

**ENG301- Business Communication**

**Composed By Faheem Saqib**

**4 Papers of Final Term Exams 2010**

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**FINAL TERM EXAMINATION**

**Spring 2010**

**ENG301- Business Communication (Session - 1)**

**Time: 90 min**

**Marks: 55**

Student Info	
StudentID:	
Center:	
ExamDate:	10 Aug 2010

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

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

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

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

'AMS' is the abbreviation of:

- ▶ Administrative Management Society
- ▶ Alcholic Member Society
- ▶ **Advanced Management Society**
- ▶ Asian Management Society

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

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How many basic divisions of a formal report are?

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

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

---

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

- ▶ five
- ▶ two
- ▶ **four**
- ▶ one

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

---

Sales letters start with:

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

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

---

-----is one of the members who monitors a committee's financial activities.

- ▶ **Treasurer**

- ▶ Advisory
- ▶ Controller
- ▶ Secretary

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

---

In which communication expressions are not encoded in words?

- ▶ **Non-verbal**
- ▶ Verbal
- ▶ Written
- ▶ Verbal and written

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

---

Personal space varies according to:

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

**Question No: 9 ( 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: 10 ( 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: 11 ( 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: 12 ( Marks: 1 ) - Please choose one**

---

Proposal should be written in a :

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

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

---

The four basic purposes for giving a presentation are to inform, to persuade, to motivate, and which thing is missing?

- ▶ To entertain
- ▶ To instruct
- ▶ **To have a good interaction**
- ▶ To talk to others

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

---

Which one is national variable from the followings?

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

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

---

Which of the following complimentary close is accurate in general letter writing?

- ▶ Yours sincerely,
- ▶ Sincerely,
- ▶ Yours respectfully,
- ▶ **All of the above**

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

---

Complaint letter should be called-----.

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

**Question No: 17 ( 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: 18 ( 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: 19 ( Marks: 1 ) - Please choose one**

---

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

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

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

---

In APA format, if you are directly quoting something in your research paper from another 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: 21 ( Marks: 2 )**

---

Describe the use of visuals in a thesis paper.

Answer:

Visual such as table figures included graph , charts, drawing and photograph. Try to keep these visual as simple as possible and clearly label each visual with an Arabic numerical and included the title of the visual . the table and title should appear on separate line

**Question No: 22 ( Marks: 2 )**

---

Write the format of a short report.

Answer: Format of short reports:

- 1) For brief external reports, use the letter format , including such as title or a subject line after that the readers address which should be clearly states the subject of that document.
- 2) For brief internal reports , you should use the memo.

- 3) Single space between text.
- 4) Double space between paragraphs
- 5) Present all short informal reports properly

---

**Question No: 23 ( Marks: 2 )**

What is an appropriate closing to an interview?

**Answer:**

As we know that like opening the end of the interview is also more important than its duration should indicate.

In last few minutes you are needed to evaluate how well you done your interview. At the end you have to also correct any misconception the interviewer might have.

Concluded gracefully, and also if important discuss the salary.

---

**Question No: 24 ( Marks: 3 )**

What are the purposes of a business report?

**Answer:**

The main purpose of the business report is to convey important information in an organization. It is also to provide the despite technology advances, organize the facts , ability to collect the data and to compose a readable text remain a highly a highly marketable skills.

---

**Question No: 25 ( Marks: 3 )**

Write a note on different types of job letters.

**Answer:** There are two types of jobs letters.

---

**Question No: 26 ( Marks: 3 )**

What points and measures should be taken into account by the researcher during thesis writing under the heading "Focus your research very specifically"?

**Answer:**

Focus your research very specifically.

In your research do not cover too much area. Usually a broad defined project is not do able. Now you may think that this will distort what you want to do . this may the case but you will do a project very well when it is narrow. Also do not try to solve all the problems in one research. Do only one project for your dissertation and leave all the others for later.

**Question No: 27 ( Marks: 5 )**

---

What are four stages of AIDA plan? Describe briefly

**Question No: 28 ( Marks: 5 )**

---

Write a note on minutes of informal meetings.

**Answer: Minutes Of informal Meeting :** The written record of proceeding of a meeting is called minutes of informal reports. In the business most of the meeting are informal therefore the minutes is also informal. In this type of minutes usually date, time , place of the meeting is included. In this type of minute the name of presiding officer, a list of those people which should be present there and usually the time of adjournment is included. In this type of minute the discussion is summarized. Minutes is signed by the person who took them or by the presiding officer. Minute is duplicated and copies are sent to each person present at the meeting and to other officers.

**Question No: 29 ( Marks: 5 )**

---

What are the points to be considered while doing audience analysis?

Answer. The following steps are taking for audience analysis:

- 1) Determine size and composition of audience.
- a) first of all estimate that how many people will attend .
- b) Also consider that they have some political , professional or other type of affiliation in common.
- c) Also analyze that how many men, woman, ages ranges, occupation should be considered
- d) Also predict the probable reaction of the audience.
- e) Check that why the audience are attending the meeting.
- f) see the mood of the audience.
- g) determine the general attitude of the audience.
- h) Also you should consider that the audience has any bias that will work against you.
- i) Also consider the mood of the audience that they are in position to here you.
- j) if possible Anticipate the questions and objections.



**FINALTERM EXAMINATION**  
**Spring 2010**  
**ENG301- Business Communication (Session - 2)**

**Ref No:**  
**Time: 90 min**  
**Marks: 55**

Student Info	
StudentID:	
Center:	OPKST
ExamDate:	08 Aug 2010

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

-----records messages on a computer disk for retrieval by the receiver.

- ▶ E-mail
- ▶ Teleconferencing
- ▶ Voice mail
- ▶ Fax

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

In buffer paragraph, the point of view of the customer should be:

- ▶ Supported
- ▶ Opposed
- ▶ Neglected
- ▶ Rejected

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

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

- ▶ five
- ▶ two
- ▶ four
- ▶ one

**Question No: 4 ( 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: 5 ( 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

---

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

A receiver's attitude towards a message can determine whether it is:

- ▶ Accepted
- ▶ Rejected
- ▶ Accepted or rejected
- ▶ Mixed response

---

**Question No: 7 ( 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: 8 ( Marks: 1 ) - Please choose one**

There are -----types of Memo Reports.

- ▶ Three
- ▶ Two
- ▶ Four
- ▶ Five

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

---

There are ----- negotiation strategies.

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

**Question No: 10 ( 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: 11 ( Marks: 1 ) - Please choose one**

---

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

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

**Question No: 12 ( 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: 13 ( Marks: 1 ) - Please choose one**

---

APA stands for:

- ▶ American psychological association
- ▶ Australian physician authority
- ▶ A psychological analysis
- ▶ A philosophical approach

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

---

Which one of the followings is the most important for a successful message?

- ▶ Feedback
- ▶ Sender
- ▶ Message
- ▶ Medium

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

---

They are believable. They have faith in the substance of their message. You trust their information and their intentions.

Match the above statement with one of the followings:

- ▶ Perception
- ▶ Credibility
- ▶ Control
- ▶ Congeniality

**Question No: 16 ( 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: 17 ( Marks: 1 ) - Please choose one**

---

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

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

**Question No: 18 ( 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: 19 ( Marks: 1 ) - Please choose one**

---

There are ----- types of job letters

- ▶ two
- ▶ three
- ▶ four
- ▶ five

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

---

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

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

**Question No: 21 ( Marks: 2 )**

---

What is bibliography?

It is the list of the other books from where references are adopted, and material or other work is done. It may be at the end of the page or at the end of the book.

---

**Question No: 22 ( Marks: 2 )**

What is pre-employment test?

There are three types of job employment tests Psychological test, drug test and job skill test. These tests are used commonly for assessing the ability of the candidate for job competency his skills, ability and attitude towards work.

---

**Question No: 23 ( Marks: 2 )**

Write a note on "abstract" in a thesis paper.

An abstract is the explanation that why this paper is important. It is a summary of main ideas. It also contains implications of the research. The last sentence explains the main theme of the work. A good abstract is concise, readable, and quantitative. The length should be one to two paragraphs or approximately 400 words.

---

**Question No: 24 ( Marks: 3 )**

How do we write long quotations in a thesis paper?

Start the quotation in a new line and almost five spaces should be left from the margin. It should be in free style. Write the quotation in the new line. Keep maintain double spacing throughout the document.

---

**Question No: 25 ( Marks: 3 )**

Write a short note on the supplementary parts of a formal report.

There are three supplementary Parts.

Appendixes: The data in this report is relevant to the report but it is not included in the report because it may be too lengthy or not directly related to the report. It may include maps, long quotations and difficult formulas.

Bibliography: It is the list of the other books from where references are adopted, and material or other work is done. It may be at the end of the page or at the end of the book

Index: it is a list of names, places and subjects in alphabetical order mentioned in the report.

---

**Question No: 26 ( Marks: 3 )**

Write a note on the question and answer stage during the interview process.

It is the most important part of the interview. In this part interviewer asks questions about your qualification, personal information and main points written in the resume and try to understand about you.

---

**Question No: 27 ( Marks: 5 )**

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

---

**Question No: 28 ( Marks: 5 )**

Write a note on five types of work place power.

1. Legitimate power is based on the position, role, authority and control over resources of a person in an organization.
2. Reward power: it is exerted by someone who has control over resources of the

- organization and influence of the person to the behaviours
3. Expertise power includes the ability, skills and strength over other employees of the organization.
  4. Consultation power is exerted by the person who accepts advice from others, seeks information.
  5. Coercive power: is used by persons who use force or authority, emotional or physical.

**Question No: 29 ( Marks: 5 )**

---

Which elements influence the length and format of a report?

Preprinted forms should be short normally five or fewer pages and contains routine information. This format may be used on request by the person authorizing the report.

In Letter writing less than five pages should be considered enough especially when communicating outsiders. It may include the normal parts of the letter and also may include the foot notes, tables and headings.

A memo may not more than ten pages. It has headings on the top To, From, Date, and Subject.

**Question No: 30 ( Marks: 5 )**

---

How can visual aids be helpful in an oral presentation?

Visual aids make presentation more effective. It can also help the audience to follow the presentation and make it easy to understand. There are two common types of visual aid that is overhead transparencies and computer slide shows.

**FINAL TERM EXAMINATION**

**Spring 2010**

**ENG301- Business Communication (Session - 3)**

**Time: 90 min**

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

In-----punctuation, no line of heading or inside address is punctuated.

- ▶ close punctuation
- ▶ open punctuation
- ▶ **standard Punctuation**
- ▶ long punctuation

**Question No: 2 ( 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: 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**

What is the more formal way of communication?

- ▶ **Written communication**
- ▶ Oral communication
- ▶ Non-verbal communication
- ▶ Effective communication



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

- ▶ **business report**
- ▶ progress report
- ▶ informal report.
- ▶ formal report

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

An employment interview is which type of meeting in which both employer and applicant ask questions and exchange information.

- ▶ Important
- ▶ **Formal**
- ▶ Informal
- ▶ Ordinary

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

Which type of interview is less formal and unstructured?

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

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

There are----- major research perspectives.

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

**Question No: 10 ( 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: 11 ( Marks: 1 ) - Please choose one**

: ----- are designed to analyze relationships between two or more variables.

- ▶ **Co relational Studies**

- ▶ Causal comparative studies
- ▶ Descriptive studies
- ▶ Group studies

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

Which one is national variable from the followings?

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

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

Arrived at the conclusion' is ----- expression and 'Concluded' is -----  
----- expression.

- ▶ concise, verbose
- ▶ Verbose, concrete
- ▶ **Concise, simple**
- ▶ Verbose, concise

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

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

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

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

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

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

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

In which letter, you need to start by capturing the reader's attention and interest.

- ▶ **Unsolicited**
- ▶ Formal
- ▶ Informal
- ▶ Solicited

**Question No: 17 ( 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: 18 ( Marks: 1 ) - Please choose one**

Which one of the following is not a step of buffer paragraph technique?

► **Deductive approach (REF. page94)**

- Explanation
- Your no (stated or implied)
- A friendly close

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

While writing letters refusing adjustments when the buyer is at fault, which of the following options is not the part of it?

- Support your point of view in your buffer paragraph
- Assure the customer that the request is appreciated and has received individual consideration.
- Present the explanation before the decision
- Be courteous even when answering an angry or a distorted claim

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

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

- tables and figures
- appendices
- **bibliography (ref. page #205)**
- index

**Question No: 21 ( Marks: 2 )**

What is a stress interview?

**Question No: 22 ( Marks: 2 )**

Name two types of memo reports.

**Question No: 23 ( Marks: 2 )**

What do you understand by MLA and APA formats?

**Question No: 24 ( Marks: 3 )**

How do we write long quotations in a thesis paper?

**Question No: 25 ( Marks: 3 )**

How can you write a good resume?

**Question No: 26 ( Marks: 3 )**

You should consider the audience's concerns while giving an oral presentation. Discuss.

**Question No: 27 ( Marks: 5 )**

How far do you agree that internal communication is important for proper running of an organization?

**Question No: 28 ( Marks: 5 )**

What is E Q and its importance for a successful job?

**Question No: 29 ( Marks: 5 )**

Write a note on narrative minutes.

**Question No: 30 ( Marks: 5 )**

Write a note on five types of work place power.

**FINALTERM EXAMINATION  
Spring 2010  
ENG301- Business Communication (Session - 4)**

**Ref No: 1604140**

**Time: 90 min**

**Marks: 55**

Student Info	
StudentID:	MC090402081
Center:	OPKST
ExamDate:	12 Aug 2010

**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**

---

Circular letters are used:

- ▶ To send information to a group of company.
- ▶ To send the same information to a number of people.
- ▶ To communicate other company.
- ▶ To send information inside of a company

**Question No: 3 ( 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: 4 ( Marks: 1 ) - Please choose one**

---

-----is one of the members who monitors a committee's financial activities.

- ▶ Treasurer
- ▶ Advisory
- ▶ Controller
- ▶ Secretary

**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**

---

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: 7 ( 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

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

---

The four basic purposes for giving a presentation are to inform, to persuade, to motivate, and which thing is missing?

- ▶ To entertain
- ▶ To instruct
- ▶ To have a good interaction
- ▶ To talk to others

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

---

Which one is national variable from the followings?

- ▶ Time
- ▶ Space
- ▶ Economics

- ▶ Food

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

---

Laughing, crying, sighing, yawning, clearing the throat, groaning, yelling, whispering etc. show which one of the aspects:

- ▶ Vocal characterizers
- ▶ Vocal Qualifiers
- ▶ Vocal Segregates
- ▶ Vocal intensifiers

**Question No: 11 ( 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: 12 ( Marks: 1 ) - Please choose one**

---

Globalization means for a Company to survive, it must establish markets not only in its own country but also in-----.

- ▶ all countries
- ▶ six countries
- ▶ many countries Doubt
- ▶ Asia

**Question No: 13 ( 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)

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

---

Complaint letter should be called-----.

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

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

---

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

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

**Question No: 16 ( 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: 17 ( Marks: 1 ) - Please choose one**

---

There are ----- types of job letters

- ▶ two
- ▶ three
- ▶ four
- ▶ five

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

---

Why do we communicate?

One of the following is not the purpose of any given 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 misguide other person and win him to your side.

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

---

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

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

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

---

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

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

**Question No: 21 ( Marks: 2 )**

---

What are win-lose strategies in negotiation?

**Question No: 22 ( Marks: 2 )**

---

What today's employer do seek in job applicants?

---

**Question No: 23 ( Marks: 2 )**

Which things are included in personal data while writing a resume?

---

**Question No: 24 ( Marks: 3 )**

How do we write long quotations in a thesis paper?

---

**Question No: 25 ( Marks: 3 )**

Write an example of minutes of the meeting from your course.

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**Question No: 26 ( Marks: 3 )**

What are "Reading and Memorization" methods of delivering a presentation?

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**Question No: 27 ( Marks: 5 )**

Do you think that 'Paralanguage' and 'Physical characteristics' can convey non-verbal message more effectively? Comment on this statement.

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**Question No: 28 ( Marks: 5 )**

Write a note on the followings:

- A-Structured interview
- B-Open ended interview

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**Question No: 29 ( Marks: 5 )**

What are common errors to avoid in a letter report?

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**Question No: 30 ( Marks: 5 )**

A good proposal has a good title and it is the first thing to help the reader understand the nature of your work. Comment.