

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

Ref No:
Time: 60 min
Marks: 35

<u>Student Info</u>	
<u>StudentID:</u>	—
<u>Center:</u>	—
<u>ExamDate:</u>	—

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

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

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

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

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

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

- Sandwich**
- Burger

- Neutral
- Negative

Negative

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

While sending the message, you are _____

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

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

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

- Mental
- Physical**
- Spiritual
- verbal

Question No: 5 (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: 6 (Marks: 1) - Please choose one

-----means judging other people or countries by the cultural standards of your group.

▶ Ethnography

▶ Anthology

▶ Anthropology

▶ **Ethnocentrism**

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

Barriers caused by your own physical appearance, your audience, or the context of the document or the presentation are called:

▶ Semantic barriers (Convention of meaning)

▶ **Physical Barrier**

▶ Psychological barriers

▶ Barriers involving values attitudes etc

Question No: 8 (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: 9 (Marks: 1) - Please choose one

Sometimes an extra message is added at the end of a letter. It may be something important or some personal comment. This is called-----.

▶ enclosure(s)

▶ copy notation

▶ postscript

▶ attention line

Question No: 10 (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: 11 (Marks: 2)

What is the difference between inquiries and general requests.

An inquiry asks for information about products or services the writer is interested in purchasing. Where as a general request the writer seeks information without intention to buy or sell. When you write

either of these letters use the direct plan and follow these suggestions.

Question No: 12 (Marks: 2)

What is culture?

Question No: 13 (Marks: 3)

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

Question No: 14 (Marks: 3)

What do we mean by close paragraph in the process of effective business messages?

Question No: 15 (Marks: 5)

Write a short note on groupware.

Question No: 16 (Marks: 5)

Environmental factors can greatly affect the process of communication'. Discuss.

Question No: 17 (Marks: 5)

How far do you agree that cultural differences provide hinderance to a company in this atmoshphere of globalization?

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