection stage:

This is the best stage for an applicant to show his interest in job by relating skills to job requirement and organization's needs.

• Final stage

Structured Interview:

Such interview is mostly conducted at screening stage. In this type of interview

employer controls the interview by asking already prepared questions in an order. It is a poor measure of applicant's personal qualities but it also creates

uniformity in hiring process.

•Open-ended interview:

It is a less formal and unstructured form of interview in which interviewee encourages the applicant to speak more and freely in order to get to know about

his personality and his capabilities. Some of the applicants reveal too much about their personal and family problems which is of not of any interest to employers and which have nothing to do with their skills and qualifications.

• Stress Interview:

It is the best type of interview which helps interviewee to see how candidate handles himself under pressure. It is the most stressful type of interview. Stress can be created by unsettling the candidate through criticism, interruption or hostile reactions.

• **Video Interview:** Another form of interview done by employers in order to cut down traveling costs. Video conferencing system is used to conduct this interview and candidates have to prepare themselves differently for this interview.

• Situational Interview:

This interview is specifically about the job. Under this type of interview candidates are given certain job conditions and have to tell how they will handle such a situation.

• Group Interviews:

Group interviews help recruiters see how candidate interact. This types of interview is useful for judging interpersonal communication.

Question No: 40 (Marks: 10)

Describe in some detail different types of quantitative and qualitative

researches.

Qualitative research

It explores attitudes, behavior and experiences through such methods as interviews or focus groups. It attempts to get an in-depth opinion from participants.

Quantitative research

It generates statistics through the use of large-scale survey research, using methods such as questionnaires or structured interviews.

Qualitative approach:

- It includes historical research and qualitative research;
- It collects narrative data to gain insights into phenomena of interest;
- Data analysis includes the coding of the data and production of a verbal synthesis.

Quantitative approach:

1. It is categorized with descriptive research, Correlational research, and experimental research;
2. It collects numerical data in order to explain and predict phenomena
3. Data analysis is mainly statistical.

Types of Quantitative Researches

Descriptive: Descriptive research involves collecting data in order to test hypotheses or answer questions concerning the current status of the subjects of the study. It determines and reports the way things are.

Co-relational: Co-relational research attempts to determine whether and to what degree a relationship exists between two or more quantifiable variables.

The relationship is expressed by correlation coefficient, which is a number between 0 and 1. like we you it stock analysis etc .

Cause-comparative: it establishes the cause effect relationship, compares the relationship, but the cause is not manipulated.

Experimental: Experimental research establishes the cause effect relationship and does the comparison, but the cause is manipulated. The cause, independent variable makes the difference. The effect, dependent variable is dependent on the independent variable.

Types of Qualitative Researches

Historical: Systematic collection and objective evaluation of data related to past occurrences in order to test hypotheses concerning causes, effects.

Those

events may help to explain present events and anticipate or visualize the future events.

Case study : Attempts to shed light on phenomena by studying in depth a single case example of the phenomena. The case can be an individual person,

an event, a group, or an institution.

Ethnography: Focuses on the sociology of meaning through close field observation of socio cultural phenomena. Typically, the ethnographer focuses

on a community like different cultural groups etc.

FINAL TERM EXAMINATION ENG301- Business Communication (Session - 2)

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

Communication is a process of transmitting and receiving _____ message.

▶ Verbal and non verbal

- ▶ Verbal and oral
- ▶ Written and oral
- ▶ Written and non verbal

Question No: 2 (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: 3 (Marks: 1) - Please choose one

Research Proposal is one kind of proposal and other one is:

- ▶ Solicited proposal
- ▶ Unsolicited proposal
- ▶ Business Proposal
- ▶ Marketing Proposal

Ref: Kinds of Proposal

- Research Proposal
- Business Proposal

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

While sending the message, you are _____

- ▶ decoder
- ▶ encoder
- ▶ decoder and encoder
- ▶ initiator

Ref: Sender / Encoder

• While sending a message, you are the “encoder”, the writer or speaker, depending on whether your message is written or oral.

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

Solicited Sales letters are written:

- ▶ **In response to an inquiry**
- ▶ To increase marketing of a product
- ▶ To persuade buyer to buy a product
- ▶ To sell a product or service

Ref: Solicited sales are the letters that you write in response to an inquiry. With these letters, the

organization has one central goal: to get responses quickly to someone’s request for information, use the direct plan for the solicited letter.

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

Unsolicited letters are written on ADIA plan which is ----- step approach.

- ▶ five
- ▶ two
- ▶ **four**
- ▶ one

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

Written summary of a business meeting is called:

- ▶ **Minutes**
- ▶ Motion
- ▶ Circular
- ▶ Agenda

Ref: Minutes: written summary of a meeting’s business

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

The minutes of informal meeting are signed by the person who took them and sometimes by the ----- as well.

- ▶ chairman
- ▶ **presiding officer**
- ▶ advisory
- ▶ manager

Ref: Usually the minutes are signed by the person who took them and sometimes by the presiding officer as well. Minutes are usually duplicated, and copies are sent to each person present at the meeting and to other designated officials. Lets look at the minutes of a meeting.

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

What is a structured, written summary of a person’s education, employment background, and job qualifications?

- ▶ Bibliography
- ▶ Synopsis
- ▶ **Resume**
- ▶ Index

Ref: Analyze your purpose and audience

A resume is a structured, written summary of a person’s education, employment background, and job qualifications. Resume is a form of advertising. It is intended to stimulate an employer’s interest in your.

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

Which approach is the most common way to organize a resume?

- ▶ Functional
- ▶ **Chronological**
- ▶ Analytical
- ▶ Job oriented

Ref: The chronological approach is the most common way to organize a resume, and many employers prefer it.

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

What is the purpose of writing a follow-up letter to an organization?

- ▶ **To show your interest in working for the organization.**
- ▶ To decline the offer of the organization.
- ▶ To ask for information.
- ▶ To represent organization's attitude

Ref: If your application letter and resume fail to bring a response within a month or so, following up with a second letter to keep your file active. This follow-up letter also gives you a chance to update your original application with any recent job-related information.

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

An applicant should show interest in the job during the which stage?

- ▶ Screening stage
- ▶ **Selection stage**
- ▶ Final stage
- ▶ First stage

Ref: Best approach during this selection stage on interviews is to show interest in the job, related your skills and experience to the organization's needs, listen attentively, ask insightful question, and display enthusiasms.

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

In which interview, recruiters see how does a candidate handle himself under pressure?

- ▶ **Stress Interview**
- ▶ Situational Interview
- ▶ Video Interviews
- ▶ Structured Interviews

Ref: Perhaps the most unnerving types of interview is the stress interview. Stress interviews help

recruiters see how you handle yourself under pressure. See how well a candidate handles stressful situations. During a stress interview, you might be asked pointed questions designed to irk or unsettle you.

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

How many types of power are in negotiation?

- ▶ **Five**
- ▶ Seven
- ▶ Six
- ▶ Four

Ref: Five types of workplace power .

• **Legitimate power** bases on a persons position or role in an organization.their authority and control over resources gives them power hat is acknowledged

- **Expertise power** people with more skill and strength than others have to them;their colleagues defer to them
- **Reward power** is exerted by someone who has control over resource desire by others.Such as person can influence and manipulate behaviour
- **Coercive power** is exerted by those who use their authority or any force, emotional or physical, against the interest of the other party
- **Consultative power** is exerted by someone who seeks information, considers other's advice and make plans with others

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

-----is exerted by someone who can influence and manipulate behaviour.

- ▶ Consultative power
- ▶ Expertise power
- ▶ **Reward power**
- ▶ Legitimate power

Ref: **Reward power** is exerted by someone who has control over resource desire by others.Such as person can influence and manipulate behaviour

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

BATNA stands for :

- ▶ Better acknowledged to narrative agreement.
- ▶ Best approach to a non related assignment.
- ▶ **Best alternative to a negotiated agreement**
- ▶ Best approach to a narrative agreement

Question No: 17 (Marks: 1) - Please choose one

Which tests are designed to check competency or specific abilities of a candidate, needed to perform a job?

- ▶ Psychological tests
- ▶ Drug tests
- ▶ **Job skills tests**
- ▶ General tests

Question No: 18 (Marks: 1) - Please choose one

According to Psychologists, 50 percent of an interview's decision is made within how many seconds?

- ▶ First 30 seconds
- ▶ 60 to 90 seconds
- ▶ **30 to 60 seconds**
- ▶ 40 to 50 seconds

Question No: 19 (Marks: 1) - Please choose one

A -----section of thesis can contain a flow chart which summarizes the way in which various processes involved in the project fit together.

- ▶ rationale
- ▶ **methodology**
- ▶ discussion
- ▶ analysis

A methodology section can contain a flow chart which summaries the way in which the various processes involved in the project fit together

Question No: 20 (Marks: 1) - Please choose one

There are----- research methods that are typically used in educational research.

- ▶ Three
- ▶ six
- ▶ **Five**
- ▶ Two

In general, five methods are typically used in educational research

Question No: 21 (Marks: 1) - Please choose one

I. In APA format, If you are directly quoting something in your research paper from an other work, you will need to include the author's last name, year of publication, and the ----- for the reference

- ▶ author's birth date
- ▶ **page number**
- ▶ name of book
- ▶ title page

Reference from handouts

If you are directly quoting from a work, you will need to include the author, year of publication,

and the page number for the reference (preceded by "p."). Introduce the quotation with a signal phrase that

includes the author's last name followed by the date of publication in parentheses"

Question No: 22 (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

Question No: 23 (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: 24 (Marks: 1) - Please choose one

This form is named so because inside address, salutation and paragraphs are blocked not indented in this form. If plain paper is being used, heading, date, complimentary close and signature are typewritten at the horizontal centre of the page. They are placed so that they end near the right hand margin.

Match the above with one of the followings:

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

Question No: 25 (Marks: 1) - Please choose one

AGM stands for:

- ▶ A Great MeetingAnnual

▶ **Annual General Meeting**

- ▶ All Group Members
- ▶ Annual body of members

Question No: 26 (Marks: 1) - Please choose one

-----emphasizes studies that are experimental in nature, emphasizes measurement, and search for relationships.

- ▶ Research method
- ▶ **Quantitative perspective**
- ▶ Qualitative perspective
- ▶ Normal perspective

Question No: 27 (Marks: 1) - Please choose one

Which one of the the following characteristics should a person follow while writing an email?

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

Question No: 28 (Marks: 1) - Please choose one

For writing a successful resume, which attitude is better to adopt?

- ▶ We Personal pronoun
- ▶ **You**
- ▶ He\She
- ▶ All third persons

Question No: 29 (Marks: 1) - Please choose one

Which thing does reveal something about a candidate's personality and professionalism during an interview?

- ▶ Style of talking
- ▶ Manners
- ▶ **Physical appearance**
- ▶ Eye contact

Physical appearance is important because clothing and grooming reveal something about a candidate's personality and professionalism

Question No: 30 (Marks: 1) - Please choose one

In which thing does a speaker do most of sending and a number of listeners do most of the receiving?

- ▶ Written tests
- ▶ **Oral presentation**
- ▶ Interview
- ▶ Group discussion

This action of communication in which one speaker is doing most of the sending and a number of

listeners are doing most of the receiving is known as oral presentation

Question No: 31 (Marks: 2)

Describe negotiation briefly.

ANSWER:

Negotiation is a process in which two or more parties try to resolve their conflicts. It is done to reach a mutual agreement. Good negotiation is one in which negotiators collaborate and produce a satisfactory solution for both parties.

Question No: 32 (Marks: 2)

What today's employer do seek in job applicants?

ANSWER:

Having right personality traits for the job is very important now a days. Employer's seek for many qualities in job applicants' in which sense of humor is the foremost because employers think that the person who does not take himself seriously can better cope with stress conditions. Apart from this employers also look for people who are self-motivated, good in communication, intelligent, not afraid of making decision, ready to take risk and who are considerate of others

Question No: 33 (Marks: 2)

Briefly describe a claim letter.

ANSWER:

Claim Letter: When a product or service do not meet the customers' expectations, customers get disappointed and usually write a complaint letter which is called claim letter. The claim letter should be calm and polite rather than hostile or demanding.

Question No: 34 (Marks: 3)

How do we write long quotations in a thesis paper?

ANSWER: Long quotations in a thesis paper should start from a new line indented five to six spaces from left margin.

Question No: 35 (Marks: 3)

Countless aspects of business dealings can be written, but what are the most common causes for claims?

ANSWER: There are a number of reasons why customers write claim letters but most common of them are as follows:

- Delivery of defective or damaged merchandise
- Delivery of incorrect merchandise
- Delivery of unordered merchandise
- Incorrect bill or invoice
- Request for adjustment under warranty or guarantee
- Request for restitution under insurance policy

Question No: 36 (Marks: 3)

What is proposal and its purpose?

ANSWER:

Proposal: The analytical reports which contain bids to perform work under certain conditions or contract are called proposals.

Purpose of Proposal: There are various purposes of proposals some of which are as follows:

Question No: 37 (Marks: 5)

Negotiation is a process in which two or more parties try to resolve differences, solve problems and reach agreement. In the light of this statement evaluate different strategies of negotiation.

ANSWER:

Negotiation is a process in which parties try to resolve any sort of differences and reach a mutual agreement. There are four basic strategies of negotiation:

- **Win-Win Strategy:** It is a form of negotiation in which both parties are satisfied and needs of both parties are met. To get to this negotiation parties need to have good communication and problem solving strategies
- **Win-Lose Strategy:** A form of negotiation strategy in which the party who initiates the conflict wins at the expense of other party. This can be sometimes done by using confusing presentation or style of speech and body

movement which causes other party to be in trouble and may lead it to withdraw.

• **Lose-Win Strategy:** A form of negotiation in which initiator is dissatisfied and the other is satisfied.

• **Lose-Lose Strategy:** In win-lose and lose-win strategies since one of the party is dissatisfied so such negotiations result in a deadlock a situation in which neither party is satisfied with negotiation and hence produces a loselose scenario in which both parties are rigid enough to collaborate.

Question No: 38 (Marks: 5)

Write format of a letter of transmittal with an example.

Letter of Transmittal

ABC Drinks

Lahore

10th July, 2009

Director

ABC Drinks

Lahore

Dear Sir,

Subject: **Report on falling sales during peak season**

This in response to your letter dated 23rd June, 2009 in which I was asked to formulate a report on falling sales of our products during the peak season. I have thus completed my investigations and reasons and recommendations are enclosed herewith in a detailed report.

I will be grateful if you would comment on this after going through it. If you feel to discuss anything regarding any related issue, I will be there at any time suitable to you.

Yours sincerely

XYZ

Sales manager

Question No: 39 (Marks: 10)

Talented Programmers

Do you love programming &

Do you crave to solve problems/ puzzles?

Prove it in a challenging interview by your peers and get a chance to work in a congenial environment with handsome remuneration package.

Qualification: BCS four years/ MCS or equivalent qualification with three years experience is required.

[Please apply in confidence before 23.06.2007]

Human Resource Department

Eden Builders (pvt.) Ltd.

Gulberg II Lahore

UAN: 111-111-086

Keeping in mind the above advertisement, prepare a functional resume which could enable you a suitable candidate for the required post.

Question No: 40 (Marks: 10)

What is the typical sequence of an interview? Write down different types of interviews.

ANSWER: Interview: A job interview is a formal meeting of employer and applicant in which both exchange information to learn about each other.

Sequence of Interview: In a typical selection process an applicant has to undergo many interviews before s/he gets the job. The stages of interview through which an applicant may have to undergo are as follows:

- **Screening stage:** Interview at this stage is more structured.
- **Selection stage:** This is the best stage for an applicant to show his interest in job by relating skills to job requirement and organization's needs.
- **Final stage**

Types of Interviews: There are various types of interviews used by organizations according to their needs. Some of them are as follows:

- **Structured Interview:** Such interview is mostly conducted at screening stage. In this type of interview employer controls the interview by asking already prepared questions in an order. It is a poor measure of applicant's personal qualities but it also creates uniformity in hiring process.
- **Open-ended interview:** It is a less formal and unstructured form of interview in which interviewee encourages the applicant to speak more and freely in order to get to know about his personality and professionalism. Some of the applicants reveal too much about their personal and family problems which is of no interest to employers and which have nothing to do with their skills and qualifications.
- **Stress Interview:** It is the best type of interview which helps interviewee to see how candidate handles himself under pressure. It is the most unnerving type of interview. Stress can be created by unsettling the candidate through criticism, interruption or hostile reactions.
- **Situational Interview:** This interview is specifically about the job. Under this type of interview candidates are given certain job conditions and have to tell how they will handle such a situation.
- **Group Interviews:** In this type of interview interviewees meet several candidates simultaneously. This is the best type of interview to judge the inter-personal skills of a candidate.
- **Video Interview:** Another form of interview done by employers in order to cut down travelling costs. Video conferencing system is used to conduct this interview and candidates have to prepare themselves differently for this interview.

FINAL TERM EXAMINATION ENG301- Business Communication

Question No: 1 (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

[Ref: Basic Organizational Plans](#)

[As good-news plan is similar to direct-request plan, so is persuasive plan to bad-news plan.](#)

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

Unsolicited letters are written on ADIA plan which is ----- step approach.

- ▶ Five
- ▶ Two
- ▶ **Four**
- ▶ One

Ref: One way to organize persuasive messages is the AIDA plan, which is of

four stages:

1. Attention 2. Interest 3. Desire 4. Action

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

In circular letters personal interest is created by using the word -----
-

- ▶ **You**
- ▶ Our customers
- ▶ Everybody
- ▶ Dear customers

Ref: Make the letter as personal as possible by addressing each letter to a particularly person, by name if you know it. Use dear Mr. Atif Faheem instead

of Dear Reader, Dear Subscriber or Dear Customer instead of Dear Sir or Madam. Never use the plural form for the salutation – remember, one recipient

will read each individual letter. Create the impression of personal interest by

using you, never our customers, all customers, our clients, everyone.

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

----- is a group of people who are appointed to solve a specific problem.

- ▶ A standing committee
- ▶ A committee
- ▶ **A task force**
- ▶ A help desk

Ref: A task force is a group of people who are appointed to solve a specific problem; when they make their recommendation on the 'task' assigned to them,

the task force is disbanded.

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

A -----is a cross between interoffice memo and a formal report.

- ▶ **Memo report**
- ▶ Analytical memo report
- ▶ informational memorandum report
- ▶ feasibility report

Ref: Types of Reports

A memo report is a cross between interoffice memo and a formal report

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

-----are routine reports prepared at regular time interval-daily, weekly, monthly quarterly or annually.

▶ **Periodic reports**

▶ Formal reports

▶ Progress reports

▶ Conference reports

Ref: **Periodic Reports**

They are routine reports prepared at regular time interval-daily, weekly, monthly quarterly or annually.

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

----- reports are usually short messages with natural, casual use of language.

▶ Conference

▶ Periodic

▶ **Informal**

▶ Formal

Ref: **Informal reports** are usually short messages with natural, casual use of

language. The internal memorandum generally can be described as an informal report.

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

Letter reports are of ----- types:

▶ four

▶ **two**

▶ three

▶ five

Ref: **Letter reports are of two types:**

1. Informational Letter Reports

2. Analytical Letter Reports

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

Which approach is the most common way to organize a resume?

▶ Functional

▶ **Chronological**

▶ Analytical

▶ Job oriented

Ref: The chronological approach is the most common way to organize a resume,

and many employers prefer it.

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

Personal space varies according to:

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

Ref: Personal space varies according to:

- Gender
- Status
- Roles
- Culture

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

Which type of interview is less formal and unstructured?

- ▶ Situational Interview
- ▶ Structured Interview
- ▶ **Opening-ended interview**
- ▶ Casual interview

Ref: Opening-ended interview is less formal and unstructured. In an opened

interview, the recruiter encourages the candidate to speak freely.

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

BATNA stands for :

- ▶ Better acknowledged to narrative agreement.
- ▶ Best approach to a non related assignment.
- ▶ **Best alternative to a negotiated agreement**
- ▶ Best approach to a narrative agreement

Ref: **BATNA** stands for the 'best alternative to a negotiated agreement.' If the

person you are negotiating with is your manager or supervisor you may have

WATNA.

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

----- is a negotiation method that involves people cooperating to produce a solution satisfactory to both parties.

- ▶ **Collaboration**
- ▶ Competition
- ▶ Compromise
- ▶ Cooperation

Ref: **Collaboration** involves people cooperating to produce a solution satisfactory to both parties (win-win). It improves personal relationships and

allow the exploration of new ideas. Permanent solutions and commitment to them can be achieved this way. On the other hand, it is time-consuming and demands good negotiating skills on each side.

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

Which is an active process of receiving aural stimulus?

- ▶ **Listening**
- ▶ Thinking
- ▶ Talking
- ▶ Silence

Ref: Listening is an active process of receiving aural stimulus. Listening is an active rather than a passive process.

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

Proposal should be written in a :

- ▶ **Future tense**
- ▶ Past tense
- ▶ Present tense
- ▶ Present continuous

Ref: Of course, it should be written in a future tense since it is a proposal. To

turn a good proposal into the first three chapters of the dissertation consists of

changing the tense from future tense to past tense (from "This is what I would

like to do" to "This is what I did") and making any changes based on the way

you actually carried out the research when compared to how you proposed to do it.

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

Evaluation studies are usually described as either----- or summative.

- ▶ **Formative**
- ▶ Informative
- ▶ Experimental
- ▶ Analytical

Ref: Evaluation studies are usually described as either formative or summative. Formative studies are made while a new program or product is being developed; summative studies, when it has been completed.

Question No: 17 (Marks: 1) - Please choose one

A person has to follow three steps for an oral presentation which are: 1. Planning your presentation, 2. ----- your presentation, 3. Completing your presentation.

- ▶ Learning
- ▶ Speaking
- ▶ **Writing**
- ▶ Listening

Ref: The Three Step Oral Presentation Process

Regardless of your job or the purpose of your presentation, you will be more

effective if you adopt an oral presentation process that follows these three steps:

1. Planning your presentation
2. Writing your presentation
3. Completing your presentation

Question No: 18 (Marks: 1) - Please choose one

While delivering an oral presentation to large groups, a person should use what kind of style?

- ▶ Casual
- ▶ Informal
- ▶ **Formal**
- ▶ Interpersonal

Ref: Decide on an Appropriate Style

• Use a casual style for small groups; use a formal style for large groups and important events.

• In both formal and informal presentations, keep things simple.

Question No: 19 (Marks: 1) - Please choose one

What is a delivery method of oral presentation in which speech is made without any preparation or made on the spur of the moment?

- ▶ Extemporaneous
- ▶ **Impromptu**
- ▶ Reading
- ▶ Writing

Ref: **Impromptu**

It means a speech made without any preparation or made on the spur of the moment. In so many situations you are asked to make a speech or offer your

comments, when you're asked to speak "off the cuff", take a moment or two to think through what you're going to say. Avoid the temptation to beat about the bush.

Question No: 20 (Marks: 1) - Please choose one

APA style requires authors to use past tense or -----when using signal phrases to describe earlier research.

- ▶ **Present perfect tense**
- ▶ Past perfect tense
- ▶ Future perfect tense
- ▶ Only continuous tense

Ref: Note: APA style requires authors to use the past tense or present perfect

tense when using signal phrases to describe earlier research. E.g., Jones (1998)

found or Jones (1998) has found...

Question No: 21 (Marks: 1) - Please choose one

It means that for a Company to survive, it must establish markets not only in its

own country but also in many foreign countries. Thus employees must understand other cultures as well as their own country's ethnic diversity.

Match this statement with one of the following concepts:

- ▶ **Globalization**
- ▶ Marketing
- ▶ Communication
- ▶ Americanism

Ref: Globalization means that for a Company to survive, it must establish markets not only in its own country but also in many foreign countries.

Question No: 22 (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**

Ref: **Life styles of the Country**

P Position of the family

P Social and economic levels

P Business hours

P Food

Question No: 23 (Marks: 1) - Please choose one

All seven C's can be applied to:

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

Ref: Communication is an important part of our world today. The ability to communicate effectively with others is considered a prized quality of the successful business people. To communicate easily and effectively with your

readers, you should apply the following Seven 'C' principles:

1. Clarity
2. Conciseness
3. Consideration
4. Concreteness
5. Correctness
6. Courtesy
7. Completeness

Question No: 24 (Marks: 1) - Please choose one

The form of communication used most of the time for written messages to persons inside your organization is called:

- ▶ **Memorandum**
- ▶ Business letter
- ▶ Pamphlet
- ▶ Adjustment letter

Ref: When you wish to write to someone within your own company, you will send a memorandum. Memos are used to communicate with other employees,

may be located – whether in the same office, in the same building, or in a branch office many miles away.

Question No: 25 (Marks: 1) - Please choose one

How unnecessary repetition should be treated for successful business message?

- ▶ adopted
- ▶ **avoided**
- ▶ adapted
- ▶ submitted

Ref: Avoid unnecessary repetition.

- Avoid repetition by using pronouns, short names or acronyms, etc.
- Stick to the purpose of the message.
- Writing concisely means using only necessary, meaningful words.

Question No: 26 (Marks: 1) - Please choose one

Claim letter is also called:

- ▶ Complaint letter

- ▶ **Adjustment letter**
- ▶ Credit refusing letter
- ▶ Collection letter

Ref: An adjustment letter is the reply to a complaint (called a claim letter).
In

general, the best attitude is to give the customer the benefit of the doubt.

Question No: 27 (Marks: 1) - Please choose one

Complaint letter should be called-----.

- ▶ Persuasive letter
- ▶ **Claim letter**
- ▶ Inquiry letter
- ▶ Sales letter

Ref: An adjustment letter is the reply to a complaint (called a claim letter).
In

general, the best attitude is to give the customer the benefit of the doubt.

Question No: 28 (Marks: 1) - Please choose one

In letter refusing adjustment, the point of view of a reader should be-----
---.

- ▶ opposed
- ▶ ignored
- ▶ **supported**
- ▶ refused

Question No: 29 (Marks: 1) - Please choose one

Collection letter should be written with the assumption that most people will:

- ▶ **Pay**
- ▶ Not pay
- ▶ Delay
- ▶ Ignore

Ref: The writer of a collection letter wants to get the money owed and maintain goodwill.

Question No: 30 (Marks: 1) - Please choose one

While drafting a letter which thing should we ignore?

- ▶ Be Specific.
- ▶ Avoid general objectives.
- ▶ Be as clear as possible about the kind of opportunity and industry you're looking for.
- ▶ **We can talk in a difficult language**

Ref: Include nothing in your cover letter that already appears in your resume.

- Keep your letter straightforward, fact-based, short, upbeat, and professional.
(drafting cover letter)
- Be Specific.
- Avoid general objectives.
- Be as clear as possible about the kind of opportunity and industry you're looking for.

Question No: 31 (Marks: 2)

What is case study research?

A case study is an empirical inquiry that investigates a contemporary phenomenon within its real life context; when the boundaries between phenomenon and context are not clearly evident; and in which multiple source of evidence are used. Qualitative perspective, concerned with exploring, describing, and explaining a phenomenon.

Question No: 32 (Marks: 2)

What today's employer do seek in job applicants?

Question No: 33 (Marks: 2)

What is the purpose of memo?

Question No: 34 (Marks: 3)

How do we write short quotations in a thesis paper?

Question No: 35 (Marks: 3)

Why is it important to analyze your purpose and audience in resume writing?

Question No: 36 (Marks: 3)

Write a note on the tone of a memorandum.

Question No: 37 (Marks: 5)

Write a note on five types of work place powers.

Five types of workplace power .

- Legitimate power bases on a persons position or role in an organization.their authority and control over resources gives them power hat is acknowledged
- Expertise power people with more skill and strength than others have to them;their colleagues defer to them
- Reward power is exerted by someone who has control over resource desire by others.Such as

person can influence and manipulate behaviour

- Coercive power is exerted by those who use their authority or any force, emotional or physical, against the interest of the other party

- Consultative power is exerted by someone who seeks information, considers other's advice and make plans with others

- They operate in any workplace, either singly or in combination. Perception of what power is and how it should be used varies between people and organizations.

Acknowledgement of, and deference to, power depends on others' perception.

Question No: 38 (Marks: 5)

Write a note on chronological resume.

The Chronological Resume

In a chronological resume, the work-experience section dominates, immediately

after the name and address

and the objective. You develop this section by listing your jobs sequentially in

reverse order, beginning with

the most recent position and working backward toward earlier jobs. Under each

listing, describe your

responsibility and accomplishments, giving the most space to the most recent

positions. If you're just

graduating from college, you can vary this chronological approach by putting

your educational qualifications

before your experience, thereby focusing attention on your academic credentials.

The chronological approach is the most common way to organize a resume, and

many employers prefer it.

This approach has three key advantages:

(1) Employers are familiar with it & can easily find information

(2) it highlights growth and career progression

(3) it highlights employment continuity and stability

Question No: 39 (Marks: 10)

You are employed in a local insurance company. The personnel manager, being concerned about poor staff morale following the closure of a small nearby branch and redundancies in 2 others, has asked the office supervisor to look into the problem. Assuming that you are the office supervisor, write a memorandum to personnel manager outlining problems and setting out proposals for raising staff morale.

Question No: 40 (Marks: 10)

Elaborate the concept of documentation present in your course.

FINAL TERM EXAMINATION ENG301- Business Communication

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

While drafting a letter which thing should we ignore?

- ▶ Be Specific.
- ▶ Avoid general objectives.
- ▶ Be as clear as possible about the kind of opportunity and industry you're looking for.

▶ We can talk in a difficult language

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

It means that a message is specific, definite and vivid. If a message lacks these

qualities, it will be vague and general. For this purpose, denotative words will

be used instead of connotative words.

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

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

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

If you are citing a work done by three to five authors what will be the proper way to refer them?

- ▶ **Kernis, Cornell, Sun, Berry & Harlow, 1993**
- ▶ Kernis, Cornell, and Sun, and Berry, & Harlow 1993
- ▶ Kernis and Cornell, Sun, Berry, & Harlow, 1993
- ▶ Kernis and Cornel, Sun and Berry and Harlow 1993

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

The speaker makes a presentation with the help of an outline, note cards, or

visual aids in which method of delivery?

- ▶ Memorization
- ▶ Reading
- ▶ **Extemporaneous**
- ▶ Writing

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

How many main delivery methods of an oral presentation are used?

- ▶ Three
- ▶ **Four**
- ▶ Two
- ▶ Five

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

If a study uses language such as naturalistic, field study, case study, context,

situational, constructivism, meaning, multiple realities, it has used a -----

--.

- ▶ Formal perspective
- ▶ **Qualitative perspective**
- ▶ Informal perspective
- ▶ Quantitative perspective

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

A thesis -----is a sentence that clearly and concisely indicates the subject of your paper and the main points you will discuss.

- ▶ Question
- ▶ **Statement**
- ▶ Conclusion
- ▶ Quote

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

There are----- major research perspectives.

- ▶ **Two**
- ▶ Three
- ▶ Four
- ▶ Five

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

Proposal should be written in a :

- ▶ **Future tense.**
- ▶ Past tense
- ▶ Present tense
- ▶ Present continuous

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

Which is an active process of receiving aural stimulus?

- ▶ **Listening**
- ▶ Thinking
- ▶ Talking
- ▶ Silence

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

In which negotiation method both parties are dissatisfied?

- ▶ **Withdrawal**
- ▶ Accommodation
- ▶ Competition
- ▶ Cooperation

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

-----is exerted by someone who can influence and manipulate behaviour.

- ▶ Consultative power
- ▶ Expertise power
- ▶ **Reward power**
- ▶ Legitimate power

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

-----is a process in which two or more parties try to resolve differences, solve problems and reach agreement.

- ▶ **Negotiation**
- ▶ Communication
- ▶ Consultation
- ▶ Discussion

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

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

- ▶ **Courtesy**
- ▶ Concreteness
- ▶ Completeness
- ▶ Conciseness

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

The resume should be relevant, to the point and which quality is missing?

- ▶ Too long
- ▶ Repetitious
- ▶ **Concise**
- ▶ Complex

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

The purpose of a ----- is to convey essential information in an organized and useful format.

- ▶ **business report**

- ▶ progress report
- ▶ informal report.
- ▶ formal report

Question No: 17 (Marks: 1) - Please choose one

----- are usually short messages with natural, casual use of language.

- ▶ Formal reports
- ▶ Short reports
- ▶ Progress report
- ▶ **Informal reports**

Question No: 18 (Marks: 1) - Please choose one

Which writing style characterizes memos?

- ▶ **Informal**
- ▶ Formal
- ▶ Impersonal tone
- ▶ Neutral

Question No: 19 (Marks: 1) - Please choose one

Memorandum is used to:

- ▶ Inform someone not related to your company.
- ▶ **Communicate to someone within your own company.**
- ▶ Communicate to other company.
- ▶ Communicate to the general public

Question No: 20 (Marks: 1) - Please choose one

Sales letters start with:

- ▶ An easy and effective way
- ▶ **An attention-getting device**
- ▶ Interesting news
- ▶ Buffer

Question No: 21 (Marks: 1) - Please choose one

Collection letter are usually written in:

- ▶ Line
- ▶ **Series**
- ▶ Serial
- ▶ Steps

Question No: 22 (Marks: 1) - Please choose one

Collection letter should be written with the assumption that most people will:

- ▶ **Pay**
- ▶ Not pay
- ▶ Delay
- ▶ Ignore

Question No: 23 (Marks: 1) - Please choose one

A claim is written to-----the company of the problem.

- ▶ inform
- ▶ **complaint against**
- ▶ make claim
- ▶ refuse

Question No: 24 (Marks: 1) - Please choose one

Research Proposal is one kind of proposal and other one is:

- ▶ Solicited proposal
- ▶ Unsolicited proposal
- ▶ **Business Proposal**
- ▶ Marketing Proposal

Question No: 25 (Marks: 1) - Please choose one

What are the basic divisions of a formal report other than prefatory and supplementary parts?

- ▶ Written parts
- ▶ **Text parts**
- ▶ Oral parts
- ▶ Added parts

Question No: 26 (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: 27 (Marks: 1) - Please choose one

In a request letter, which tone should be opted?

- ▶ **Courteous**
- ▶ Demanding
- ▶ Apologetic
- ▶ Nervous

Question No: 28 (Marks: 1) - Please choose one

Communication is a process of transmitting and receiving_____

message.

- ▶ **Verbal and non verbal**
- ▶ Verbal and oral
- ▶ Written and oral
- ▶ Written and non verbal

Question No: 29 (Marks: 1) - Please choose one

In letter writing, the format in which all essential parts are started from the left

hand margin along with open punctuation is known as:

- ▶ The semi block
- ▶ **Full block**
- ▶ Modified block
- ▶ Long block

Question No: 30 (Marks: 1) - Please choose one

----- is the process of drafting your message.

- ▶ **Composing**
- ▶ Editing
- ▶ Revising
- ▶ Reviewing

Question No: 31 (Marks: 2)

What today's employer doing seek in job applicants?

They seek the communication and the ability of the employees in job applicants. Employers seek the best among the employees who fits for the required job.

Question No: 32 (Marks: 2)

What is case study research?

Case study is a research method which is used for investigation of contemporary phenomenon within its real life context. I.e. where the evidences

are much more and the relation between phenomena and context are not clear.

Question No: 33 (Marks: 2)

Briefly describe a claim letter.

Claim letter is written by customer to the company when the customer is not

satisfied from the product or there is some problem in the product. So he writes

a claim letter which complains against the company about the problem.

VUZS

Question No: 34 (Marks: 3)

Write format of a functional resume.

Personal Details

Address and Phone no.

Objective

Skills and capabilities

Education

Question No: 35 (Marks: 3)

Which guidelines should be followed while searching for a subject topic of a

thesis?

The following guidelines should be followed for searching a subject topic. Understand the distinction between the subject and a topic that can help you to

plan your research paper effectively.

Within a broader research subject decide about the topic that is more focused

and worth an investigation.

Consider your subject or topic and answer the questions who, what, when, where, why, and how.

Draw a short and possible list of topics and settle for the one that interests you

and is worth investigating.

Explore your own understanding of the topic, as there's always a temptation to

select a topic before a thorough ground work, resist the temptation.

Question No: 36 (Marks: 3)

Which points should keep in mind about right attitude for successful collection?

Following points should keep in mind about right attitude for successful collection.

Understanding of Human Nature

Knowledge of collection policies and laws

Using persuasive / positive appeals effectively

Appeal to fairness & justice

Appeal to pride

Appeal to Goodwill

Appeal to sympathy

Question No: 37 (Marks: 5)

Write a note on minutes of formal meetings.

In minutes of formal meeting only motions, resolutions, committee assignments

and reports are included. Usually the minutes are signed by the person who took

them and sometimes by the presiding officer as well. Minutes are usually duplicated, and copies are sent to each person present at the meeting and to

other designated officials.

Question No: 38 (Marks: 5)

Write a note on literature review and methodology in thesis writing.

The literature review discusses all of the research that has been done on the

subject. Methodology is a process for making research which describes how data collection will be used. Methodology may be flow charts which summarizes the way in which the various processes involve in the project research.

vuZs

Question No: 39 (Marks: 10)

While writing and presenting your Thesis or Dissertation, you go through many stages, elaborate briefly.

There are the following stages in thesis writing.

Don't try to eliminate ideas too quickly.

Build on your ideas and see how many different research projects you can identify.

Try and be creative.

Write your ideas they tend to be in a continual state of change.

Good feeling to sit down and scan the many ideas.

You have a much better chance of selecting a topic that will be really of interest

to you if it is your topic.

Be realistic about the time that you're willing to commit to your research project.

Create a draft of a timeline.

Put a start and a finish time for each.

Post your timeline in a conspicuous place, so you will see it every time.

Question No: 40 (Marks: 10)

Write a letter granting adjustment to your customer about the new rain coat, which is much better in quality and guarantee, is of one year?

Dear Customer,

Your new rain coat is being shipped today and you will receive it in a few days.

Thank you for returning the old one. You will find that the new rain coat is made of vinyl-coated nylon which is water resist and it will help you in raining.

It has a much better quality and its guarantee is of one year.

When you need other related products, please feel free to contact with us.

We

will be happy to hear from you in future.

Yours sincerely,

xyz

Sales manager

**FINAL TERM EXAMINATION ENG301- Business Communication
(Session - 3)**

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

Unsolicited letters are written on ADIA plan which is ----- step approach.

- ▶ five
- ▶ two
- ▶ **four**
- ▶ one

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

In circular letters personal interest is created by using the word -----

-.

- ▶ **you**
- ▶ our customers
- ▶ everybody
- ▶ dear customers

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

----- is a group of people who are appointed to solve a specific problem.

- ▶ A standing committee
- ▶ A committee
- ▶ **A task force**
- ▶ A help desk

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

A ----- is a cross between interoffice memo and a formal report.

- ▶ **memo report**
- ▶ analytical memo report
- ▶ informational memorandum report
- ▶ feasibility report

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

-

-----are routine reports prepared at regular time interval-daily, weekly, monthly quarterly or annually.

- ▶ **Periodic reports**
- ▶ Formal reports
- ▶ Progress reports
- ▶ Conference reports

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

-

----- reports are usually short messages with natural, casual use of language.

- ▶ Conference
- ▶ Periodic
- ▶ **Informal**
- ▶ Formal

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

Letter reports are of ----- types:

- ▶ four
- ▶ **two**
- ▶ three
- ▶ five

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

Which approach is the most common way to organize a resume?

- ▶ Functional
- ▶ **Chronological**
- ▶ Analytical
- ▶ Job oriented

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

Which type of interview is less formal and unstructured?

Casual interview

- ▶ Situational Interview
- ▶ Structured Interview
- ▶ **Opening-ended interview**
- ▶ Casual interview

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

BATNA stands for :

- ▶ Better acknowledged to narrative agreement.
- ▶ Best approach to a non related assignment.
- ▶ **Best alternative to a negotiated agreement**
- ▶ Best approach to a narrative agreement

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

-

----- is a negotiation method that involves people cooperating to produce a solution satisfactory to both parties.

- ▶ Collaboration
- ▶ Competition
- ▶ Compromise
- ▶ Cooperation

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

Which is an active process of receiving aural stimulus?

- ▶ Listening
- ▶ Thinking
- ▶ Talking
- ▶ Silence

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

Proposal should be written in a :

- ▶ Future tense.
- ▶ Past tense
- ▶ Present tense
- ▶ Present continuous

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

Evaluation studies are usually described as either----- or summative.

- ▶ Formative
- ▶ Informative
- ▶ Experimental
- ▶ Analytical

Question No: 17 (Marks: 1) - Please choose one

A person has to follow three steps for an oral presentation which are: 1.

Planning your presentation, 2. ----- your presentation, 3.

Completing your presentation.

- ▶ Learning
- ▶ Speaking
- ▶ Writing
- ▶ Listening

Question No: 18 (Marks: 1) - Please choose one

While delivering an oral presentation to large groups, a person should use what

kind of style?

- ▶ Casual
- ▶ Informal
- ▶ Formal

▶ Interpersonal

Question No: 19 (Marks: 1) - Please choose one

What is a delivery method of oral presentation in which speech is made without

any preparation or made on the spur of the moment?

▶ Extemporaneous

▶ **Impromptu**

▶ Reading

▶ Writing

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APA style requires authors to use past tense or -----when using signal

phrases to describe earlier research.

▶ **Present perfect tense**

▶ Past perfect tense

▶ Future perfect tense

▶ Only continuous tense

Question No: 21 (Marks: 1) - Please choose one

It means that for a Company to survive, it must establish markets not only in its

own country but also in many foreign countries. Thus employees must understand other cultures as well as their own country's ethnic diversity.

Match this statement with one of the following concepts:

▶ **Globalization**

▶ Marketing

▶ Communication

▶ Americanism

Question No: 22 (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: 23 (Marks: 1) - Please choose one

All seven C's can be applied to:

▶ Oral communication

▶ Written and non verbal communication

▶ Oral and verbal communication

▶ **Effective business communication**

Question No: 24 (Marks: 1) - Please choose one

The form of communication used most of the time for written messages to persons inside your organization is called:

- ▶ Memorandum
- ▶ Business letter
- ▶ Pamphlet
- ▶ Adjustment letter

Question No: 25 (Marks: 1) - Please choose one

How unnecessary repetition should be treated for successful business message?

- ▶ adopted
- ▶ **avoided**
- ▶ adapted
- ▶ submitted

Question No: 26 (Marks: 1) - Please choose one

Claim letter is also called:

- ▶ Complaint letter
- ▶ **Adjustment letter**
- ▶ Credit refusing letter
- ▶ Collection letter

Question No: 27 (Marks: 1) - Please choose one

Complaint letter should be called-----.

- ▶ persuasive letter
- ▶ **claim** letter
- ▶ inquiry letter
- ▶ sales letter

Question No: 28 (Marks: 1) - Please choose one

In letter refusing adjustment, the point of view of a reader should be-----

- ▶ opposed
- ▶ ignored
- ▶ supported
- ▶ **refused**

Question No: 29 (Marks: 1) - Please choose one

Collection letter should be written with the assumption that most people will:

- ▶ **Pay**
- ▶ Not pay
- ▶ Delay
- ▶ Ignore

Question No: 30 (Marks: 1) - Please choose one

While drafting a letter which thing should we ignore?

- ▶ Be Specific.
- ▶ Avoid general objectives.
- ▶ Be as clear as possible about the kind of opportunity and industry you're

looking for.

► We can talk in a difficult language

Question No: 31 (Marks: 2)

What is case study research?

A case study is an empirical inquiry that investigates a contemporary phenomenon within its real life context; when the boundaries between phenomenon and context are

not clearly evident; and in which

multiple source of evidence are used. Qualitative perspective, concerned

with exploring, describing, and explaining a phenomenon.

Question No: 32 (Marks: 2)

What today's employer do seek in job applicants?

Question No: 33 (Marks: 2)

What is the purpose of memo?

Question No: 34 (Marks: 3)

How do we write short quotations in a thesis paper?

Question No: 35 (Marks: 3)

Why is it important to analyze your purpose and audience in resume writing?

Question No: 36 (Marks: 3)

Write a note on the tone of a memorandum.

Question No: 37 (Marks: 5)

Write a note on five types of work place powers.

Five types of workplace power .

- Legitimate power bases on a persons position or role in an organization.their authority and

control over resources gives them power hat is acknowledged

- Expertise power people with more skill and strength than others have to them;their colleagues defer to them

- Reward power is exerted by someone who has control over resource desire by others.Such as

person can influence and manipulate behaviour

- Coercive power is exerted by those who use their authority or any force, emotional or physical, against the interest of the other party

- Consultative power is exerted by someone who seeks information, considers other's advice and make plans with others
- They operate in any workplace, either singly or in combination. Perception of what power is and how it should be used varies between people and organizations. Acknowledgement of, and deference to, power depends on others' perception.

Question No: 38 (Marks: 5)

Write a note on chronological resume.

The Chronological Resume

In a chronological resume, the work-experience section dominates, immediately after the name and address and the objective. You develop this section by listing your jobs sequentially in reverse order, beginning with the most recent position and working backward toward earlier jobs. Under each listing, describe your responsibility and accomplishments, giving the most space to the most recent positions. If you're just graduating from college, you can vary this chronological approach by putting your educational qualifications before your experience, thereby focusing attention on your academic credentials.

The chronological approach is the most common way to organize a resume, and many employers prefer it.

This approach has three key advantages:

- (1) Employers are familiar with it & can easily find information
- (2) it highlights growth and career progression
- (3) it highlights employment continuity and stability

Question No: 39 (Marks: 10)

You are employed in a local insurance company. The personnel manager, being concerned about poor staff morale following the closure of a small nearby

branch and redundancies in 2 others, has asked the office supervisor to look into the problem. Assuming that you are the office supervisor, write a memorandum to personnel manager outlining problems and setting out proposals for raising staff morale.

Question No: 40 (Marks: 10)

Elaborate the concept of documentation present in your course.

FINAL TERM EXAMINATION ENG301- Business Communication

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

Communication is a process of transmitting and receiving _____ message.

- ▶ **Verbal and non verbal**
- ▶ Verbal and oral
- ▶ Written and oral
- ▶ Written and non verbal

Question No: 2 (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: 3 (Marks: 1) - Please choose one

Research Proposal is one kind of proposal and other one is:

- ▶ Solicited proposal
- ▶ Unsolicited proposal
- ▶ **Business Proposal**
- ▶ Marketing Proposal

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

While sending the message, you are _____

- ▶ decoder
- ▶ **encoder**
- ▶ decoder and encoder
- ▶ initiator

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

Solicited Sales letters are written:

- ▶ **In response to an inquiry**
- ▶ To increase marketing of a product
- ▶ To persuade buyer to buy a product
- ▶ To sell a product or service

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

Unsolicited letters are written on ADIA plan which is ----- step approach.

- ▶ five

- ▶ two
- ▶ **four**
- ▶ one

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

Written summary of a business meeting is called:

- ▶ **Minutes**
- ▶ Motion
- ▶ Circular
- ▶ Agenda

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

The minutes of informal meeting are signed by the person who took them and sometimes by the ----- as well.

- ▶ chairman
- ▶ **presiding officer**
- ▶ advisory
- ▶ manager

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

What is a structured, written summary of a person's education, employment background, and job qualifications?

- ▶ Bibliography
- ▶ Synopsis
- ▶ **Resume**
- ▶ Index

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

Which approach is the most common way to organize a resume?

- ▶ Functional
- ▶ **Chronological**
- ▶ Analytical
- ▶ Job oriented

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

What is the purpose of writing a follow-up letter to an organization?

- ▶ **To show your interest in working for the organization.**
- ▶ To decline the offer of the organization.
- ▶ To ask for information.
- ▶ To represent organization's attitude

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

An applicant should show interest in the job during the which stage?

- ▶ Screening stage
- ▶ **Selection stage**
- ▶ Final stage
- ▶ First stage

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

In which interview, recruiters see how does a candidate handle himself under pressure?

- ▶ **Stress Interview**
- ▶ Situational Interview
- ▶ Video Interviews
- ▶ Structured Interviews

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

How many types of power are in negotiation?

- ▶ **Five**
- ▶ Seven
- ▶ Six
- ▶ Four

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

-----is exerted by someone who can influence and manipulate behaviour.

- ▶ Consultative power
- ▶ Expertise power
- ▶ **Reward power**
- ▶ Legitimate power

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

BATNA stands for :

- ▶ Better acknowledged to narrative agreement.
- ▶ Best approach to a non related assignment.
- ▶ **Best alternative to a negotiated agreement**
- ▶ Best approach to a narrative agreement

Question No: 17 (Marks: 1) - Please choose one

Which tests are designed to check competency or specific abilities of a candidate, needed to perform a job?

- ▶ Psychological tests
- ▶ Drug tests
- ▶ **Job skills tests**
- ▶ General tests

Question No: 18 (Marks: 1) - Please choose one

According to Psychologists, 50 percent of an interview's decision is made within how many seconds?

- ▶ First 30 seconds
- ▶ 60 to 90 seconds
- ▶ **30 to 60 seconds**
- ▶ 40 to 50 seconds

Question No: 19 (Marks: 1) - Please choose one

A -----section of thesis can contain a flow chart which summarizes the way in which various processes involved in the project fit together.

- ▶ **rationale**
- ▶ methodology
- ▶ discussion
- ▶ analysis

Question No: 20 (Marks: 1) - Please choose one

There are----- research methods that are typically used in educational research.

- ▶ Three
- ▶ six
- ▶ **Five**
- ▶ Two

Question No: 21 (Marks: 1) - Please choose one

I. In APA format, If you are directly quoting something in your research paper from an other work, you will need to include the author's last name, year of publication, and the ----- for the reference

- ▶ author's birth date

- ▶ page number
- ▶ **name of book**
- ▶ title page

Question No: 22 (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

Question No: 23 (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: 24 (Marks: 1) - Please choose one

This form is named so because inside address, salutation and paragraphs are blocked not indented in this form. If plain paper is being used, heading, date, complimentary close and signature are typewritten at the horizontal centre of the page. They are placed so that they end near the right hand margin.

Match the above with one of the followings:

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

Question No: 25 (Marks: 1) - Please choose one

AGM stands for:

- ▶ A Great Meeting Annual
- ▶ **Annual General Meeting**
- ▶ All Group Members
- ▶ Annual body of members

Question No: 26 (Marks: 1) - Please choose one

-----emphasizes studies that are experimental in nature, emphasizes measurement, and search for relationships.

- ▶ Research method
- ▶ **Quantitative perspective**
- ▶ Qualitative perspective
- ▶ Normal perspective

Question No: 27 (Marks: 1) - Please choose one

Which one of the the following characteristics should a person follow while writing an email?

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

► Moderate

Question No: 28 (Marks: 1) - Please choose one

For writing a successful resume, which attitude is better to adopt?

► We

Personal pronoun

► You

► He\She

► All third persons

Question No: 29 (Marks: 1) - Please choose one

Which thing does reveal something about a candidate's personality and professionalism during an interview?

► **Style of talking**

► Manners

► Physical appearance

► Eye contact

Question No: 30 (Marks: 1) - Please choose one

In which thing does a speaker do most of sending and a number of listeners do most of the receiving?

► Written tests

► **Oral presentation**

► Interview

► Group discussion

Question No: 31 (Marks: 2)

Describe negotiation briefly.

ANSWER:

Negotiation is a process in which two or more parties try to resolve their conflicts. It is done to reach a mutual agreement. Good negotiation is one in which negotiators collaborate and produce a satisfactory solution for both parties.

Question No: 32 (Marks: 2)

What today's employer do seek in job applicants?

ANSWER:

Having right personality traits for the job is very important now a days. Employer's seek for many qualities in job applicants' in which sense of humor is the foremost because employers think that the person who does not take himself seriously can better cope with stress conditions. Apart from this employers also look for people who are self-motivated, good in communication, intelligent, not afraid of making decision, ready to take risk and who are considerate of others

Question No: 33 (Marks: 2)

Briefly describe a claim letter.

ANSWER:

Claim Letter: When a product or service do not meet the customers' expectations, customers get disappointed and usually write a complaint letter which is called claim letter. The claim letter should be calm and polite rather than hostile or demanding.

Question No: 34 (Marks: 3)

How do we write long quotations in a thesis paper?

ANSWER: Long quotations in a thesis paper should start from a new line indented five to six spaces from left margin.

Question No: 35 (Marks: 3)

Countless aspects of business dealings can be written, but what are the most

common causes for claims?

ANSWER: There are a number of reasons why customers write claim letters but most common of them are as follows:

- Delivery of defective or damaged merchandise
- Delivery of incorrect merchandise
- Delivery of unordered merchandise
- Incorrect bill or invoice
- Request for adjustment under warranty or guarantee
- Request for restitution under insurance policy

Question No: 36 (Marks: 3)

What is proposal and its purpose?

ANSWER:

Proposal: The analytical reports which contain bids to perform work under certain conditions or contract are called proposals.

Purpose of Proposal: There are various purposes of proposals some of which are as follows:

Question No: 37 (Marks: 5)

Negotiation is a process in which two or more parties try to resolve differences, solve problems and reach agreement. In the light of this statement evaluate different strategies of negotiation.

ANSWER:

Negotiation is a process in which parties try to resolve any sort of differences and reach a mutual agreement. There are four basic strategies of negotiation:

- **Win-Win Strategy:** It is a form of negotiation in which both parties are satisfied and needs of both parties are met. To get to this negotiation parties need to have good communication and problem solving strategies
- **Win-Lose Strategy:** A form of negotiation strategy in which the party who initiates the conflict wins at the expense of other party. This can be sometimes done by using confusing presentation or style of speech and body movement which causes other party to be in trouble and may lead it to withdraw.
- **Lose-Win Strategy:** A form of negotiation in which initiator is dissatisfied and the other is satisfied.
- **Lose-Lose Strategy:** In win-lose and lose-win strategies since one of the party is dissatisfied so such negotiations result in a deadlock a situation in which neither party is satisfied with negotiation and hence produces a loselose scenario in which both parties are rigid enough to collaborate.

Question No: 38 (Marks: 5)

Write format of a letter of transmittal with an example.

Letter of Transmittal

ABC Drinks
Lahore
10th July, 2009
Director
ABC Drinks
Lahore
Dear Sir,

Subject: **Report on falling sales during peak season**

This in response to your letter dated 23rd June, 2009 in which I was asked to

formulate a report on falling sales of our products during the peak season. I have thus completed my investigations and reasons and recommendations are enclosed herewith in a detailed report.

I will be grateful if you would comment on this after going through it. If you feel to discuss anything regarding any related issue, I will be there at any time suitable to you.

Yours sincerely

XYZ

Sales manager

Question No: 39 (Marks: 10)

Talented Programmers

Do you love programming &

Do you crave to solve problems/ puzzles?

Prove it in a challenging interview by your peers and get a chance to work in a congenial environment with handsome remuneration package.

Qualification: BCS four years/ MCS or equivalent qualification with three years experience is required.

[Please apply in confidence before 23.06.2007]

Human Resource Department

Eden Builders (pvt.) Ltd.

Gulberg II Lahore

UAN: 111-111-086

Keeping in mind the above advertisement, prepare a functional resume which could enable you a suitable candidate for the required post.

Question No: 40 (Marks: 10)

What is the typical sequence of an interview? Write down different types of interviews.

ANSWER: Interview: A job interview is a formal meeting of employer and applicant in which both exchange information to learn about each other.

Sequence of Interview: In a typical selection process an applicant has to undergo many interviews before s/he gets the job. The stages of interview through which an applicant may have to undergo are as follows:

- **Screening stage:** Interview at this stage is more structured.
- **Selection stage:** This is the best stage for an applicant to show his interest in job by relating skills to job requirement and organization's needs.
- **Final stage**

Types of Interviews: There are various types of interviews used by organizations according to their needs. Some of them are as follows:

- **Structured Interview:** Such interview is mostly conducted at screening stage. In this type of interview employer controls the interview by asking already prepared questions in an order. It is a poor measure of applicant's personal qualities but it also creates uniformity in hiring process.
- **Open-ended interview:** It is a less formal and unstructured form of interview in which interviewee encourages the applicant to speak more and freely in order to get to know about his personality and professionalism. Some of the applicants reveal too much about their personal and family problems which is of no interest to employers and which have nothing to do with their skills and qualifications.
- **Stress Interview:** It is the best type of interview which helps interviewee to

see how candidate handles himself under pressure. It is the most unnerving type of interview. Stress can be created by unsettling the candidate through criticism, interruption or hostile reactions.

- **Situational Interview:** This interview is specifically about the job. Under this type of interview candidates are given certain job conditions and have to tell how they will handle such a situation.
- **Group Interviews:** In this type of interview interviewees meet several candidates simultaneously. This is the best type of interview to judge the inter-personal skills of a candidate.
- **Video Interview:** Another form of interview done by employers in order to cut down travelling costs. Video conferencing system is used to conduct this interview and candidates have to prepare themselves differently for this interview.

FINALTERM EXAMINATION ENG301- Business Communication

(Session - 4)

Time: 120 min

Marks: 75

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

In letter writing, the format in which all essential parts are started from the left

hand margin along with open punctuation is known as:

- ▶ The semi block
- ▶ **Full block**
- ▶ Modified block
- ▶ Long block

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

Supporters of----- theory believe that communication is not linear, but

circular process.

- ▶ Electronic
- ▶ Social environmental
- ▶ **Rhetorical**
- ▶ Electronic and rehtorical

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

It is an analysis of business done during the whole month.

- ▶ Daily Market Report
- ▶ Weekly Market Report
- ▶ **Monthly Market Report**
- ▶ Quarterly Market Repot

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

Written summary of a business meeting is called:

- ▶ **Minutes**

- ▶ Motion
- ▶ Circular
- ▶ Agenda

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

----- is a group of people who are appointed to solve a specific problem.

- ▶ A standing committee
- ▶ A committee
- ▶ **A task force**
- ▶ A help desk

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

The minutes of informal meeting are signed by the person who took them and

sometimes by the ----- as well.

- ▶ chairman
- ▶ **presiding officer**
- ▶ advisory
- ▶ manager

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

Reports, which show “progress,” accomplishments, or activities over time or at

a given stage of a major assignment are known as -----.

- ▶ feasibility report
- ▶ periodic reports
- ▶ conference reports
- ▶ **progress reports**

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

Letter reports are of ----- types:

- ▶ four
- ▶ **two**
- ▶ three
- ▶ five

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

Personal Nonverbal communication involves kind of nonverbal behavior that

is unique to:

- ▶ Four persons
- ▶ **One person**
- ▶ Six persons
- ▶ Three person

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

Which approach is the most common way to organize a resume?

- ▶ Functional
- ▶ **Chronological**
- ▶ Analytical
- ▶ Job oriented

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

In which type of resume, the work-experience section dominates after name, address and objective.

- ▶ **The Chronological Resume**
- ▶ The Functional Resume
- ▶ The Combination Resume
- ▶ Job oriented Resume

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

If your message is specific, definite and vivid; you are applying which one of

the following principles:

- ▶ Conciseness
- ▶ **Concreteness**
- ▶ Completeness
- ▶ Consideration

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

----- power is exerted by those who use their authority or any force, emotional or physical, against the interest of the other party.

- ▶ **Coercive**
- ▶ Expertise
- ▶ Legitimate
- ▶ Consultative

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

-----is exerted by someone who can influence and manipulate behaviour.

- ▶ Consultative power
- ▶ Expertise power
- ▶ **Reward power**
- ▶ Legitimate power

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

Principled bargaining acknowledges the Australian ethic of a :

- ▶ Foul play
- ▶ **Fair go**
- ▶ Good relation
- ▶ Bad relation

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

While writing and presenting your Thesis or Dissertation, you go through many

stages. First stage is:

- ▶ Preparing the Proposal
- ▶ Writing the Research Paper
- ▶ Making an outline
- ▶ **Thinking about It**

Question No: 17 (Marks: 1) - Please choose one

A good proposal should contain a good ----- and it is the first thing to

help the reader to understand the nature of your work.

- ▶ Question
- ▶ Name
- ▶ **Title**
- ▶ Theme

Question No: 18 (Marks: 1) - Please choose one

Which tests are designed to check competency or specific abilities of a candidate, needed to perform a job?

- ▶ Psychological tests
- ▶ Drug tests
- ▶ **Job skills tests**
- ▶ General tests

Question No: 19 (Marks: 1) - Please choose one

Evaluation studies are usually described as either----- or summative.

- ▶ **Formative**
- ▶ Informative
- ▶ Experimental
- ▶ Analytical

Question No: 20 (Marks: 1) - Please choose one

----- appears as an appendix at the end of your thesis.

- ▶ **Raw data**
- ▶ Synopsis
- ▶ Preface
- ▶ Tables and Figures

Question No: 21 (Marks: 1) - Please choose one

I. In APA format, If you are directly quoting something in your research paper from an other work, you will need to include the author's last name, year of publication, and the ----- for the reference

- ▶ author's birth date
- ▶ **page number**
- ▶ name of book

▶ title page

Question No: 22 (Marks: 1) - Please choose one

What are individual cultural variables?

- ▶ Economics, politics
- ▶ Language, social norms
- ▶ Education, economics
- ▶ **Accepted dress, manners**

Question No: 23 (Marks: 1) - Please choose one

AGM stands for:

- ▶ A Great Meeting Annual
- ▶ **Annual General Meeting**
- ▶ All Group Members
- ▶ Annual body of members

Question No: 24 (Marks: 1) - Please choose one

Fisher and Ury (1991) developed a concept known as :

- ▶ **Principled bargaining**
- ▶ Negotiation
- ▶ Communication
- ▶ No communication

Question No: 25 (Marks: 1) - Please choose one

Certain analytical reports are called:

- ▶ **Proposals**
- ▶ Recommendation
- ▶ Memo
- ▶ Overview

Question No: 26 (Marks: 1) - Please choose one

All seven C's can be applied to:

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

Question No: 27 (Marks: 1) - Please choose one

How many major delivery methods are used for an oral presentation ?

- ▶ Three
- ▶ Four
- ▶ Two
- ▶ Five

Question No: 28 (Marks: 1) - Please choose one

In claim letter the initial statement should contain:

- ▶ Good news
- ▶ Bad news
- ▶ **Mixed news**

▶ Ambiguous

Question No: 29 (Marks: 1) - Please choose one

Which tests do provide quantitative information about a candidate's skills, attitudes, and habits?

▶ Written tests

▶ **Pre-employment tests**

▶ Oral tests

▶ General tests

Question No: 30 (Marks: 1) - Please choose one

Clarity is achieved in part through a balance between

.....
▶ **Precise and familiar language**

▶ Complex and difficult language

▶ Easy and simple language

▶ Rough and tough language

Question No: 31 (Marks: 2)

Write a note on bibliography in thesis.

Question No: 32 (Marks: 2)

What is bibliography?

Question No: 33 (Marks: 2)

What are the objectives of a credit-refusal letter?

Question No: 34 (Marks: 3)

Collection is a sensitive issue therefore which practices should be avoided?

Question No: 35 (Marks: 3)

Mention key points of unsolicited application letter.

Question No: 36 (Marks: 3)

Differentiate between causal-comparative and correlational research.

Question No: 37 (Marks: 5)

Evaluate the basic points of EQ in your interview.

Question No: 38 (Marks: 5)

Write a note on functional resume.

Question No: 39 (Marks: 10)

Differentiate the following:

i) Research Perspectives

ii) Research Types

Question No: 40 (Marks: 10)

Write a letter granting adjustment to your customer about the new rain coat, which is much better in quality and guarantee, is of one year.

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

While drafting a letter which thing should we ignore?

- ▶ Be Specific.
- ▶ Avoid general objectives.
- ▶ Be as clear as possible about the kind of opportunity and industry you're looking for.

▶ **We can talk in a difficult language**

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

It means that a message is specific, definite and vivid. If a message lacks these qualities, it will be vague and general. For this purpose, denotative words will be used instead of connotative words.

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

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

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

If you are citing a work done by three to five authors what will be the proper way to refer them?

- ▶ **Kernis, Cornell, Sun, Berry & Harlow, 1993**
- ▶ Kernis, Cornell, and Sun, and Berry, & Harlow 1993
- ▶ Kernis and Cornell, Sun, Berry, & Harlow, 1993
- ▶ Kernis and Cornel, Sun and Berry and Harlow 1993

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

The speaker makes a presentation with the help of an outline, note cards, or visual aids in which method of delivery?

Writing

- ▶ Memorization
- ▶ Reading
- ▶ **Extemporaneous**
- ▶ Writing

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

How many main delivery methods of an oral presentation are used?

- ▶ Three
- ▶ **Four**
- ▶ Two
- ▶ Five

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

If a study uses language such as naturalistic, field study, case study, context, situational, constructivism, meaning, multiple realities, it has used a -----.

- ▶ Formal perspective
- ▶ **Qualitative perspective**
- ▶ Informal perspective
- ▶ Quantitative perspective

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

A thesis -----is a sentence that clearly and concisely indicates the subject of your paper and the main points you will discuss.

- ▶ Question
- ▶ **Statement**

- ▶ Conclusion
- ▶ Quote

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

There are----- major research perspectives.

- ▶ **Two**
- ▶ Three
- ▶ Four
- ▶ Five

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

Proposal should be written in a :

- ▶ **Future tense.**
- ▶ Past tense
- ▶ Present tense
- ▶ Present continuous

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

Which is an active process of receiving aural stimulus?

- ▶ **Listening**
- ▶ Thinking
- ▶ Talking
- ▶ Silence

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

In which negotiation method both parties are dissatisfied?

- ▶ **Withdrawal**
- ▶ Accommodation
- ▶ Competition
- ▶ Cooperation

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

-----is exerted by someone who can influence and manipulate behaviour.

- ▶ Consultative power
- ▶ Expertise power
- ▶ **Reward power**
- ▶ Legitimate power

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

-----is a process in which two or more parties try to resolve differences, solve problems and reach agreement.

- ▶ **Negotiation**
- ▶ Communication
- ▶ Consultation
- ▶ Discussion

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

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

- ▶ **Courtesy**
- ▶ Concreteness
- ▶ Completeness
- ▶ Conciseness

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

The resume should be relevant, to the point and which quality is missing?

- ▶ Too long
- ▶ Repetitious
- ▶ **Concise**
- ▶ Complex

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

The purpose of a ----- is to convey essential information in an organized and useful format.

- ▶ business report
- ▶ progress report
- ▶ informal report.

▶ **formal report**

Question No: 17 (Marks: 1) - Please choose one

-

----- are usually short messages with natural, casual use of language.

- ▶ Formal reports
- ▶ Short reports
- ▶ Progress report

▶ **Informal reports**

Question No: 18 (Marks: 1) - Please choose one

Which writing style characterizes memos?

- ▶ Informal
- ▶ **Formal**

▶ **Impersonal tone**

▶ Neutral

Question No: 19 (Marks: 1) - Please choose one

Memorandum is used to:

- ▶ Inform someone not related to your company.
- ▶ **Communicate to someone within your own company.**
- ▶ Communicate to other company.
- ▶ Communicate to the general public

Question No: 20 (Marks: 1) - Please choose one

Sales letters start with:

- ▶ An easy and effective way
- ▶ **An attention-getting device**
- ▶ Interesting news
- ▶ Buffer

Question No: 21 (Marks: 1) - Please choose one

Collection letter are usually written in:

- ▶ Line
- ▶ **Series**
- ▶ Serial
- ▶ Steps

Question No: 22 (Marks: 1) - Please choose one

Collection letter should be written with the assumption that most people will:

- ▶ **Pay**
- ▶ Not pay
- ▶ Delay
- ▶ Ignore

Question No: 23 (Marks: 1) - Please choose one

A claim is written to-----the company of the problem.

- ▶ inform
- ▶ **complaint against**
- ▶ make claim
- ▶ refuse

Question No: 24 (Marks: 1) - Please choose one

Research Proposal is one kind of proposal and other one is:

- ▶ Solicited proposal
- ▶ Unsolicited proposal
- ▶ **Business Proposal**
- ▶ Marketing Proposal

Question No: 25 (Marks: 1) - Please choose one

What are the basic divisions of a formal report other than prefatory and supplementary parts?

- ▶ Written parts
- ▶ **Text parts**
- ▶ Oral parts
- ▶ Added parts

Question No: 26 (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: 27 (Marks: 1) - Please choose one

In a request letter, which tone should be opted?

- ▶ **Courteous**
- ▶ Demanding
- ▶ Apologetic
- ▶ Nervous

Question No: 28 (Marks: 1) - Please choose one

Communication is a process of transmitting and receiving_____ message.

- ▶ **Verbal and non verbal**
- ▶ Verbal and oral
- ▶ Written and oral
- ▶ Written and non verbal

Question No: 29 (Marks: 1) - Please choose one

In letter writing, the format in which all essential parts are started from the left hand margin along with open punctuation is known as:

- ▶ The semi block
- ▶ **Full block**
- ▶ Modified block
- ▶ Long block

Question No: 30 (Marks: 1) - Please choose one

----- is the process of drafting your message.

► **Composing**

- Editing
- Revising
- Reviewing

Question No: 31 (Marks: 2)

What today's employer doing seek in job applicants?

They seek the communication and the ability of the employees in job applicants. Employers seek the best among the employees who fits for the required job.

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What is case study research?

Case study is a research method which is used for investigation of contemporary phenomenon within its real life context. I.e. where the evidences are much more and the relation between phenomena and context are not clear.

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Briefly describe a claim letter.

Claim letter is written by customer to the company when the customer is not satisfied from the product or there is some problem in the product. So he writes a claim letter which complains against the company about the problem.

Question No: 34 (Marks: 3)

Write format of a functional resume.

Personal Details

Address and Phone no.

Objective

Skills and capabilities

Education

Question No: 35 (Marks: 3)

Which guidelines should be followed while searching for a subject topic of a thesis?

The following guidelines should be followed for searching a subject topic.

Understand the distinction between the subject and a topic that can help you to plan your research paper effectively.

Within a broader research subject decide about the topic that is more focused and worth an investigation.

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Knowledge of collection policies and laws

Using persuasive / positive appeals effectively

Appeal to fairness & justice

Appeal to pride

Appeal to Goodwill

Appeal to sympathy

Question No: 37 (Marks: 5)

Write a note on minutes of formal meetings.

In minutes of formal meeting only motions, resolutions, committee assignments and reports are included. Usually the minutes are signed by the person who took them and sometimes by the presiding officer as well. Minutes are usually duplicated, and copies are sent to each person present at the meeting and to other designated officials.

Question No: 38 (Marks: 5)

Write a note on literature review and methodology in thesis writing.

The literature review discusses all of the research that has been done on the subject. Methodology is a process for making research which describes how data collection will be used. Methodology may be flow charts which summarizes the way in which the various processes involve in the project research.

Question No: 39 (Marks: 10)

While writing and presenting your Thesis or Dissertation, you go through many stages, elaborate briefly.

There are the following stages in thesis writing.

Don't try to eliminate ideas too quickly.

Build on your ideas and see how many different research projects you can identify.

Try and be creative.

Write your ideas they tend to be in a continual state of change.

Good feeling to sit down and scan the many ideas.

You have a much better chance of selecting a topic that will be really of interest to you if it is your topic.

Be realistic about the time that you're willing to commit to your research project.

Create a draft of a timeline.

Put a start and a finish time for each.

Post your timeline in a conspicuous place, so you will see it every time.

Question No: 40 (Marks: 10)

Write a letter granting adjustment to your customer about the new rain coat, which is much better in quality and guarantee, is of one year?

Dear Customer,

Your new rain coat is being shipped today and you will receive it in a few days.

Thank you for returning the old one. You will find that the new rain coat is made of vinyl-coated nylon which is water resist and it will help you in raining. It has a much better quality and its guarantee is of one year.

When you need other related products, please feel free to contact with us. We will be happy to hear from you in future.

Yours sincerely,

Ashfaq hameed,

Sales manager

FINAL TERM EXAMINATION ENG301- Business Communication (Session -1)

While drafting a letter which thing should we ignore?

- ▶ Be Specific.
- ▶ Avoid general objectives.

▶ Be as clear as possible about the kind of opportunity and industry you're looking for.

▶ **We can talk in a difficult language**

Which of the following parts are related with business letters?

▶ Heading

▶ Date

▶ Inside address, salutation

▶ **All of the above**

Which one is national variable from the followings?

▶ Time

▶ Space

▶ **Economics**

▶ Food

What is a delivery method of oral presentation in which speech is made without

any preparation or made on the spur of the moment?

Extemporaneous

▶ **Impromptu**

▶ Reading

▶ Writing

In which thing one speaker does most of sending and a number of listeners do most of the receiving?

▶ Written tests

▶ **Oral presentation**

▶ Interview

▶ Group discussion

: ----- defines the word research as: "Research is conducted to solve

problems and expand knowledge. Research is a systematic way of asking questions, a systematic method of enquiry."

▶ Drew

▶ Howard and Sharp

▶ A psychologist

▶ **A scientist**

While writing and presenting your Thesis or Dissertation, you go through many stages. First stage is:

▶ Preparing the Proposal

▶ Writing the Research Paper

▶ **Making an outline**

▶ Thinking about It

In which negotiation method both parties are dissatisfied?

▶ **Withdrawal**

- ▶ Accommodation
- ▶ Competition
- ▶ Cooperation

----- is a negotiation method that involves people cooperating to produce a solution satisfactory to both parties.

- ▶ Collaboration
- ▶ Competition
- ▶ **Compromise**

Cooperation

How many types of power are in negotiation?

- ▶ **Five**
- ▶ Seven
- ▶ Six
- ▶ Four

In win-lose strategy, the problems or conflicts are focused and the party is satisfied due to:

- ▶ initiator
- ▶ Both parties
- ▶ One party
- ▶ **Second party**

How can both parties be unable to collaborate and walk away from the negotiation dissatisfied?

- ▶ Win-lose strategy
- ▶ Lose-win strategy
- ▶ **Lose-Lose strategy**
- ▶ Win-win strategy

When your message contains all the facts, the reader or the listener need, it is

called:

- ▶ **Complete**
- ▶ Considerate
- ▶ Courteous
- ▶ Clear

In which interview, recruiters see how does a candidate handle himself under

pressure?

- ▶ **Stress Interview**
- ▶ Situational Interview
- ▶ Video Interviews
- ▶ Structured Interviews

While communicating, when you are aware not only of the perspective of others but also their feelings, you are applying which principle of

communication:

- ▶ **Courtesy**
- ▶ Concreteness
- ▶ Completeness
- ▶ Conciseness

----- means nearness in terms of space.

- ▶ **Chromatics**
- ▶ Artifacts
- ▶ Proximity
- ▶ Demography

What is a structured, written summary of a person's education, employment background, and job qualifications?

- ▶ Bibliography
- ▶ Synopsis
- ▶ **Resume**
- ▶ Index

The most important communication task for business students is to prepare which thing?

- ▶ **Resume**
- ▶ Memo
- ▶ Document
- ▶ Circular

-----is often used when sending information to a reader outside your organization.

- ▶ **Letter**
- ▶ Memo
- ▶ Minutes
- ▶ Application

The purpose of a ----- is to convey essential information in an organized and useful format.

- ▶ business report
- ▶ progress report
- ▶ informal report.

- ▶ **formal report**

Written summary of a business meeting is called:

- ▶ **Minutes** ▶ Motion ▶ Circular ▶ Agenda

In circular letters personal interest is created by using the word -----

- ▶ **you**
- ▶ our customers
- ▶ everybody
- ▶ dear customers

Collection letter should be:

- ▶ Emotional
- ▶ **Persuasive**
- ▶ Demanding
- ▶ Critical

- ----- letter is reply to a complaint.

- ▶ An inquiry
- ▶ **Adjustment**
- ▶ Collection
- ▶ Sales

Complaint letter should be called-----.

- ▶ persuasive letter
- ▶ **claim letter**
- ▶ inquiry letter
- ▶ sales letter

It describes the condition of a commodity in the market on a certain date for a

specific period.

- ▶ Letter report
- ▶ **A market report**
- ▶ Progress report
- ▶ Periodic report

The place where we go to buy or sell commodities is commonly known as:

- ▶ Play ground
- ▶ **Market**
- ▶ Fort
- ▶ Club

What are the basic divisions of a formal report other than prefatory and supplementary parts?

- ▶ Written parts
- ▶ Text parts
- ▶ **Oral parts**
- ▶ Added parts

In which situation do we write acknowledging an order letter?

- ▶ **Welcome the customer**
- ▶ Discourage the customer
- ▶ Apologize
- ▶ Sympathise

Which letter is written to ask information about a product or services?

- ▶ Order letter
- ▶ Sales letter
- ▶ **Inquiry letter**

► Request letter

What is a stress interview?

A. In which different interviewers but questions on, the interviewee to see, the response, and put pressure, on the person to see, how he respond, to ascertain his abilities in handling challenging jobs in actual situations..

Question No: 32 (Marks: 2)

What is a proposal?

A. It is solution to a problem, put forward, or showing interest, to solve a problem. Person view, of the subject, or your terms and conditions for the subject.

Question No: 33 (Marks: 2)

Briefly describe a collection letter.

Collection letter is an intent of the company, to persuade the customer, to pay, the amount for the product or services as agreed upon, and delivered.

Question No: 34 (Marks: 3)

Write a note on the tone of a memorandum.

Memorandum is a company circular/letter , to tell about or give the situation, or information for, a product or service availability or product availability or out of stock situation, internally or externally. Change of price, packing or any pertinent information, company want to share, within the organization, with employees or outside with customers or client.

Question No: 35 (Marks: 3)

Why is it important to analyze your purpose and audience in resume writing?

A. It is to whom you, are informing, or giving your information. In order to convince him or audience your worth, for the mutual benefits of both, so that, the audience are convinced of your worth for the benefit of the company, or improvement the company is anticipating by finding the right person.

Purpose it

to frame your resumae in such a manner, to keep their interest, of reading and made/convince them of your worth.

Question No: 36 (Marks: 3)

How do we write short quotations in a thesis paper?

Manzar quoted, in his thesis, Manufacturing of Few Quartenary Ammonium salts, that, "*Temperature is very important, when heating and mixing, under*

pressure". As mentioned in AJoS, (American Journal of Science) July, 1982. This is to be mentioned in parenthesis, if italics, so that the reader get a clear

picture of exactly what such and such writer or scientist has said on that matters.

Question No: 37 (Marks: 5)

What is EQ and its importance for a successful job?

A. EQ is Emotional Intelligence Quotient, often used to describe a concept which involves the ability, capacity, skill, & self-perceived ability, to identify, assess, and manage the emotions of one's own self, including groups.

Importance: as mentioned above that EQ is a skill to identify & manage the own

or group's emotions towards something specific, be it Assignment, special task

or a routine matter, so from employment prospect, having this skill adds extra

star to the profile, pertaining to job performance & career growth.

Question No: 38 (Marks: 5)

Write down components of format of a formal report?

1. Total 10-15 pages, including appendices. No penalty for longer reports as long as appropriate writing style maintained.

2. Single spaced, no indent, left justify only

3. Page numbers in upper right corner

4. 1 blank line between new paragraphs

5. Final report must be bound, with loose letter of transmittal clipped to cover

6. Major section headings start a new page, 1 blank line after.

7. 1 blank line before and after sub-headings.

8. 3rd level subheadings must be easily distinguished from others

9. There should be at least one sub-heading on each page (a whole page of

text with no sub-heading is a mistake)

10. No orphan headings

Question No: 39 (Marks: 10)

What is listening? What are its faults and how can we improve it?

A. It is a person's echo, what he speaks out, encode, the listener, hears it and he decodes it, what he perceived, in between can be a media, noise, etc. Now, a man/woman speaks, he encodes certain words, phrases, sentences, now to whom he/she is speaking, the listener, decodes the words, phrases or sentences, or he, just take what he perceived, or understands. Again the listener, understand what he listens, if there is noise or humming etc, he is unable to listen properly, so he will react on

what he perceived or listen, and then he decode the speakers speech. Now one has to be very careful, to convey, because of the words, tone , echo, all counts, if not the right pitch, distance from the audience. Message is not conveyed properly, or listener has not understood properly. No may not be right reponse.

It is therefore considered to speak loud, at a proper distance and proper words, simple sentences, keeping in view the mental and response level of the listener, and to gain his/her attention so that to develop a interaction between the speaker and the listener.

Question No: 40 (Marks: 10)

When you are applying for a job, you are selling a product of yourself .Critically evaluate the statement.

Before selling a product know what that product is all about.

Yes, it is really a selling a product, as your abilities, or your merits, are to be highlighted , so to make the prospective Employer is convinced of your abilities, and attitude, to best suit, his requirement.

It is on this bases of your application, and your own features, which fit, in his requirement.

What an employer looking for ,

Think in term of result

Know how to get things done,

Show signs of progress

Have personnel standards of excellence

Possess strong communication skills

It is how you advertise your product, inspires a prospective employer to invite

you for interview, your merit as an product would be Person,s education, employment background, and job qualifications.

Similarly, a company is in need of a Production Pharmacist, with 2-3 years experience, or a fresh graduate. Now when one apply, he should put his qualification and experience in such a manner, that he is convince of the right

person. If experience , one should mention as to where he has or working prior

to this, what was his nature of Job, how many employees he was handling, What machines he was working or in his unit, person should be very well

versed in GMP(good manufacturing practices). Once you, are able to convince the reader of your application, you are in a position to have your price. One should be confident of himself, with basic knowledge, of his subject, and mind how to apply those knowledge, phrase the right words. I am sure you are able to sell a product with your own price, of salary and perks, with hours of work per week, etc etc...

While drafting a letter which thing should we ignore?

- ▶ Be Specific.
- ▶ Avoid general objectives.
- ▶ Be as clear as possible about the kind of opportunity and industry you're looking for.

▶ **We can talk in a difficult language**

It means that a message is specific, definite and vivid. If a message lacks these qualities, it will be vague and general. For this purpose, denotative words will

be used instead of connotative words.

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

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

If you are citing a work done by three to five authors what will be the proper way to refer them?

- ▶ **Kernis, Cornell, Sun, Berry & Harlow, 1993**
- ▶ Kernis, Cornell, and Sun, and Berry, & Harlow 1993
- ▶ Kernis and Cornell, Sun, Berry, & Harlow, 1993
- ▶ Kernis and Cornel, Sun and Berry and Harlow 1993

The speaker makes a presentation with the help of an outline, note cards, or

visual aids in which method of delivery?

Writing

- ▶ Memorization
- ▶ Reading
- ▶ **Extemporaneous**
- ▶ Writing

How many main delivery methods of an oral presentation are used?

- ▶ Three ▶ **Four** ▶ Two ▶ Five

If a study uses language such as naturalistic, field study, case study, context, situational, constructivism, meaning, multiple realities, it has used a -----

- ▶ Formal perspective
- ▶ **Qualitative perspective**
- ▶ Informal perspective
- ▶ Quantitative perspective

A thesis -----is a sentence that clearly and concisely indicates the subject of your paper and the main points you will discuss.

- ▶ Question
- ▶ **Statement**
- ▶ Conclusion
- ▶ Quote

There are----- major research perspectives.

- ▶ **Two** ▶ Three ▶ Four ▶ Five

Proposal should be written in a :

- ▶ **Future tense.**
- ▶ Past tense
- ▶ Present tense
- ▶ Present continuous

Which is an active process of receiving aural stimulus?

- ▶ **Listening**
- ▶ Thinking
- ▶ Talking
- ▶ Silence

In which negotiation method both parties are dissatisfied?

- ▶ **Withdrawal**
- ▶ Accommodation
- ▶ Competition
- ▶ Cooperation

-----is exerted by someone who can influence and manipulate behaviour.

- ▶ Consultative power
- ▶ Expertise power
- ▶ **Reward power**
- ▶ Legitimate power

-----is a process in which two or more parties try to resolve differences, solve problems and reach agreement.

- ▶ **Negotiation**

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While communicating, when you are aware not only of the perspective of others

but also their feelings, you are applying which principle of communication:

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- ▶ Completeness
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The resume should be relevant, to the point and which quality is missing?

- ▶ Too long
- ▶ Repetitious
- ▶ **Concise**
- ▶ Complex

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- ▶ business report
- ▶ progress report
- ▶ informal report.
- ▶ **formal report**

----- are usually short messages with natural, casual use of language.

- ▶ Formal reports
- ▶ Short reports
- ▶ Progress report
- ▶ **Informal reports**

Which writing style characterizes memos?

- ▶ **Informal**
- ▶ Formal
- ▶ Impersonal tone
- ▶ Neutral

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Put a start and a finish time for each.

Post your timeline in a conspicuous place, so you will see it every time.

1. "It is the instrument which enables manufacturers, producers, retailers and consumers to obtain goods at a time when they can be used or sold even if ready cash is not available." Match the statement with one of the following.

a) Sales letter b) **Credit letter** c) Collection letter

2. Collection letter must be:

a) Forceful b) Demanding c) **Persuasive** d) Abusive

3. The purpose of a _____ letter is to get money, to keep the customer and

future business and to build goodwill.

a) Sales b) Claim c) **Collection** d) Credit

4. CSP stands for:

a) Central Service Point b) **Central Selling Point** c) Central Service Provider

5. According to Psychologists, 50 percent of an interview's decision is made within how many seconds?

a) First 30 seconds b) 60 to 90 seconds c) **30 to 60 seconds** c) 40 to 50 seconds

31. lose win strategy(2)

32. stages of interview(3)

33. buffer paragraph technique effectiveness in bad news (2)

34. tone of memorandum(3)

35. minutes of meeting(5)

36. capitalization, quotes and italic/underlining with thesis example(5)

37. write a report on the inefficiency and corruption of the over staff government office(10)

38. abc publishing agency required efficient, skilled and qualified applicant for

senior editing

post having 3 yr experience. If you are interested then write to abc publishing

www.virtualinspire.com

P.O box no.1380 lahore (10)

39.today's employer seek what in the candidate?(2)

40. one question of 3 marks is not in my mind.