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**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 PG 42**

**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 PG 41**

**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 PG33**
- ▶ 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 PG 16**
- ▶ Proximity
- ▶ Artifacts

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

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

- ▶ Sender/encoder,
- ▶ Message, medium,
- ▶ Receiver/decoder, feedbacks.

▶ **Audio-visual and technological** **PG 10**

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

<u>Message</u>			
Communicator	Noise	Audience	
As “sender”		as	
“receiver”			

This model represents which theory of communication?

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

**PG 8**

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

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

▶ simple

▶ **complex** **PG 23**

▶ 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** **PG 21**

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

In which communication expressions are not encoded in words?

▶ **Non-verbal** **PG 15**

▶ Verbal

▶ Written

▶ Verbal and written

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**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

**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:

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- ▶ Conciseness
- ▶ **Courtesy** PG 28
- ▶ Consideration
- ▶ Completeness

**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.**
- PG 1**

**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.

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- ▶ Mental
- ▶ **Physical** pg 16
- ▶ Spiritual
- ▶ verbal

**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*  
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▶ **Coordinate activities, and make decisions** pg 5

- ▶ Body movements
- ▶ Techniques
- ▶ Skills

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

'AMS' is the abbreviation of:

▶ **Administrative Management Society** pg 52

- ▶ Alcholic 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 communication

**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**

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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** pg 51
- ▶ 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.
- ▶ **All of the above** pg 42

**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** pg 2
- 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

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**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 respect and goodwill. You are willing to work with them again, despite their differences.

Match the above statement with one of the followings:

- ▶ Precision
- ▶ Credibility
- ▶ Control
- ▶ **Congeniality** pg 19

**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** pg 16
- ▶ Vocal Segregates
- ▶ Vocal barriers

**Question No: 40 ( Marks: 1 ) - Please choose one**

Message

Communicator As "sender"	Noise	Audience as
-----------------------------	-------	----------------

"receiver"

This model represents which theory of communication?

- ▶ Social environment theory
- ▶ General theory
- ▶ Rhetorical theory
- ▶ **Electronic theory** pg 8

Q.41) The study of word choice is called

- A. linguistics
- B. psychology
- C. semantics** pg 1
- 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)

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- ▶ Linguistics (the study of language)
- ▶ Rhetoric (the study of writing and speaking effectively)
- ▶ **Geology** pg 1

**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*  
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- ▶ 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](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

**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**  
**pg 62**

- ▶ 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

**C. Physical Barriers** pg 13

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

**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

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**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 communicator.s information and their intentions.**

**PG 19**

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

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

**Select correct option:**

**Conciseness PG 25**

Completeness

Correctness

Clarity

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

**Vocal characterizers include:**

**Select correct option:**

**Laughing, crying PG 17**

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 PG 21**

Community

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

----- is the dictionary definition of the word.

**Select correct option:**

Connotation

**Denotation PG 12**

Fascination

*Note: Solve these papers by yourself*

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Illustration

**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 PG 16**
- Question No:75 ( Marks: 1 ) - Please choose one**

\_\_\_\_\_ is associated with language but not involving the word system.

- A. **Paralanguage PG 16**
- B. Physical Characteristics
- C. Body Movement
- D. Touching behaviour

**SUBJECTIVE 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

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- 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 then 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.**

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

**ANS:**

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

**Question No: 19 (Marks: 3)**

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

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 or destroy it. Doing an honest job enthusiastically and competently helps both the doer and the receiver. Answering even routine inquiries should and can be an 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?**

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ANS:

**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**

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

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

Paper#3

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

**Write a note on beginnings & endings in a letter?**

**BEGINNING OF MESSAGE :**

. The beginning of 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:

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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,

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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**

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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.

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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,**