

**MIDTERM EXAMINATION**  
**Spring 2010**  
**ENG301- Business Communication (Session - 3)**

**Ref No:**  
**Time: 60 min**  
**Marks: 35**

<b>Student Info</b>	
<b>StudentID:</b>	
<b>Center:</b>	<b>OPKST</b>
<b>ExamDate:</b>	<b>5/26/2010 12:00:00 AM</b>

<b>For Teacher's Use Only</b>									
<b>Q No.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>Total</b>
<b>Marks</b>									
<b>Q No.</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	
<b>Marks</b>									
<b>Q No.</b>	<b>17</b>								
<b>Marks</b>									

**Asslam O Aikum**

**Eng 301 MIDTERM PAPERS Solved by Afaaq Shani bhai n Adeel**

**Remember Us In Your Prayers**

**Best regard's**

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**If u like me than raise your hand with me**

**If not than raise ur standard**

**That's about me ... !**

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

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

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

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

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The direct organizational plan is appropriate when the writer anticipates the reader's-----.

- ▶ **acceptance**
- ▶ resistance
- ▶ hesitation
- ▶ rejection

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

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Selecting some details and omitting others is a process called:

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

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

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

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

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

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The way you ----- your message makes it clear whether your reader will respond favorably or unfavorably to the message.

- ▶ **begin**
- ▶ end
- ▶ write
- ▶ conclude

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

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An effective ending will ----- the reader to act as requested.

- ▶ **motivate**

- ▶ consolidate
- ▶ disappoint
- ▶ depress

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

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Pitch range, rhythm control, tempo and articulation control are aspects of which one of the followings:

- ▶ Touching behaviour
- ▶ **Paralanguage**
- ▶ Proximity
- ▶ Artifacts

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

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A machine scans a printed page, converts it to a signal, and transmits the signal over a telephone line to a receiving machine. Although they have been available for many years, until recently they were slow and expensive.

These are called:

- ▶ **Groupware**
- ▶ Teleconferencing
- ▶ Faxes
- ▶ Voice Mail

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

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

- ▶ Attention
- ▶ Interest

- ▶ Desire and action
- ▶ **Skill**

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

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Inside the organization, how many flows are working?

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

**Question No: 11 ( Marks: 2 )**

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Write down names of standard parts of a business letter.

**Question No: 12 ( Marks: 2 )**

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What is direct (deductive) approach?

**Question No: 13 ( Marks: 3 )**

---

What is direct approach?

**Question No: 14 ( Marks: 3 )**

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Name standard parts of a business message.

**Question No: 15 ( Marks: 5 )**

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What are different error categories in the correctness principle? Discuss.

**Question No: 16 ( Marks: 5 )**

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Elaborate the concept of intercultural communication.

**Question No: 17 ( Marks: 5 )**

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Write body of a refusal letter to the company which has offered you a project manager's job and also explain the reason/s behind it.

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