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

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

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

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

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

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

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

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

► Position of the family
► Social and economic levels  
► Business hours
► All the above

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

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

► Kinesics behavior
► Paralanguage  
► Proximity
► Artifacts

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

Note: Solve these papers by yourself
This VU Group is not responsible for any solved content
Which one is not the component of communication process from the followings?

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

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

<table>
<thead>
<tr>
<th>Message</th>
<th>Communicator</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>As “sender”</td>
<td>Noise</td>
</tr>
</tbody>
</table>

This model represents which theory of communication?

► Social environment theory
► General theory
► Rhetorical theory
► Electronic theory

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

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

► simple
► complex
► easy
► short

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

All seven C’s can be applied to:

► Oral and written communication
► Written and non verbal communication
► Oral and verbal communication
► Effective business communication

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

In which communication expressions are not encoded in words?

► Non-verbal
► Verbal
► Written
► Verbal and written

*Note: Solve these papers by yourself*

*This VU Group is not responsible for any solved content*
Question No: 10  (Marks: 1) - Please choose one
An effective way of maintaining communication with employees is to monitor:
► Feedback
► Behaviour
► Environment of the company
► Situation

Question No: 11  (Marks: 1) - Please choose one
---------------- type of flow takes place between peers in organizations in order to solve problems.
► Horizontal  PG 6
► Downward
► Upward
► Circular

Question No: 12  (Marks: 1) - Please choose one
In refusal letter, at which place do we give explanation of the refusal?
► Beginning
► Middle
► End
► Between beginning and middle

Question No: 13  (Marks: 1) - Please choose one
----------allows several people to use software at the same time to create documents, keep track of projects.
► Software
► Groupware  PG 61
► E-mail
► Network

Question No: 14  (Marks: 1) - Please choose one
A person should follow which one of the the following characteristics while writing an email?
► Concise, clear and polite  PG 59
► Verbose, rude and harsh
► Impolite and having negative tone
► Moderate

Note: Solve these papers by yourself
This VU Group is not responsible for any solved content
Question No: 15  (Marks: 1) - Please choose one
Even the salutation and the complementary close have no punctuation in:

► Open punctuation  PG 52
► Standard punctuation
► Close punctuation
► Long punctuation

Question No: 16  (Marks: 1) - Please choose one
- --------------- is a printed paper with the name and address of a person or organization.

► Letterhead  PG 48
► Letter pad
► Leaflet
► Document

Question No: 17  (Marks: 1) - Please choose one
Which one of the followings is not aspect of the AIDA plan?
► Attention
► Interest
► Desire and action
► Skill  PG 67

Question No: 18  (Marks: 1) - Please choose one
It has been in use since 1950. It uses full-block form and open punctuation. No salutation or complimentary close is used. Reader’s name, is used in the first and last sentences. Subject and writer’s name are typed in capitals.

Match the above with one of the followings:

► The Block-form / Modified – Block
► Full-Block
► The Semi-Block
► AMS (Administrative Management Society)  PG 52

Question No: 19  (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:

Note: Solve these papers by yourself
This VU Group is not responsible for any solved content
Question No: 20 (Marks: 1) - Please choose one
Which one of the followings is not the purpose of communication?

► To initiate some action
► To impart information, ideas, attitudes, beliefs or feelings.
► To establish, acknowledge or maintain links or relations with other people.
► To make the people fool and sell your products.

Question No: 21 (Marks: 1) - Please choose one
Globalization means that for a Company to survive, it must establish markets not only in its own country but also in------------------.

► two countries
► six countries
► Many countries
► the whole world pg 33

Question No: 22 (Marks: 1) - Please choose one
The last paragraph should be---------------- for an effective business message.

► concise, correct pg 46
► long, concrete
► long, verbose
► concise, long

Question No: 23 (Marks: 1) - Please choose one
To communicate easily and effectively with your readers, how many number of principles of communication are applied:

► Nine
► Seven pg 21
► Eleven
► Six

Question No: 24 (Marks: 1) - Please choose one
In------------- characteristics such as body shape, body odors and skin color are included.

Note: Solve these papers by yourself
This VU Group is not responsible for any solved content
Question No: 25  (Marks: 1) - Please choose one
Selecting some details and omitting others is a process called:

► Abstracting pg 13
► Extracting
► Attracting
► Fascinating

Question No: 26  (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 pg 84
► An inquiry letter
► A sales letter

Question No: 27  (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 pg 67
► pleasant news
► moderate news

Question No: 28  (Marks: 1) - Please choose one
--------------- is often effective for getting a motivational message out to a large number of people.

► Groupware
► Videotape pg 62
► Software
► Teleconferencing

Question No: 29  (Marks: 1) - Please choose one
Communication is the process by which individuals share:

Note: Solve these papers by yourself
This VU Group is not responsible for any solved content
Question No: 30 (Marks: 1) - Please choose one
‘AMS’ is the abbreviation of:
► Administrative Management Society pg 52
  ► Alcholical Member Society
  ► Advanced Management Society
  ► Asian Management Society

Question No: 31 (Marks: 1) - Please choose one
Sometimes an extra message is added at the end of a letter and is known as:
► Postscript pg 51
  ► Attention line
  ► Subject line
  ► Copy notation

Question No: 32 (Marks: 1) - Please choose one
Which is not correct regarding Cultural nonverbal communicaiton

Its behavior is common to humankind. pg 15
It is learned unconsciously by observing others in the society group.
In Aboriginal culture, for example, eye contact is less acceptable than it is European culture
Its common in group of people

Question No: 33 (Marks: 1) - Please choose one
AIDA plan stands for:
► Attention, Interest, Desire, Action pg 67
  ► Authority, Interest, Disclose,
  ► Accuracy
    ► Accuracy, Internal, Diction, Attention
    ► Action, Interest, Desire, Authority

Question No: 34 (Marks: 1) - Please choose one

Note: Solve these papers by yourself
This VU Group is not responsible for any solved content
This format is considered to be the most modern. All essential parts in this form are started from the left-hand margin. Open punctuation should be used in this form. This form saves time more than any other form.

Match the above with one of the followings:

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

Question No: 35  ( Marks: 1 )  - Please choose one

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

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

Question No: 36  ( Marks: 1 )  - Please choose one

Writing became more important as a permanent record of communication in which era?

A. Greek
B. Medieval and Renaissance
C. Late 20s
D. none of above

Question No: 37  ( Marks: 1 )  - Please choose one

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

Match this statement with one of the following concepts:

- Culture
- Communication
- Social lag
- Norms

Note: Solve these papers by yourself
This VU Group is not responsible for any solved content
Question No: 38  ( Marks: 1 )  - Please choose one
They maintain friendly, pleasant relations with you, regardless, whether you agree with them or not. Good communicators command your respond and goodwill. You are willing to work with them again, despite their differences. Match the above statement with one of the followings:

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

Question No: 39  ( Marks: 1 )  - Please choose one
Intensity (loud/soft); pitch height (high/low) represent which one of the followings:

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

Question No: 40  ( Marks: 1 )  - Please choose one
This model represents which theory of communication?

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

Q.41) The study of word choice is called

A. linguistics
B. psychology
C. **semantics**
D. rhetoric

Question No: 41  ( Marks: 1 )  - Please choose one
Which one of the subjects is not the part of communication?

- Semantics (the study of word choice)

*Note: Solve these papers by yourself*

*This VU Group is not responsible for any solved content*
Question No: 42 ( Marks: 1 ) - Please choose one
Selecting some details and omitting others is a process called:

► Abstracting pg 13
► Extracting
► Attracting
► Fascinating

Question No: 43 ( Marks: 1 ) - Please choose one
What is the main idea that you wish to communicate?

► Message pg 10
► Medium
► Context
► Feedback

Question No: 44 ( Marks: 1 ) - Please choose one
While sending the message, you are__________

► decoder
► encoder pg 10
► decoder and encoder
► initiator

Question No: 45 ( Marks: 1 ) - Please choose one
Recommendation letter provides:

► Suggestion
► Information
► Advice
► Material information

Question No: 46 ( Marks: 1 ) - Please choose one
When the company thinks your audience will be interested in what you have to say or willing to cooperate, it usually opts for:

Note: Solve these papers by yourself
This VU Group is not responsible for any solved content
Indirect approach
► Direct approach pg 63
► Neutral approach
► Modern approach

Question No: 47 (Marks: 1) - Please choose one
Demographic changes have something to do with:

► Population correct

Ref
http://wiki.answers.com/Q/What_does_demographic_change_mean

► Culture
► Environment
► Situation

Question No: 48 (Marks: 1) - Please choose one
Memo is the short form of:

► Mamorandum pg 56
► Memory
► Memorial
► Momentom

Question No: 49 (Marks: 1) - Please choose one
Even the salutation and the complementary close have no punctuation in:

► Open punctuation pg 52
► Standard punctuation
► Close punctuation
► Long punctuation

Question No: 50 (Marks: 1) - Please choose one
Conclusions made by reasoning from evidence are called _________

evidencing
Proving
Inferencing pg 13
Proposing

Note: Solve these papers by yourself
This VU Group is not responsible for any solved content
**Question No: 51 (Marks: 1) - Please choose one**
What is CD-Rom database?

- It is used to put information in a form that is easy to digest
- It is used to play computer disk
- It is a tool used during the high level meetings
- It is a tool to download songs

**Question No: 52 (Marks: 1) - Please choose one**
An exchange of information within an organization is called:

- **Internal communication** pg 5
- External communication
- Horizontal communication
  - Vertical communication

**Q.53) The study of language is called?**

A. **linguistics** pg 1
B. sociology
C. semantics
D. rhetoric

**Question No: 54 (Marks: 1) - Please choose one**
A receiver’s attitude towards a message can determine **whether** it is:

- Accepted
- Rejected
- **Accepted or rejected** pg 14
- Mixed response

**Question No: 55 (Marks: 1) - Please choose one**
Which one of the subjects is not the part of communication?

- Semantics (the study of word choice)
- Linguistics (the study of language)
- Rhetoric (the study of writing and speaking effectively)
- **Geology** pg 1
Question No: 56  (Marks: 1) - Please choose one
Artifact objects are used in which type of messages?

► verbal
► Non-verbal  pg 16
► Written
► Oral and written

Question No: 57  (Marks: 1) - Please choose one
Personal space varies according to:

► Situation
► Culture, status  pg 17
► Medium
► Channel

Q.58 The study of writing and speaking effectively is called?

A. linguistics
B. rhetoric  pg 1
C. comprehension
D. semantics

Question No: 59  (Marks: 1) - Please choose one
If you have bad news, how can you begin your message?

► With buttering.
► With flattery.
► With buffer  pg 45
► With confidence

Question No: 60  (Marks: 1) - Please choose one
For Speaking, mumbling or noise are what kind of barrier

A. Psychological Barriers
B. Emotional Barriers

Note: Solve these papers by yourself
This VU Group is not responsible for any solved content
Physical Barriers  pg 12
D. Perception of Reality

Question No: 61 (Marks: 1) - Please choose one
Which of the following parts are related to business letters?

► Heading
► Date
► Inside address, salutation
► All of the above  pg 48

Question No: 62 (Marks: 1) - Please choose one
Communication is__________way process

• One
► Two  pg 1
• Four
• Six

Question No: 63 (Marks: 1) - Please choose one
_______means that msg is specific definite and vivid.

► Concreteness  pg 31
• Completeness
• Consideration
• Conciseness

Question No: 64 (Marks: 1) - Please choose one
For writing an effective business message, there are-------- planning steps.

► seven
► five  pg 42
► two
► three

Note: Solve these papers by yourself
This VU Group is not responsible for any solved content
Question No: 65  (Marks: 1) - Please choose one
What is the more formal way of communication?

► Written communication pg 10
► Oral communication
► Non-verbal communication
► Effective communication

Question No: 66  (Marks: 1) - Please choose one
In order to understand verbal and nonverbal communication which of the following things should we do?

► Accept cultural differences
► Studying your own culture
► Learn about other cultures
► All of the above pg 41

Question No: 67 (Marks: 1) - Please choose one
-------------------is included to remind the reader to check for additional pages of information.

► Copy of notation
► Enclosure pg 51
► Subject line
► Attention line

Question # 68  Total Marks: 1
Familiar words are often.................
Select correct option:
Conversational, PG 21
Casual
Complex
Illegible

Note: Solve these papers by yourself
This VU Group is not responsible for any solved content
Question No: 69 (Marks: 1) - Please choose one

Which one of the following is part of credibility?

Select correct option:
The good communicators create a ‘meeting of the minds’.
The good communicators shape your response
The good communicators maintain friendly, pleasant relations with you.
You trust good communicators’ information and their intentions.

Question No: 70 (Marks: 1) - Please choose one

- ----------------- means to express yourself in fewest possible words.

Select correct option:
Conciseness
Completeness
Correctness
Clarity

Question No: 71 (Marks: 1) - Please choose one

Vocal characterizers include:
Select correct option:

Laughing, crying
Intensity, pitch
Sound, silent pauses
Sneeze, tone

Question No: 72 (Marks: 1) - Please choose one

Communication is an important part of our ..........today.
Select correct option:
Universe
Earth
World
Community

Question No: 73 (Marks: 1) - Please choose one

----------------- is the dictionary definition of the word.
Select correct option:
Connotation
Denotation
Fascination
Question No:74 ( Marks: 1 ) - Please choose one

Hair and skin color represent which aspect of nonverbal communication

A. Body Movement
B. Paralanguage
C. kinesics behaviour
D. Physical Characteristics

Question No:75 ( Marks: 1 ) - Please choose one

__________ is associated with language but not involving the word system.

A. Paralanguage
B. Physical Characteristics
C. Body Movement
D. Touching behaviour

Objective of all midterm papers

Question No: 17 ( Marks: 2 )
Which points should be kept in mind while writing get-well wishes and sympathy letters?
ANS:
Following points should be kept in mind while writing get-well wishes and sympathy letters:
Be optimistic when you write to someone who is ill. Mention once at the beginning of the letter how sorry you are that the person is ill. From then on talk about a return to normal life.

Question No: 19 ( Marks: 3 )
What is buffer?
ANS:
A buffer is a statement, that helps you bring your reader in a positive frame of mind, and the message becomes readable for the reader. It means be positive, pleasant rather than negative statement.
It also includes the following points:
I. Agreement
ii. Appreciation

Note: Solve these papers by yourself
This VU Group is not responsible for any solved content
iii. Assurance  
iv. Compliment  
v. Cooperation  
vi. Good News  
vii. Neutral Courtesy  
viii. Understanding  

Question No: 20 (Marks: 5)

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

Individual cultural variables are very important to understand intercultural communication because while communicating, the message sender and the receiver are both affected by external and internal stimuli. So communicating with business people in a foreign country you must realize that overall individual cultural and other culture as well. Three individual cultures are discussed below:

1. **Food:**
   Food is one of the individual cultural variables. In order to understand individual culture it may be a good idea prior to visiting your host country to visit various ethnic restaurants in your home country. Then you'll have an initial idea as to the kinds of foods available: how they are served, fixed or eaten.

2. **Manners:**
   Another individual cultural variable is knowing manner which is also very important. You must follow the manner according to the countries. As children shake your hand in Germany, hug you in Italy. So different countries have different manners of greeting, we need to follow it for better understanding of individual culture variable.

3. **Time**
   Persons in Latin America and the Middle East treat time more casually than do Americans, prefer promptness. Germans are time-precise. In Latin America – and in Buddhist cultures – you may wait an hour; just reflecting a different concept of time; arriving late is a social accepted custom.

Question No: 17 (Marks: 2)

Write a note on different punctuation styles?

Following are three different punctuation style:

1. **Close Punctuation**
   Parts of heading, date, inside address, salutation and complimentary close are punctuated.

2. **Standard Punctuation**
   No line of heading or inside address is punctuated. After salutation and complimentary close a comma is placed.

3. **Open Punctuation**
   It requires no punctuation even after the salutation and the complimentary close.

Question No: 18 (Marks: 2)

Rephrase the following letter body:

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

**Note:** Solve these papers by yourself

*This VU Group is not responsible for any solved content*
Question No: 19   (Marks: 3)
Point out some barriers in communication which arise due to attitude and value differences of sender and receiver?
The term attitude describes people and explains their behavior. More precisely an attitude can be defined as a persistent tendency to feel and behave in a particular way towards some object.
A receiver's attitude toward a message can determine whether it is accepted or rejected. The effectiveness is influenced also by the values, attitudes, and opinions of the communicators. People react favorably when they receive agreeable message.
We can also explain barriers in communication which arise due to attitude and value by this example.
“Name does not like night shift, so his attitude is negative towards his work assignment.”

Question No: 20   (Marks: 5)
Write short notes on the following:
1- Importance of communication in your career
2- Developing the right attitude
1- Importance of communication in your career:
Importance of communication has gained recognition because it is the most vital mean by which people are connected together in the society. Unlike many other skills, communications skills can be used in virtually every field. Wherever you work, you always need to communicate with others. There is no job in this world in which you don't need to communicate with other people. Whether you are a teacher, a driver, a designer, or anything else, communication is an indispensable part of what you do. The good thing about this is your effort on improving your communication skills will definitely be fruitful since you can always use those skills. Communication skills will always be relevant though you switch to new careers. If you are good at communicating, there is a good chance that you will quickly advance in your career. On the other hand, if you are bad at communicating then it would be difficult for you to move higher in your career.

2- Developing the right attitude:
Attitude describes people and their behavior. Your attitude when dealing with customers, clients, and the public reflect on the company you represent. So you must develop right attitude in yourself. Because “To the customer, you are the company.” Our attitude will reflect your country and your culture.
Each message communicates the essential quality and culture of your company and can either build goodwill of destroy it. Doing an honest job enthusiastically and competently helps both the doer and the receiver. Answering even routine inquiries should and can be a interesting challenge.

Question No: 21   (Marks: 10)
What is meant by Globalization? The implications of globalization on organizational behavior are profound and direct. Comment on this statement?

Note: Solve these papers by yourself
This VU Group is not responsible for any solved content
WHAT IS GLOBALIZATION?

Globalization means that for a company to survive, it must establish markets not only in its own country but also in many foreign countries. Globalization describes a process by which regional economies, societies, and cultures have become integrated through a globe-spanning network of communication and trade. It is the name for the process of increasing the connectivity and interdependence of the world's markets and businesses. This process has speeded up dramatically in the last two decades as technological advances make it easier for people to travel, communicate, and do business internationally.

**Implications of globalization:**

There are various implications of globalization on organizational behavior like:
- New organizational structures
- Different forms of communications
- Need more sensitivity to cultural differences
- More competition

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

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

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**Paper#3**

**Question No: 17** (Marks: 2)

Write a note on beginnings & endings in a letter?

**BEGINNING OF MESSAGE:**

The beginning of a letter must be impressive in a way that it captures the attention of the reader. So always choose appropriate openings that suit the purpose of your message.

**ENDING OF LETTER:**

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

**Question No: 18** (Marks: 2)

Explain the term artifacts?

**ANS:**

---

*Note: Solve these papers by yourself*

*This VU Group is not responsible for any solved content*
Artifacts are objects used to convey nonverbal messages about self-concept, image, mood, feeling or style. For example, perfume, clothes, lipstick, glasses and hairpieces project the style or mood of the wearer. Many artifacts are common to the group but we also use artifacts, particularly clothing, as an individual form of communication.

Question No: 19 (Marks: 3)
Make each of the following requests complete and concrete:

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

ANS:
1. Dear Sir, I like the coat which is in beautifying your last window last Thursday, I like that coat and want to make my dress. I will pay the amount through credit card.
2. I have seen the advertisement yesterday in daily XYZ about the portable T.V I want to know further details and technical specification, once it will meet my requirement I will definitely will not wait to keep away that portable T.V

Question No: 20 (Marks: 5)
What is the role of time, space and silence in effective communication?

TIME:
Time plays a vital role in making the communication effective. Time is one of the most central differences that separate cultures and cultural ways of doing things. In the West, time tends to be seen as quantitative, measured in units that reflect the march of progress. For ex Germans are considered time precise

SPACE:
Another important tool to make the communication effective is space. The concept of space is also necessary while communication. It depends how close may strangers stand to you. The space between the sender and the receiver of a message influences the way the message is interpreted.
Example:
Concepts of office space differ
Some cultures consider those who stand close to you as intrusive, rude, pushy, and overbearing.

SILENCE:
Silence also plays an important role to make the communication effective. Silence for a while should also maintain in order to know the response about your communication.

Question No: 21 (Marks: 10)
What type of barriers in communication will be faced by a foreigner in a country he visited for the first time and how he will be able to overcome them?
People in the world are not exactly alike. Cultures or countries are not the same. These differences,
however, can cause problems in conveying your meanings and become barrier in communication which is faced by a foreigner in a country.

Following are the barriers in communication which are faced by foreigner.

1. SEMANTIC BARRIERS:
2. PHYSICAL BARRIERS:

The explanation of these is given below:

1. SEMANTIC BARRIERS:
A basic principle of communication is that the symbols the sender uses to communicate messages must have the same meaning in both the sender’s and receiver’s minds. You can never be sure that the message in your mind will be clearly sent to your receiver. The world is full with errors, as a result of differences in semantic (meaning) understanding. Denotation is a term of semantic barriers.

A denotation is usually the dictionary definition of a word. Denotative meanings name objects, people or events without indicating positive or negative qualities. Some words have positive connotations in some contexts and negative meanings in others.

EXAMPLE:
slim girl and slim chances

2. PHYSICAL BARRIERS:
Another set of barriers is caused by your own physical appearance, your audience, or the context of the document or the presentation. Your ideas, however good and however skillfully imparted, are at the mercy of various potential physical barriers.

Following are some sub categories of physical barriers:

Psychological Barriers
Emotional Barriers
Barriers Involving Values, Attitudes etc.
Barrier of Perception of reality

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

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

Barriers Involving Values, Attitudes etc
The term attitude describes people and explains their behavior. Both personality and attitude are complex cognitive process. The difference is that personality usually is thought of as the whole person whereas attitude may makeup the personality. A receiver’s attitude toward a message can determine whether it is accepted or rejected.

Such as Some people hold rigid views on certain subjects. They maintain their rigid views regardless of the circumstances. Such a closed minded person is very difficult to communicate to.

Barrier of Perception of reality

Note: Solve these papers by yourself
This VU Group is not responsible for any solved content
In perception of reality barrier the term Inferring is used which means Conclusions made by reasoning from evidence are called inferences. We make assumptions and draw Conclusions even though we are not able to immediately verify the evidence. For example, When we reach a foreign country, we are sure that we will be treated politely. When we post a letter, we infer that it will reach its destination. Conclusions we make about things we have not observed directly can often be against our wishes.

Paper#4

Question No: 17 (Marks: 2)
What is the difference between credibility and congeniality?

Credibility and congeniality they both are the traits of good communicators:

**Credibility:**
It means they are believable. They have faith in the substance of their message. You trust their information and their intentions.

**Congeniality:**
They maintain friendly, pleasure relations with you. Regardless of whether you agree with them. Good communicators command your respond and good will. You are willing to work with them again, despite their differences.

Question No: 18 (Marks: 2)
Which points should be kept in mind while writing get-well wishes and sympathy letters.

ANS:
GIVEN ABOVE ALREADY

Question No: 20 (Marks: 5)
What is the organizational plan for order letters? Discuss each point briefly

**Organizational plan:**
Organization plan is the plan that how to order product in proper manner. it contains the following:

A. **Direct Statement of the Request**
   • Use wording that indicates an order rather than a request: “Please send me” or “please ship” instead of “I want” or “I need,” which are neither polite nor legally appropriate for a business order.
   • Open with a general description of your order that encompasses all the details.

B. **Justification, Explanation, and Details**
   • For complex orders, provide a general explanation of how the requested materials will be used.
   • Provide all specifications: quantity, price (including discounts), size, catalog number, product description, shipping instructions (date and place), arrangements for payment (method, time, deposits), and cost totals.
   • Use a format that presents information clearly and makes it easy to total amounts.

*Note: Solve these papers by yourself
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• Double-check the completeness of your order and the cost totals.
C. Courteous Close with Request for Specific Action
Include a clear summary of the desired action.
• Whenever possible, suggest a future reader benefit of complying with the order.
• Close on a cordial note.
• Clearly state any time limits that apply to your order, and explain why they are important

Question No: 21  ( Marks: 10 )
Write an order letter to ABC Company for the purchase of weather vanes?

Dear Sirs,
Please send me one of your weather vanes which I saw advertised for Rs. 2000. We have recently repainted our garage, and a weather vane would be a wonderful finishing touch.
My cheque is enclosed.
Sincerely yours,