ENG201:All Final Term MCQ and All Past Paper BY

---------- Hasnain Sunny ----------

Humari Mehnat k liya Ager Ho sakay to Hum ko duion m yad Rkhn

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

Which one of these words is not a synonym for "business"?

- ► capital
- ► enterprise
- ► project
- ► venture

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

In which of the following bars are replaced by drawings that represent the thing described?

- ► **Bar graphs**
- ► **Line Graphs**
- ► **Pictographs**
- ► **Photographs**

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

Which of the following presents the main idea before the supporting data?

- ► Strategic plan
- ► Indirect plan
- ► Direct plan
- ► Business plan

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

Which question is used to ask about residential status?

- ► What's your address?
- ► Where are you from?
- ► Where do you belong to?
- ► Please sign here.

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

Which question asks for advice?

- ► What would you like to know?
- ► What should I do with my plastic bottles?
- ► I'm afraid I don't know where the entrance is.
- ► May I help you in any way?

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

Why style guides are widely used in organizations?

- ► To achieve a uniform document
- ► To achieve consistency of style
- ► To achieve good results
- ► Both i & ii

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

Claim letter is also called:

- ► Transmittal letter
- ► Credit refusing letter
- ► Adjustment letter
- ► Complaint letter

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

Which of the following can be defined as follows

"It is not merely politeness with mechanical insertion of 'please' and 'thank you', rather it is politeness that grows out of respect and concern for others."

- ► Clarity
- ► Courtesy
- ► Consideration
- ► Credibility

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

Where we use proper tone from the beginning in a reasonable and understandable way?

- ► Neutral news message

► Bad news message
► Good news message
► Business message

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

Which of the following composition process is used in general and specific purpose while developing profile?

► Composing business message
► Defining objectives
► Bad news message
► Planning business message

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

Something that stands for or represents something else, especially an object representing an abstraction is called:

► Pagination
► Symbol
► Equation
► Acronyms

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

Choose the correct sentence.

► Your award is richly-deserved.
► Your award is richly deserved.
► Your award is richly, deserved.
► Your award is richly; deserved.

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

Which word in the following sentence should contain an apostrophe?

Phillipa cannot go to her friends party because her parents have no cars.

► can’not

► parents’
► friend’s
► car’s

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

Choose the correct sentence.

► The tomatoes whom grow in her garden are unlike those you buy in a store.
► The tomatoes who grow in her garden are unlike those you buy in a store.
► The tomatoes that grow in her garden are unlike those you buy in a store.
► The tomatoes which grow in her garden are unlike those you buy in a store.

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

Identify the correct subjects and verbs. The subjects are in bold and the verbs are underlined.

► In the newspaper, an interesting **article** appeared.
► In the **newspaper**, an interesting article appeared.
► In the **newspaper**, an interesting article appeared.
► In the newspaper, an interesting **article** appeared.

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

Choose the sentence with the correct punctuation.

► I have been to San Francisco, California, Reno, Nevada, and Seattle, Washington.
► I have been to San Francisco California; Reno Nevada; and Seattle Washington.
► I have been to San Francisco, California; Reno, Nevada; and Seattle, Washington.
► I have been to San Francisco California, Reno Nevada, and Seattle Washington.

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

Choose the sentence with the correct punctuation.

► Clothes are often made from synthetic material; for instance, rayon.
► Clothes are often made from synthetic material, for instance, rayon.
► Clothes are often made from synthetic material, for instance: rayon.
► Clothes are often made from synthetic material, for instance; rayon.

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

Choose the correct sentence.

► The elections will be held on the first Tuesday, of November, 2008.
► The elections will be held, on the first Tuesday of November 2008.
► The elections will be held on the first Tuesday of November, 2008.
► The elections will be held on the first Tuesday of November 2008.

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

Choose the correct sentence.

► I am asking if you would like to rollerblade together tomorrow?
► I am asking "if you would like to rollerblade together tomorrow"?
► I am asking "if you would like to rollerblade together tomorrow."
► I am asking if you would like to rollerblade together tomorrow.

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

Choose the correct sentence.

► Jan asked? "What did Joe mean when he said, 'I will see you later.'"
► Jan asked, "What did Joe mean when he said, 'I will see you later?'"
► Jan asked, "What did Joe mean when he said, 'I will see you later'?"
► Jan asked, "What did Joe mean when he said, 'I will see you later'"?

Question No: 21 (Marks: 1) - Please choose one

Which of the following report is often used when sending information to a reader outside the organization?

► Letter reports
► Business reports
► Formal reports
► Informal reports

Question No: 22 (Marks: 1) - Please choose one

Choose the correct sentence.

- ► That is a problem who can't be solved without a calculator.
- ► That is a problem that can't be solved without a calculator.
- ► That is a problem whom can't be solved without a calculator.
- ► That is a problem which can't be solved without a calculator.

Question No: 23 (Marks: 1) - Please choose one

Which of the following reports represent prefatory parts, text and supplementary parts?

- ► Formal reports
- ► Informal reports
- ► Analysis reports
- ► Progress reports

Question No: 24 (Marks: 1) - Please choose one

How many elements are found in general superstructure of reports?

- ► Three
- ► Two
- ► Six
- ► Five

Question No: 25 (Marks: 1) - Please choose one

While practicing your speech you should do all of the following except:

- ► Finish your speech without stopping to correct errors or to restart
- ► Practice in a singular setting
- ► Keep practice sessions brief
- ► Practice in various settings

Question No: 26 (Marks: 1) - Please choose one

Which of the following proposal section is related to researcher's investigation?

- ► Justification of the study
- ► Research question
- ► Definition of terms
- ► Purpose of the study

Question No: 27 (Marks: 1) - Please choose one

How many elements are found in conventional superstructure for instructions?

- ► Three
- ► Four
- ► Five
- ► Two

Question No: 28 (Marks: 1) - Please choose one

Choose the correct sentence.

- ► You are my friend, however, I cannot afford, to lend you any more money.
- ► You are my friend, however; I cannot afford to lend you any more money.
- ► You are my friend: however I cannot afford to lend, you any more money.
- ► You are my friend; however, I cannot afford to lend you any more money.

Question No: 29 (Marks: 1) - Please choose one

How many categories of role playing are used in meetings?

- ► Three
- ► Two
- ► Four
- ► Five

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

How many elements are found in the conventional superstructure of a progress report?

► Three
► Four
► Five
► Six

FINALTERM EXAMINATION
ENG201- Business and Technical English Writing (Session - 1)
Time: 90 min

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

Which of the following you consider while making the framework of your table?

► How to order the rows and columns
► How to align entries in the columns
► Where to place special notes
► **All of them**

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

In which of the following bars are replaced by drawings that represent the thing described?

► Bar graphs
► Line Graphs
► **Pictographs**
► Photographs

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

Complete the question tag: They worked for Kaufman's,

► **Did they?**
► **Haven't they?**
► **Didn't they?**
► **Had they?**

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

Biased language that might offend the audience is based on ----------

► **Cultural bias, gender bias**
► Cultural bias, nationality bias
► Unity bias, nationality bias
► None of them

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

What is meant by the term 'Connotative'?

► It refers to the literal meaning of words.
► **It refers to the associations that are connected to a certain word.**
► It refers to general meaning of words.

► It refers to cognitive meaning of words.

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

How can we increase the audience's ability to absorb and remember information from a purely practical standpoint? http://vustudents.ning.com

► Audience attention
► Presentation
► Speech
► **The visual aids**

Question No: 7 http://vustudents.ning.com (Marks: 1) - Please choose one

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"I am currently studying veterinary medicine, and I am working part-time at an animal clinic." This statement in the introduction of the speech could best be described as:

► **Gaining attention**
► **Revealing the topic**
► **Establishing credibility**
► **Bragging**

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

What is meant by task-facilitating roles?

► **Suggesting decision-making procedures that will move the group towards the goal**
► drawing out other members by showing verbal support
► offering to yield on a point in the interest of reaching mutually acceptable decision
► Drawing out other members by showing verbal and non verbal support, praise or Agreement

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

Choose the correct sentence.

► **You may not enter Mr. Harris office without his permission.**
► **You may not enter Mr. Harrises office without his permission.**
► **You may not enter Mr. Harrises' office without his permission.**
► **You may not enter Mr. Harris's office without his permission.**

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

Choose the sentence with the correct punctuation.

► **We ask, therefore; that you keep this matter confidential.**
► **We ask, therefore, that you keep this matter confidential.**
► **We ask; therefore, that you keep this matter confidential.**

► **We ask: therefore, that you keep this matter confidential.**

Question No: 11 (Marks: 1) http://vustudents.ning.com - Please choose one

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Choose the sentence with the correct punctuation.

► **The order was requested six weeks ago, therefore I expected the shipment to arrive by now.**

► **The order was requested six weeks ago, therefore, I expected the shipment to arrive by now.**

► **The order was requested six weeks ago: therefore, I expected the shipment to arrive by now.**

► **The order was requested six weeks ago; therefore, I expected the shipment to arrive by now.**

Question No: 12 (Marks: 1) http://vustudents.ning.com - Please choose one

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Choose the sentence with the correct punctuation.

► **The American flag has three colors: namely, red, white, and blue.**

► **The American flag has three colors, namely; red, white, and blue.**

► **The American flag has three colors; namely, red, white, and blue.**

► **The American flag has three colors namely, red, white, and blue.**

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

What is meant by intended reader?

► Simple reader

► Complex reader

► **A member of a target audience**

► Unplanned reader

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

The act of considering or examining something in order to judge its value shows:

► Credibility

► **Evaluation**

► Conciseness

► All of them

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

Which method is a bottom-up or generative approach to research?

► Pattern method

► **Hypothesis method**

► Inductive method

► Deductive method

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

What are the best persuasive messages closely connected to?

- ► **The indirect approach http://vustudents.ning.com**
- ► The positive aspects of your message
- ► The direct approach
- ► The desires and interests of the audience

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

Choose the correct option.
A good business letter is simple and straightforward without being harsh or ----------.

- ► patriotic
- ► paternal
- ► **patronizing**
- ► panoramic

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

Which type of Visual aid are three dimensions? http://vustudents.ning.com

- ► **Graphics**
- ► Object
- ► Graph
- ► Picture

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

Choose the correct option.
Feasibility reports are used:

- ► To analyze problems and predict practical alternatives
- ► To control problems, sell products and services
- ► **To monitor and control production, sales, shipping, etc.**
- ► To solve problems and supply facts

Question No: 20 (Marks: 1) http://vustudents.ning.com - Please choose one

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What is the typical sequence of interviews?

- ► Screening stage and final stage.
- ► Screening stage, selection stage, and final stage.
- ► Selection stage and final stage.
- ► **There is no typical sequence of interviews.**

FINALTERM EXAMINATION

ENG201- Business and Technical English Writing (Session - 2)

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

Which of the following you consider while making the framework of your table?

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► **All of them**

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

In which of the following bars are replaced by drawings that represent the thing described?

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

Complete the question tag: They worked for Kaufman's,
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► Didn't they?
► Had they?

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► You may not enter Mr. Harris's office without his permission.

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Choose the sentence with the correct punctuation.

► We ask, therefore; that you keep this matter confidential.
► We ask, therefore, that you keep this matter confidential.
► We ask; therefore, that you keep this matter confidential.
► We ask: therefore, that you keep this matter confidential.

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Choose the sentence with the correct punctuation.

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► The order was requested six weeks ago, therefore, I expected the shipment to arrive by now.
► The order was requested six weeks ago: therefore, I expected the shipment to arrive by now.
► The order was requested six weeks ago; therefore, I expected the shipment to arrive by now.

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

Choose the sentence with the correct punctuation.

► The American flag has three colors: namely, red, white, and blue.
► The American flag has three colors, namely; red, white, and blue.
► The American flag has three colors; namely, red, white, and blue.
► The American flag has three colors namely, red, white, and blue.

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

What is meant by intended reader?

- ► Simple reader
- ► Complex reader
- ► A member of a target audience
- ► Unplanned reader

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- ► Credibility
- ► Evaluation
- ► Conciseness
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- ► The indirect approach
- ► The positive aspects of your message
- ► The direct approach
- ► The desires and interests of the audience

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

Choose the correct option.

A good business letter is simple and straightforward without being harsh or ----------.

- ► patriotic
- ► paternal
- ► patronizing
- ► panoramic

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

Which type of Visual aid is the most difficult to execute effectively?

- ► Graphics
- ► Projections
- ► Handouts
- ► Film and video

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

Choose the correct option.
Feasibility reports are used:

- ► To analyze problems and predict practical alternatives
- ► To control problems, sell products and services
- ► To monitor and control production, sales, shipping, etc.
- ► To solve problems and supply facts

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

What is the typical sequence of interviews?

- ► Screening stage and final stage.
- ► Screening stage, selection stage, and final stage.
- ► Selection stage and final stage.
- ► There is no typical sequence of interviews.

Question No: 21 (Marks: 2)

Why Proposals are written?

Proposals: In a proposal, identify a specific problem and state how you will solve that problem. Most organizations rely on successful proposal writing for their continued existence. You will most likely spend a major part of your professional life writing proposals.

Question No: 22 (Marks: 2)

What are the characteristics of a good interviewer?

Good interviewers are good at collecting information, listening, and probing, so should develop set of interview questions and decide on their sequence.

Question No: 23 (Marks: 2)

What is the problem with a double negative in a sentence?

Use only one negative word to express a negative idea. In English, using two negative words to express one negative idea creates a positive rather than a negative interpretation.

Question No: 24 (Marks: 3)

How do Visual Aids support your arguments?

Almost all presentations can be enhanced by the effective use of visual aids. These can include handouts, overhead transparencies, drawings on the whiteboard, PowerPoint slides, and many other types of props. Visual aids are an important nonverbal aspect of your speech that you can control. Once you have chosen a topic, you need to consider how you are going to show your audience what you are talking about.

Question No: 25 (Marks: 3)

What is Analogy?

Definition

An analogy is a comparison of certain similarities between things which are otherwise unlike.

Discussion

In education, teachers commonly use analogies to introduce something new to students. They compare the new material to something the students already know and understand.

Example

Here is an example of an analogy:

- A street light is like a star. Both provide light at night, both are in predictable locations, both are overhead, and both serve no function in the daytime.

Question No: 26 (Marks: 3)

What are the general rules for capitalizing letters?

Capitalization: Although there are many specialized rules for capitalizing letters, the following four are the most common.

Capitalize **the first words of sentences**, including sentences cited in quotations: The QA engineer has been quoted as saying, "The main source of connector failure found in the analysis

is seal deformation caused by pressures in excess of 1000 psig." **Capitalize proper names,** including any particular person, object, place, project, institution, river, vessel, genus, culture, ethnic group, or formal job title. Unless you are following a documentation style that specifies otherwise, capitalize titles of books, periodicals, published and unpublished reports, articles, and document sections. **Rules for Capitalizing Multiple-Word Titles and Proper Names** Unless you are following a documentation style that specifies otherwise, observe the following rules for capitalizing multiple word titles and proper nouns. Capitalize all nouns, pronouns, verbs, adjectives, adverbs, and subordinating conjunctions. Capitalize any word, regardless of the part of speech, if it is the first or last word of the title

Question No: 27 (Marks: 5)

What is coherence and why is it important?

. **What is coherence and why is it important?** Look for ways to improve the coherence of your writing. Coherence is the quality of hanging together,
m
their ideas in specific pattern
document strengthen its impact. Coherence can dramatically improve the reader's ability to understand your material by promot
technical communication and writing because of the inherent comp
level of the whole document, coherence helps to provide the larger picture, in which the connections among the parts o
roadmap to help them anticipate the content of your work. Abstracts, clear titles, introdu
linking various parts of a piece of writing. Look for ways to improve the coherence of your writing. Coherence is the quality of hanging

Question No: 28 (Marks: 5)

What are Test Specifications?

Test Specification:
• *Introduction*
• *Applicable documents:* these documents might describe test procedures on similar products designed and developed in the past
. • *Description of unit to be tested.*
• *Testing method:* this section provides a step-by-step description of the testing Business and Technical English-ENG201 **VU** © Copyright Virtual University of Pakistan 123 procedure.
• *Precautions*
• *Glossary*

Question No: 29 (Marks: 5)

Differentiate between Graphic visual aids and Text visuals.

Good visual Aids are Essential To create instructions that will help your readers and also shape their attitudes in the way that you want, you must pay special attention to instructions.

These include visual design, including both page design and the design of the drawings, charts, flow diagrams etc.

Designing and presenting visual aids Two types of visual aids are used to supplement speeches and presentations Text visuals consist of words and help the audience follow the flow of ideas. Because
se text visuals are simplified outlines of your presentation, you can use them to summarize and preview the

Question No: 30 (Marks: 5)

Write down the five purposes of using Colons.

Colons:
Use *colons* for the following purposes:
• to introduce and emphasize lists, quotations and explanations and certain appositional elements (see Layout)
• to express ratios
• to separate numbers signifying different nouns, such as in separating units of
• time or elements in a bibliographic citation
• to separate titles from subtitles

FINALTERM EXAMINATION
ENG201- Business and Technical English Writing

Time: 120 min **Marks: 75**

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

Which of the following is unsurpassed in its ability to depict the composition of a whole?

► **Pie Charts –**
► Flow Charts
► Organizational Charts
► Schedule Charts

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

Which of the following accurately convey the actual appearance of things?

► Graphs

► **Diagrams -**
► Charts

► Tables

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

Which of the following are functional units that revolve around a single thought?

► **Paragraphs-**
► Passages
► Fragments
► Documents

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

Which of the following aims at gathering specific information?

► Letter of claim
► Letter of request
► **Letter of inquiry –**
► Letter of information

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

Which is the most polite expression?

► Can I help you?
► Could I help you?
► **May I help you?**
► Should I help you?

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

Which signature is the most formal?

► Love,
► **Yours faithfully, -**
► Best wishes,
► Best regards,

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

How many punctuation styles are usually used in business communication?

► One
► Two
► Three
► **Four-**

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

What is meant by the term 'Connotative'?

- ► It refers to the literal meaning of words.
- ► **It refers to the associations that are connected to a certain word. –**
- ► It refers to general meaning of words.
- ► It refers to cognitive meaning of words.

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

Which of the following composition process is used in general and specific purpose while developing profile?

- ► Composing business message
- ► Defining objectives
- ► Bad news message
- ► **Planning business message-**

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

Feeling nervous leads speakers to:

- ► Improperly evaluate themselves
- ► **Forget their speech-**
- ► Eliminate their anxiety
- ► Exaggerate their anxiety.

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

"I am currently studying veterinary medicine, and I am working part-time at an animal clinic." This statement in the introduction of the speech could best be described as:

- ► **Gaining attention –**
- ► Revealing the topic
- ► Establishing credibility
- ► Bragging

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

What type of questions is used in both factual information and underlying feelings?

- ► Multiple questions

► Objective questions
► Subjective questions
► **Open-ended questions** -

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

AIDS stands for:

► Attention Immunodeficiency Syndrome
► Acquired Implement System
► **Acquired Immunodeficiency Syndrome-**
► Attention Implement System

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

Choose the correct sentence.

► A friendly-little dog is all I need for company.
► **A friendly little dog is all I need for company. –**
► A friendly, little dog is all I need for company.
► A friendly; little dog is all I need for company.

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

Choose the correct sentence.

► The actresses costumes looked beautiful on them.
► The actresse's costumes looked beautiful on them.
► **The actresses' costumes looked beautiful on them. -**
► The actress' costumes looked beautiful on them.

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

Choose the sentence with the correct comma placement.

► **We will grant you immunity, if you decide to cooperate with us. –**
► We will grant you immunity, if you decide, to cooperate with us.
► We will grant you immunity if you decide, to cooperate with us.
► We will grant you immunity if you decide to cooperate with us.

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

Which of the following punctuation refers to explain some points within the sentence?

► **Dash-**
► Colon

► Semicolon
► Ellipsis

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

Choose the sentence with the correct punctuation.

► I need a few items at the store clothespins, a bottle opener, and napkins.
► **I need a few items at the store; clothespins, a bottle opener, and napkins.**
► I need a few items at the store: clothespins, a bottle opener, and napkins.
► I need a few items at the store, clothespins, a bottle opener, and napkins.

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

Choose the sentence with the correct punctuation.

► Clothes are often made from synthetic material; for instance, rayon.
► Clothes are often made from synthetic material, for instance, rayon.
► Clothes are often made from synthetic material, for instance: rayon.
► **Clothes are often made from synthetic material, for instance; rayon.**

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

Identify the correct subjects and verbs. The subjects are in bold and the verbs are underlined.

► The insurance agent gave her sound **advice**.
► **The insurance agent gave her sound advice. –**
► The insurance agent gave **her** sound advice.
► The insurance **agent** gave her sound advice.

Question No: 21 (Marks: 1) - Please choose one

Choose the correct sentence.

► Please contact me, if you have any questions.
► **If you have any questions, please contact me. –**
► Please contact me if you have any questions.
► If you have any questions; please contact me.

Question No: 22 (Marks: 1) - Please choose one

Choose the correct sentence.

► Wherever we go people recognize us.
► Wherever we go, "people" recognize us.
► Wherever we go; people recognize us.

► **Wherever we go, people recognize us. –**

Question No: 23 (Marks: 1) - Please choose one

Software functional specs usually contain:

► Assumptions, resources
► Cost target, Maintenance
► **A & b - correct**
► Orientation specs and Functional specs

Question No: 24 (Marks: 1) - Please choose one

Choose the correct sentence.

► "Your right to be concerned" said one veterinarian. "I would like to take a look at your dog."
► "Your right to be concerned, said one veterinarian, "I would like to take a look at your dog."
► "You're right to be concerned" said one veterinarian. "I would like to take a look at your dog."
► **"You're right to be concerned," said one veterinarian. "I would like to take a look at your dog." -**

Question No: 25 (Marks: 1) - Please choose one

The act of considering or examining something in order to judge its value shows:

► Credibility
► **Evaluation -**
► Conciseness
► All of them

Question No: 26 (Marks: 1) - Please choose one

Which of the following mechanics are used to shorten phrases in order to save space or to avoid awkward repetition of phrases?

► Abbreviations
► Capitalizations
► **Acronyms-**
► None of the above

Question No: 27 (Marks: 1) - Please choose one

Which of the following mechanics is used to denote a number of things on a list one by one?

► Symbols
► Equations
► Acronyms
► **Enumeration –**

Question No: 28 (Marks: 1) - Please choose one

Which of the following should be done when writing recommendation letters?

► Include only relevant and factual information.
► Avoid value judgments.
► Balance criticisms with favorable points.
► **All of the above-**

Question No: 29 (Marks: 1) - Please choose one

The **Introduction** of a report answers:

► Proposal

► Facts of report

► Conclusions and Recommendations

► **Reader questions-**

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

Which one of the following is an example of a progress report?

► Bid to write training manuals for a health care corporation.
► Presentation of the policies and procedures required by a health care corporation.
► .Report on research done to ascertain whether online multimedia training for health care professionals is a viable option.
► **Summary of the end-of-year-one status of a two-year project to develop multimedia-based training modules for healthcare professionals.**

Question No: 31 (Marks: 2)

What are Analytical assignments?
Answer:

These assignments are written to analyze any problems such as why a company is having problems in hiring secretaries, low wage, location of office etc.

Question No: 32 (Marks: 2)

What is the disadvantage of close-ended questions?
Answer:

The close-ended questions require yes or no answers. Questioner does not receive full response but just a short response.

Question No: 33 (Marks: 2)

Elaborate a few sources of Writer's Block.

Few sources are lack of information, lack of confidence, not having a well defined objective.

Question No: 34 (Marks: 3)

Explain the term Budget Statement.

Budget statement is a table that lists how much money will be spent and collected.

Question No: 35 (Marks: 3)

How can visual aids be helpful in oral presentation?

Visual aids help in delivering the speeches and to accommodate audience's questions and help audiences in understanding the purpose of the presentation.

Question No: 36 (Marks: 3)

Describe how an organization produces formal reports.

Formal reports usually include: Research work, collecting ideas, visual aids, writing the material and formatting

Question No: 37 (Marks: 5)

How Fog Index should be used? Explain with examples.

Question No: 38 (Marks: 5)

What are the Functions and Contents of a Progress Report?

To report your progress on any specific work or project.
To report your progress on all activities whole year and by the end of year.

FINALTERM EXAMINATION
Fall 2009
ENG201- Business and Technical English Writing

Choose the sentence with the correct punctuation.

- ► I wanted a cup of coffee not a glass of milk.
- ► I wanted a cup of coffee: not a glass of milk.
- ► I wanted a cup of coffee, not a glass of milk.
- ► I wanted a cup of coffee; not a glass of milk.

Choose the correct sentence.

- ► One-third of the eligible population tend not to vote in national elections.
- ► One-third of the eligible population are tending not to vote in national elections.
- ► One-third of the eligible population have tended not to vote in national elections.
- ► One-third of the eligible population tends not to vote in national elections.

Which one of the following component is not a part of planning written message?

- ► Developing the main idea
- ► Construct an outline
- ► Estimate the appropriate length
- ► Handle audience's questions effectively

Feeling nervous leads speakers to:

- ► Improperly evaluate themselves
- ► Forget their speech
- ► Eliminate their anxiety
- ► Exaggerate their anxiety.

Which one of the following questions that produce specific information, save time, requires less effort to answer, and eliminate bias and prejudice in answers?

- ► Open-ended questions
- ► Close-ended questions
- ► Subjective questions
- ► Objective questions

AIDS stands for:

- ► Attention Immunodeficiency Syndrome
- ► Acquired Implement System
- ► Acquired Immunodeficiency Syndrome
- ► Attention Implement System

Which of the following messages aim to influence audiences who are inclined to resist, so they depend heavily on strategic planning?

- ► Considerate messages
- ► Courteous messages
- ► Informative messages
- ► Persuasive messages

Which form is correct in most situations?

- ► Could you help me?
- ► Help me?
- ► Excuse me; I was wondering if you could possibly help me?
- ► I need help.

Choose the correct sentence.

- ► He is a happily-married man.
- ► He is a happily married man.
- ► He is a happily, married man.
- ► He is a happily; married man

In the following sentence, which word is there a missing apostrophe?

My parents and their friends often visit each others houses.

- ► House’s
- ► Parent's
- ► Other’s
- ► Friend’s

What punctuation mark should complete the following sentence?

John was angry and shouted at his son, “Go to your room now!

► Question mark
► Full stop
► Speech mark
► Comma

Which of the following proposal section refers to discussion of results?

► Conclusion
► Budget
► Procedure
► None of the above

Which of the following speech offers a verbal explanation of a complex process?

► Explanatory speech
► Instructional speech
► Demonstration speech
► Oral briefing

_____ is a matter of grouping or clustering ideas clearly.

► Visualization
► Simplification
► Effective organization
► Word choice

Which of the following would be unethical to use in a persuasive message?

► Consideration of audience needs
► The "you" attitude
► Manipulation
► Persuasion

Choose the correct sentence.

► Carl worried about the hurricane; but tried to stay calm and help his family.
► Carl worried about the hurricane; but tried to stay calm, and help his family.

► Carl worried about the hurricane but tried to stay calm and help his family.
► Carl worried about the hurricane but tried to stay calm, and help his family.

Choose the sentence with the correct comma placement.

► You are I am sure, telling the truth.
► You are I am sure telling, the truth.
► You are, I am sure, telling the truth.
► You are, I am sure telling the truth.

Choose the sentence with the correct punctuation.

► Clothes are often made from synthetic material; for instance, rayon.
► Clothes are often made from synthetic material, for instance, rayon.
► Clothes are often made from synthetic material, for instance: rayon.
► Clothes are often made from synthetic material, for instance; rayon.

Which is farthest in the past?

► couple of days
► last week
► a day before yesterday
► a month ago

Which phrase should be used while making a presentation ?

► Please feel free to interrupt me with questions.
► Don't disturb me while I'm presenting these statistics.
► No, you're wrong. We need more staff.
► Please! No interruptions during the presentation.

Which Three types of readers usually exist?

► Phantom Readers, Future Readers, Complicated Readers
► Future Readers, Complex Readers, Complicated Readers
► Future Readers, Complex Readers, Technical Readers
► Phantom Readers, Future Readers, Complex Readers

Which of the following aspect represents a series of events that tells the reader what happened?

- ► Description
- ► Analysis
- ► Narration
- ► Improved version

Which of the following feature should be placed either immediately before or immediately after the noun?

- ► Adverb modifiers
- ► Dependent clause
- ► None of them
- ► Modifiers of noun

Choose the correct sentence.

- ► I am asking if you would like to rollerblade together tomorrow?
- ► I am asking "if you would like to rollerblade together tomorrow"?
- ► I am asking "if you would like to rollerblade together tomorrow."
- ► I am asking if you would like to rollerblade together tomorrow.

Choose the correct sentence.

- ► Jan asked? "What did Joe mean when he said, 'I will see you later.'"
- ► Jan asked, "What did Joe mean when he said, 'I will see you later?'"
- ► Jan asked, "What did Joe mean when he said, 'I will see you later'?"
- ► Jan asked, "What did Joe mean when he said, 'I will see you later'"?

What is meant by attitudes?

- ► Judgments of right and wrong
- ► Observable actions
- ► Statements of approval or disapproval
- ► Statements of truth

Which of the following element refers to brief overview of report's most important point?

- ► Synopsis
- ► Executive Summary
- ► Contents
- ► Bibliography

What should be the purpose of visual aids?

- ► To make the document interesting
- ► To provide information
- ► To simplify the data
- ► All of the above

What is the last thing you need to do before you get ready to distribute your document?

- ► Designing
- ► Revising
- ► Proofreading
- ► All of the above

Which one of the following should be placed either immediately before or after the noun?

- ► Misplaced Modifiers
- ► Modifiers of Nouns
- ► Adverb Modifiers
- ► Dangling Modifiers

Eng 201 Paper 2:00 PM 11-2-2011
Total: 40
Objectives: 27
Subjective: 13 (2x4; 3x5; 5x5)

1-What is the last thing you need to do before you get ready to distribute your document?
► Designing
► Revising
► Proofreading
► All of the above

2-Feasibility reports are used:
► To analyze problems and predict practical alternatives.
► To control problems, sell products and services.
► To monitor and control production, sales, shipping, etc.
► To solve problems and supply facts.

3-Which phrase is used during a presentation?
► Thanks for giving me a hand.
► Thank you very much for your time today.
► Thank you for your quick response.
► Thank you for your corporation.

4-Claim letter is also called:
► Transmittal letter
► Credit refusing letter
► Adjustment letter
► Complaint letter

5-If your message is specific, definite and vivid; which of the following principle has been applied?
► Completeness
► Correctness27
► Conciseness
► Concreteness

6-Which of the following suggests the following statement? "First group the ideas and then put them in sequence."
► Revising a message
► Editing a message
► Organizing a message
► Planning a message

7-Which of the following significantly improves the interest of a presentation?
► Illustration
► Visual aids
► Image
► Reflection

8-What is meant by task-facilitating roles?
► Suggesting decision-making procedures that will move the group towards the goal
► Drawing out other members by showing verbal support
► Offering to yield on a point in the interest of reaching mutually acceptable decision
► Drawing out other members by showing verbal and non verbal support, praise or agreement

9-How many elements are found in conventional superstructure for instructions?
► Three
► Four
► Five
► Two

10-AIDS stands for:
► Attention Immunodeficiency Syndrome

► Acquired Implement System
► **Acquired Immunodeficiency Syndrome**
► Attention Implement System

11-Choose the correct sentence.
► A friendly-little dog is all I need for company.
► A friendly little dog is all I need for company.
► A friendly, little dog is all I need for company.
► **A friendly; little dog is all I need for company.**

12-Choose the sentence with the correct comma placement.
► **We will grant you immunity, if you decide to cooperate with us.**
► We will grant you immunity, if you decide, to cooperate with us.
► We will grant you immunity if you decide, to cooperate with us.
► We will grant you immunity if you decide to cooperate with us.

13-Software functional specs usually contain:
► Assumptions, resources
► Cost target, Maintenance
► **A & b - correct**
► Orientation specs and Functional specs

14-Which of the following messages aim to influence audiences who are inclined to resist, so they depend heavily on strategic planning?
► Considerate messages
► Courteous messages
► Informative messages
► **Persuasive messages**

15-Choose the sentence with the correct comma placement.
► You are I am sure, telling the truth.
► You are I am sure telling, the truth.
► You are, I am sure, telling the truth.
► **You are, I am sure telling the truth.**

Subjectives:
1: What does mean a trite expression? 2 marks
2: A question was fill in the blanks with proper transitional word.the sentence was like
First line telling about ancient customs of china. The spring season,----------, marks the celebrations of ancient new year in china.
(I used "Therefore" whats correct I dnt noe. :S)
3: What are Proposals? 2 marks
Answer: In a proposal, identify a specific problem and state how you will solve that problem. Most organizations rely on successful proposal writing for their continued existence. You will most likely spend a major part of your professional life writing proposals
Proposal Structure:
• Front matter
• Body
• Introduction
• Technical approach
• Management requirements
• Work plan
• End matter
4: How to construct a pie chart? 2
5: How do Visual Aids support your arguments? Marks 3
Answer:
Use your visual aids to maintain and revive audience interest. Visual aids, especially those involving color and movement, are much better at getting back the audience's attention than any words you may have for them. Keep going, and things usually get better. Things usually get better, and your audience will silently be wishing you success.

6: What is lack of information? 3 marks
Lack of Information:
If it is the result of poor research, then you will have to stop writing and do more

information gathering. If you find yourself doing this often, you might correctly guess that you have a problem in defining your communication purpose.

7: What is an "Empirical Research Report"? 3 marks
Answer;
Superstructure for Empirical research Reports: To answer the readers typical questions about empirical research reports, writers use a substructure that has the following elements.
• Introduction
• Objectives of research
• Methods Results
• Discussion
• Conclusions
•Recommendation
8: What rae the Modify verbs? 3 marks
9: How does Editing help to improve a document? 5
Answer:
To re-structure the leaflets, manuals, standard letters or customer service letters, to make them concise, clear and effective.
Editing gives documents an indispensable proofreading tool that not only catches plagiarism, grammar and style mistakes, but also delivers instructional feedback that serves to make students better writers.

Choose the correct sentence.

► He is a happily-married man.
► **He is a happily married man.**
► He is a happily, married man.
► He is a happily; married man

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

Choose the sentence with the correct comma placement.

► You are I am sure, telling the truth.
► You are I am sure telling, the truth.
► **You are, I am sure, telling the truth.**
► You are, I am sure telling the truth.

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

Which of the following presents the main idea before the supporting data? ►
Strategic plan

► Indirect plan
► **Direct plan**
► Business plan

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

Which of the following is a nonverbal communication conveyed by posture and movement?

► Expressions
► **Body language**
► Nodding of head

► Smile

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

Which is farthest in the past?

► couple of days
► last week
► a day before yesterday
► **a month ago**

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

How can you make the following statement Concise?

Which Three types of readers usually exist?

► Phantom Readers, Future Readers, Complicated Readers
► Future Readers, Complex Readers, Complicated Readers
► Future Readers, Complex Readers, Technical Readers
► **Phantom Readers, Future Readers, Complex Readers**

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

Why important observations, suggestions, or objections should be written?

► To persuade the reader
► **To create permanent records**
► To make communication more effective
► To establish credibility

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

What should be the purpose of visual aids?

► To make the document interesting
► To provide information
► To simplify the data
► **All of the above**

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

How will you define building credibility?

► Try to earn confidence of strangers especially those predisposed to be skeptical or antagonistic.
► Giving your audience a preview what's ahead add to your authority and more importantly, helps people understand your message.
► Arousing audience's interest

► **The relationship you have with your audience**

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

How can we hold audience's attention?

► Plan to devote half of your time on audience's behavior

► **Present every point in light of audience's needs and values**

► By changing tone of voice

► None of them

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

In which of the following bars are replaced by drawings that represent the thing described?

► Bar graphs

► Line Graphs

► **Pictographs**

► Photographs

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

Something that stands for or represents something else, especially an object representing an abstraction is called:

► Pagination

► **Symbol**

► Equation

► Acronyms

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

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is used to enclose one or more entire sentences that add relevant but not essential detail to the main discussion. ► Ellipses

► Exclamation marks

► **Parentheses**

► Brackets

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

Choose the correct sentence.

► Your award is richly-deserved.

► **Your award is richly deserved.**

► Your award is richly, deserved.
► Your award is richly; deserved.

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

Choose the correct sentence.
► The tomatoes whom grow in her garden are unlike those you buy in a store.
► The tomatoes who grow in her garden are unlike those you buy in a store.
► The tomatoes that grow in her garden are unlike those you buy in a store.
► The tomatoes which grow in her garden are unlike those you buy in a store.

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

Choose the correct sentence.
► That is a problem who can't be solved without a calculator.
► That is a problem that can't be solved without a calculator.
► That is a problem whom can't be solved without a calculator.
► That is a problem which can't be solved without a calculator.

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

How many a progress reports in a year is made?
► One
► Two
► Three
► Four

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

What is meant by the term 'Denotative'?
► It refers to the literal meaning of a word.
► It refers to the surface meaning of the word.
► It refers to cognitive meaning of words.
► It refers simple meaning of words.

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

Choose the correct sentence.
► Carl worried about the hurricane; but tried to stay calm and help his family.
► Carl worried about the hurricane; but tried to stay calm, and help his family.

► **Carl worried about the hurricane but tried to stay calm and help his family.**
► Carl worried about the hurricane but tried to stay calm, and help his family.

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

Choose the correct sentence.
► That is a promise that cannot be broken.
► That is a promise who cannot be broken.
► That is a promise whom cannot be broken.
► **That is a promise which cannot be broken.**

Question No: 21 (Marks: 1) - Please choose one

Choose the correct sentence.
► The alarm clock went off at 4:00 o'clock.
► The alarm clock went off at four p.m. o'clock.
► **The alarm clock went off at four o'clock.**
► The alarm clock went off at four o'clock p.m.

Question No: 22 (Marks: 1) - Please choose one

Choose the correct sentence.
► She will go to her grave with some secrets said Wendy.
► **"She will go to her grave with some secrets," said Wendy.**
► "She will go to her grave with some secrets" said Wendy.
► "She will go to her grave with some secrets." said Wendy.

Question No: 23 (Marks: 1) - Please choose one

If your message is specific, definite and vivid; which of the following principle has been applied?
► Completeness
► Correctness
► Conciseness
► **Concreteness**

Question No: 24 (Marks: 1) - Please choose one

---------- is a list of source materials on a particular subject.
► Index
► **Bibliography**
► Appendixes

► Glossary

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

Which of the following you consider while making the framework of your table?

► How to order the rows and columns

► How to align entries in the columns

► Where to place special notes

► All of them

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

In which of the following bars are replaced by drawings that represent the thing described?

► Bar graphs

► Line Graphs

► Pictographs

► Photographs

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

Complete the question tag: They worked for Kaufman's, ► Did they?

► Haven't they?

► Didn't they?

► Had they?

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

Biased language that might offend the audience is based on ----------

► Cultural bias, gender bias
► Cultural bias, nationality bias
► Unity bias, nationality bias
► None of them

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

What is meant by the term 'Connotative'?

► It refers to the literal meaning of words.
► It refers to the associations that are connected to a certain word.
► It refers to general meaning of words. ► It refers to cognitive meaning of words.

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

How can we increase the audience's ability to absorb and remember information from a purely practical standpoint?

► Audience attention
► Presentation
► Speech
► The visual aids

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

"I am currently studying veterinary medicine, and I am working part-time at an animal clinic." This statement in the introduction of the speech could best be described as:

► Gaining attention
► Revealing the topic
► Establishing credibility
► Bragging

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

What is meant by task-facilitating roles?

► Suggesting decision-making procedures that will move the group towards the goal
► Drawing out other members by showing verbal support

► Offering to yield on a point in the interest of reaching mutually acceptable decision

► Drawing out other members by showing verbal and non verbal support, praise or agreement

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

Choose the correct sentence.

► You may not enter Mr. Harris office without his permission.
► You may not enter Mr. Harrises office without his permission.
► You may not enter Mr. Harrises' office without his permission.
► You may not enter Mr. Harris's office without his permission.

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

Choose the sentence with the correct punctuation.

► We ask, therefore; that you keep this matter confidential.
► We ask, therefore, that you keep this matter confidential.
► We ask; therefore, that you keep this matter confidential.
► We ask: therefore, that you keep this matter confidential.

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

Choose the sentence with the correct punctuation.

► The order was requested six weeks ago, therefore I expected the shipment to arrive by now

► The order was requested six weeks ago, therefore, I expected the shipment to arrive by now.

► The order was requested six weeks ago: therefore, I expected the shipment to arrive by now.

► The order was requested six weeks ago; therefore, I expected the shipment to arrive by now.

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

Choose the sentence with the correct punctuation.

► The American flag has three colors: namely, red, white, and blue.
► The American flag has three colors, namely; red, white, and blue.
► The American flag has three colors; namely, red, white, and blue.
► The American flag has three colors namely, red, white, and blue.

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

What is meant by intended reader?

► Simple reader
► Complex reader
► A member of a target audience
► Unplanned reader

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

The act of considering or examining something in order to judge its value shows:

► Credibility
► Evaluation
► Conciseness
► All of them

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

Which method is a bottom-up or generative approach to research?

► Pattern method
► Hypothesis method
► Inductive method
► Deductive method

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

What are the best persuasive messages closely connected to?

► The indirect approach
► The positive aspects of your message
► The direct approach

► The desires and interests of the audience

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

Choose the correct option.

A good business letter is simple and straightforward without being harsh or --------.

► patriotic
► paternal
► patronizing
► panoramic

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

Which type of Visual aid is the most difficult to execute effectively?

► Graphics
► Projections
► Handouts
► Film and video

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

Choose the correct option.

Feasibility reports are used:

► To analyze problems and predict practical alternatives ► To control problems, sell products and services
► To monitor and control production, sales, shipping, etc.
► To solve problems and supply facts

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

What is the typical sequence of interviews?

► Screening stage and final stage.

► Screening stage, selection stage, and final stage.
► Selection stage and final stage.
► There is no typical sequence of interviews.

Question No: 21 (Marks: 2)

Why Proposals are written?

Proposals: In a proposal, identify a specific problem and state how you will solve that problem. Most organizations rely on successful proposal writing for their continued existence. You will most likely spend a major part of your professional life writing proposals.

Question No: 22 (Marks: 2)

What are the characteristics of a good interviewer?

Good interviewers are good at collecting information, listening, and probing, so should develop set of interview questions and decide on their sequence.

Question No: 23 (Marks: 2)

What is the problem with a double negative in a sentence?

Use only one negative word to express a negative idea. In English, using two negative words to express one negative idea creates a positive rather than a negative interpretation.

Question No: 24 (Marks: 3)

How do Visual Aids support your arguments?

Almost all presentations can be enhanced by the effective use of visual aids. These can include handouts, overhead transparencies, drawings on the whiteboard, PowerPoint slides, and many other types of props. Visual aids are an important nonverbal aspect of your speech that you can control. Once you have chosen a topic, you need to consider how you are going to show your audience what you are talking about.

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

Which of the following is unsurpassed in its ability to depict the composition of a whole?

► **Pie Charts - correct**

► Flow Charts

► Organizational Charts ► Schedule Charts

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

Which of the following accurately convey the actual appearance of things?

► Graphs

► Diagrams - correct

► Charts

► Tables

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

Which of the following are functional units that revolve around a single thought?

► Paragraphs- correct

► Passages

► Fragments

► Documents

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

Which of the following aims at gathering specific information?

► Letter of claim

► Letter of request

► Letter of inquiry - correct

► Letter of information

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

Which is the most polite expression?

► Can I help you?

► Could I help you? ► May I help you? - correct ► Should I help you?

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

Which signature is the most formal?

► Love,

► Yours faithfully, - correct

► Best wishes,

► Best regards,

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

How many punctuation styles are usually used in business communication?

► One

► Two

► Three

► Four- correct

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

What is meant by the term 'Connotative'?

► It refers to the literal meaning of words.

► It refers to the associations that are connected to a certain word. correct ► It refers to general meaning of words.

► It refers to cognitive meaning of words.

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

Which of the following composition process is used in general and specific purpose while developing profile?

► Composing business message

► Defining objectives

► Bad news message

► Planning business message- correct

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

Feeling nervous leads speakers to:

► Improperly evaluate themselves

► Forget their speech- correct ► Eliminate their anxiety ► Exaggerate their anxiety.

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

"I am currently studying veterinary medicine, and I am working part-time at an animal clinic." This statement in the introduction of the speech could best be described as:

► Gaining attention - correct

► Revealing the topic

► Establishing credibility

► Bragging

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

What type of questions is used in both factual information and underlying feelings?

► Multiple questions

► Objective questions

► Subjective questions

► Open-ended questions - correct

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

AIDS stands for:

► Attention Immunodeficiency Syndrome

► Acquired Implement System

► Acquired Immunodeficiency Syndrome- correct

► Attention Implement System

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

Choose the correct sentence.

► A friendly- little dog is all I need for company.

► A friendly little dog is all I need for company. - correct ► A friendly, little dog is all I need for company.

► A friendly; little dog is all I need for company.

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

Choose the correct sentence.

► The actresses costumes looked beautiful on them.

► The actresse's costumes looked beautiful on them.

► The actresses' costumes looked beautiful on them. - correct ► The actress' costumes looked beautiful on them.

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

Choose the sentence with the correct comma placement.

► We will grant you immunity, if you decide to cooperate with us.

correct ► We will grant you immunity, if you decide, to cooperate with us.

► We will grant you immunity if you decide, to cooperate with us.

► We will grant you immunity if you decide to cooperate with us.

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

Which of the following punctuation refers to explain some points within the sentence?

► Dash- correct

► Colon

► Semicolon

► Ellipsis

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

Choose the sentence with the correct punctuation.

► I need a few items at the store clothespins, a bottle opener, and napkins.

► I need a few items at the store; clothespins, a bottle opener, and napkins.

► I need a few items at the store: clothespins, a bottle opener, and napkins.

► I need a few items at the store, clothespins, a bottle opener, and napkins.

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

Choose the sentence with the correct punctuation.

► Clothes are often made from synthetic material; for instance, rayon.

► Clothes are often made from synthetic material, for instance, rayon.

► Clothes are often made from synthetic material, for instance: rayon.

► Clothes are often made from synthetic material, for instance; rayon.

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

Identify the correct subjects and verbs. The subjects are in bold and the verbs are underlined.

► The insurance agent gave her sound advice.
► The insurance agent gave her sound advice. - correct ► The insurance agent gave her sound advice. ► The insurance agent gave her sound advice.

Question No: 21 (Marks: 1) - Please choose one

Choose the correct sentence.

► Please contact me, if you have any questions. ► If you have any questions, please contact me. - correct ► Please contact me if you have any questions. ► If you have any questions; please contact me.

Question No: 22 (Marks: 1) - Please choose one

Choose the correct sentence.

► Wherever we go people recognize us.
► Wherever we go, "people" recognize us.
► Wherever we go; people recognize us.
► Wherever we go, people recognize us. - correct

Question No: 23 (Marks: 1) - Please choose one

Software functional specs usually contain:

► Assumptions, resources
► Cost target, Maintenance
► A & b - correct
► Orientation specs and Functional specs

Question No: 24 (Marks: 1) - Please choose one

Choose the correct sentence.

► "Your right to be concerned" said one veterinarian. "I would like to take a look at your dog."

► "Your right to be concerned, said one veterinarian, "I would like to take a look at your dog."

► "You're right to be concerned" said one veterinarian. "I would like to take a look at your dog."

► "You're right to be concerned," said one veterinarian. "I would like to take a look at your dog." - correct

Question No: 25 (Marks: 1) - Please choose one

The act of considering or examining something in order to judge its value shows:

► Credibility

► Evaluation - correct

► Conciseness

► All of them

Question No: 26 (Marks: 1) - Please choose one

Which of the following mechanics are used to shorten phrases in order to save space or to avoid awkward repetition of phrases?

► Abbreviations

► Capitalizations

► Acronyms- correct

► None of the above

Question No: 27 (Marks: 1) - Please choose one

Which of the following mechanics is used to denote a number of things on a list one by

one? ►
Symbols

► Equations

► Acronyms

► Enumeration - correct

Question No: 28 (Marks: 1) - Please choose one

Which of the following should be done when writing recommendation letters?

► Include only relevant and factual information.

► Avoid value judgments.

► Balance criticisms with favorable points.

► All of the above- correct

Question No: 29 (Marks: 1) - Please choose one

The Introduction of a report answers:

► Proposal

► Facts of report

► Conclusions and Recommendations

► Reader questions- correct

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

Which one of the following is an example of a progress report?

► Bid to write training manuals for a health care corporation. ► Presentation of the policies and procedures required by a health care corporation.

► .Report on research done to ascertain whether online multimedia training for health care professionals is a viable option.

► Summary of the end-of-year-one status of a two-year project to develop multimedia-based training modules for healthcare professionals. correct

Question No: 31 (Marks: 2)

What are Analytical assignments?
These assignments are written to analyze any problems such as why a company is having problems in hiring secretaries, low wage, location of office etc.

Question No: 32 (Marks: 2)

What is the disadvantage of close-ended questions?
The close-ended questions require yes or no answers. Questioner does not receive full response but just a short response.

Question No: 33 (Marks: 2)

Elaborate a few sources of Writer's Block.
Few sources are lack of information, lack of confidence, not having a well defined objective. Question No: 34 (Marks: 3)

Explain the term Budget Statement.
Budget statement is a table that lists how much money will be spent and collected.

Question No: 35 (Marks: 3)

How can visual aids be helpful in oral presentation?
Visual aids help in delivering the speeches and to accommodate audience's questions and help audiences in understanding the purpose of the presentation.

Question No: 36 (Marks: 3)

Describe how an organization produces formal reports.
Formal reports usually include: Research work, collecting ideas, visual aids, writing the material and formatting

Question No: 37 (Marks: 5)

How Fog Index should be used? Explain with examples.

Question No: 38 (Marks: 5)

What are the Functions and Contents of a Progress Report?
To report your progress on any specific work or project.
To report your progress on all activities whole year and by the end of year.

Question No: 39 (Marks: 10)

As a Chairman of a Commission appointed by the Government write a Short Report on the causes of corruption prevailing in an over-staffed government office, make feasible suggestions how to eradicate this evil.

Question No: 40 (Marks: 10)

How can we overcome common writing problems in business communication?
FINALTERM EXAMINATION
Spring 2009
ENG201- Business and Technical English Writing (Session - 2)
Time: 120 min
Marks: 75

Question No: 1 (Marks: 1) - Please choose one Which one of these words is not a synonym for "business"?

► capital

► enterprise

► project

► venture

Question No: 2 (Marks: 1) - Please choose one In which of the following bars are replaced by drawings that represent the thing described?

► Bar graphs

► Line Graphs

► Pictographs

► Photographs

Question No: 3 (Marks: 1) - Please choose one Which of the following presents the main idea before the supporting data? ► Strategic plan

► Indirect plan

► Direct plan

► Business plan

Question No: 4 (Marks: 1) - Please choose one Which question is used to ask about residential status?

► What's your address?

► Where are you from?

► Where do you belong to?

► Please sign here.

Question No: 5 (Marks: 1) - Please choose one Which question asks for advice?

► What would you like to know?

► What should I do with my plastic bottles?

► I'm afraid I don't know where the entrance is.

► May I help you in any way?

Question No: 6 (Marks: 1) - Please choose one Why style guides are widely used in organizations?

► To achieve a uniform document

► To achieve consistency of style

► To achieve good results

► Both i & ii

Question No: 7 (Marks: 1) - Please choose one Claim letter is also called:

► Transmittal letter

► Credit refusing letter

► Adjustment letter

► Complaint letter

Question No: 8 (Marks: 1) - Please choose one Which of the following can be defined as follows

"It is not merely politeness with mechanical insertion of 'please' and 'thank you', rather it is politeness that grows out of respect and concern for others."

► Clarity

► Courtesy

► Consideration

► Credibility

Question No: 9 (Marks: 1) - Please choose one Where we use proper tone from the beginning in a reasonable and understandable way?

► Neutral news message ► Bad news message

► Good news message

► Business message

Question No: 10 (Marks: 1) - Please choose one Which of the following composition process is used in general and specific purpose while developing profile?

► Composing business message

► Defining objectives

► Bad news message

► Planning business message

Question No: 11 (Marks: 1) - Please choose one Something that stands for or represents something else, especially an object representing an abstraction is called:

► Pagination

► Symbol

► Equation

► Acronyms

Question No: 12 (Marks: 1) - Please choose one Choose the correct sentence.

► Your award is richly-deserved. ► Your award is richly deserved.

► Your award is richly, deserved.

► Your award is richly; deserved.

Question No: 13 (Marks: 1) - Please choose one Which word in the following sentence should contain an apostrophe?

Phillipa cannot go to her friends party because her parents have no cars.

► can’not

► parents’

► friend’s

► car’s

Question No: 14 (Marks: 1) - Please choose one Choose the correct sentence.

► The tomatoes whom grow in her garden are unlike those you buy in a store.

► The tomatoes who grow in her garden are unlike those you buy in a store. ► The tomatoes that grow in her garden are unlike those you buy in a store.

► The tomatoes which grow in her garden are unlike those you buy in a store.

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

Identify the correct subjects and verbs. The subjects are in bold and the verbs are underlined.

► In the newspaper, an interesting article appeared. ► In the newspaper, an interesting article appeared. ► In the newspaper, an interesting article appeared.

► In the newspaper, an interesting article appeared.

Question No: 16 (Marks: 1) - Please choose one Choose the sentence with the correct punctuation.

► I have been to San Francisco, California, Reno, Nevada, and Seattle, Washington.

► I have been to San Francisco California; Reno Nevada; and Seattle Washington.

► I have been to San Francisco, California; Reno, Nevada; and Seattle, Washington.

► I have been to San Francisco California, Reno Nevada, and Seattle Washington.

Question No: 17 (Marks: 1) - Please choose one Choose the sentence with the correct punctuation.

► Clothes are often made from synthetic material; for instance, rayon.

► Clothes are often made from synthetic material, for instance, rayon.

► Clothes are often made from synthetic material, for instance: rayon. ► Clothes are often made from synthetic material, for instance; rayon.

Question No: 18 (Marks: 1) - Please choose one Choose the correct sentence.

► The elections will be held on the first Tuesday, of November, 2008. ► The elections will be held, on the first Tuesday of November 2008. ► The elections will be held on the first Tuesday of November, 2008.

► The elections will be held on the first Tuesday of November 2008.

Question No: 19 (Marks: 1) - Please choose one Choose the correct sentence.

► I am asking if you would like to rollerblade together tomorrow?

► I am asking "if you would like to rollerblade together tomorrow"? ► I am asking "if you would like to rollerblade together tomorrow." ► I am asking if you would like to rollerblade together tomorrow.

Question No: 20 (Marks: 1) - Please choose one Choose the correct sentence.

► Jan asked? "What did Joe mean when he said, 'I will see you later.'" ► Jan asked, "What did Joe mean when he said, 'I will see you later?'" ► Jan asked, "What did Joe mean when he said, 'I will see you later'?"

► Jan asked, "What did Joe mean when he said, 'I will see you later'"?

Question No: 21 (Marks: 1) - Please choose one Which of the following report is often used when sending information to a reader outside the organization?

► Letter reports

► Business reports

► Formal reports

► Informal reports

Question No: 22 (Marks: 1) - Please choose one Choose the correct sentence.

► That is a problem who can't be solved without a calculator.

► That is a problem that can't be solved without a calculator.

► That is a problem whom can't be solved without a calculator.

► That is a problem which can't be solved without a calculator.

Question No: 23 (Marks: 1) - Please choose one Which of the following reports represent prefatory parts, text and supplementary parts?

► Formal reports

► Informal reports

► Analysis reports

► Progress reports

Question No: 24 (Marks: 1) - Please choose one How many elements are found in general superstructure of reports?

► Three

► Two

► Six

► Five

Question No: 25 (Marks: 1) - Please choose one While practicing your speech you should do all of the following except:

► Finish your speech without stopping to correct errors or to restart

► Practice in a singular setting

► Keep practice sessions brief

► Practice in various settings

Question No: 26 (Marks: 1) - Please choose one Which of the following proposal section is related to researcher's investigation?

► Justification of the study

► Research question

► Definition of terms

► Purpose of the study

Question No: 27 (Marks: 1) - Please choose one How many elements are found in conventional superstructure for instructions?

► Three

► Four

► Five

► Two

Question No: 28 (Marks: 1) - Please choose one Choose the correct sentence.

► You are my friend, however, I cannot afford, to lend you any more money.

► You are my friend, however; I cannot afford to lend you any more money.

► You are my friend: however I cannot afford to lend, you any more money.

► You are my friend; however, I cannot afford to lend you any more money.

Question No: 29 (Marks: 1) - Please choose one How many categories of role playing are used in meetings?

► Three

► Two

► Four

► Five

Question No: 30 (Marks: 1) - Please choose one How many elements are found in the conventional superstructure of a progress report?

► Three

► Four

► Five

► Six

Question No: 31 (Marks: 2) What are Proposals?
In a proposal, identify a specific problem and state how you will solve that problem. Most organizations rely on successful proposal writing for their continued existence. You will most likely spend a major part of your professional life writing proposals Proposal Structure: • Front matter • Body • Introduction • Technical approach
•
Management requirements • Work plan • End matter

Question No: 32 (Marks: 2) What is meant by Organizational Logic?
Organizational logic is the single most important issue in writing a report or article about technology. it is the first thing a person needs to look for when editing document. The ideas in a report or article should be interrelated--seamlessly. They should form a sequence of information that will appear to be predictable or inevitable to readers. In other words, a topic or an idea should anticipate topics or ideas that follow it. As I have said before, a document should have no surprises and no areas of confusion that the readers have to puzzle out for themselves. Edgar Allan Poe, referring to the writing of short stories, gave some advice to writers which we can very well borrow for the writing of reports and articles about high technology. He said that authors should include nothing that does not advance the topic toward it inevitable end. Any thing else is tangent that readers will wander down with the writer and become lost together.

Question No: 33 (Marks: 2)
What are the characteristics of a good interviewer?
Asking yourself the following questions will help you prepare for
interviews: What
are your respective roles? What does this person expect from you? Is it to your advantage to confirm those expectations? will you be more likely to accomplish your objective by being friendly and open or by conveying an impression of professional detachment? If you're the interviewer, responsibility for planning the session falls on you.

On the simplest level, your job is to schedule the interview and see that it's held in a comfortable and convenient location.

Good interviewers are good at collecting information, listening, and probing, so should develop set of interview questions and decide on their sequence

Intervie w structure

Good interviews have an opening, a body, and a close. The opening establishes rapport anorients the interviewee to the remainder of the session. You might begin by introducing yourself, asking a few polite questions, and then explaining the purpose and ground rules of the interview. At this point, you may want to clear the use of notes or a tape recorder with the interviewee, especially if the subject is complex or if you plan to quote the interviewee in a written documen t such as a business report. The questions in the body of the interview reflect the nature of your relationship with the interview.

Question No: 34 (Marks: 3) Write down the structure of Short Formal Report.

Memo The most common format for short informal reports within an organization.
Memos have four headings: To, From, Date and Subject.
Manuscript For a formal approach, manuscripts range from a few pages to several hundred pages.
Establishing a Basic Structure:
Choice of a structure involves three decisions:
What to say?
Direct or indirect?
Topical or logical organization?

Question No: 35 (Marks: 3) How can we make analysis report purposeful?

Analysis Reports: The important thing to remember is that no report format is perfect. Company documentation standards attempt to resolve the issue by prescribing a format into which all analysis reports are poured. Report design should be flexible enough to meet a variety of writer purposes and audience needs. Title page: A title page should be designed with visual order in mind. It should be balanced from top to bottom and from left to right. It should provide enough information for readers to be able to tell what the context of the report is and what the report is about.

Abstracts: Abstracts are condensation of entire reports, focusing on the main issues: what was done, what was found out, and its significance.
Abstracts are selfsufficient.
The procedure for many companies is to take the abstract from the analysis report, copy it a number of times, circulate it to readers, and allow readers to order the full report if they feel like they need the information
. Table of contents: The table of contents provides an outline of analysis reports for readers who do not wish to read the entire report or flip through it looking for the section which contains what they are looking for. It should be made up of headings and

subheadings of the report, word-for-word, with the accompanying page numbers.
List of symbols: This is an optional addition to the front matter of an analysis report. Include it if you think the readers will need to have symbols defined. The same thing applies to the inclusion of a glossary.
Introduction: This is the place for the three-part purpose statement introduction. It will orient readers to the main issue of the report, to the technical issues or specifics which are important to the report, and to what the report is intended to accomplish. Discussion: The discussion contains an analysis of the technical issues important to the report. It supports the main issue to the report by providing evidence and explanations. It should be subdivided into topics, each with a subheading.
Conclusion: This section presents the results of the analysis, the evaluation of what was presented in the discussion. Sometimes listing the conclusion is a good way to organize them. It calls attention to the conclusion individually, but still enables writers to explain them as is necessary.
Recommendations: Recommendations are optional, not all analysis reports have them. Those reports that do have recommendations, tell the readers what to do with the information provided in the report.
Appendix: Usually this would include derivations of equations, tables of raw data, sample equations, and so forth. But the only way to be certain that what is placed in the appendix belongs there is to assess it within the context of audience needs
Question No: 36 (Marks: 3)
Which phases are involved in decision making of a meeting?
Group decision making Groups usually reach their decision in a predictable pattern. The process can be viewed as passing through four phases:
Orientation phase Conflict phase Emergence phase Reinforcement phase
In the orientation phase, group members
socialize, establish their roles, and agree on their reason for meeting. In the conflict phase members begin to discuss their positions on the problem. If group members have been carefully selected to represent a variety of viewpoints and expertise, disagreements are a natural part of this phase. At the end of this phase, group members begin to settle on a single solution to the problem. In the emergence phase members reach a decision. Those who advocated different solutions put aside their objection, either because they’re convinced that the majority solution is better or because they recognize that arguing is futile. Finally, in the reinforcement phase, group feeling is rebuilt and the solution is summarized. Members receive their assignments for carrying out the group's decision and make arrangements for the following up on these assignments.

Question No: 37 (Marks: 5) Differentiate between Informal and Analytical Assignments.

Analytical Assignments: Why are we having trouble hiring secretaries? Salaries are too low. What do we pay our secretaries? What do comparable secretaries pay their

secretaries? How important is pay in influencing secretaries' job choices? Why are we having trouble hiring secretaries? • Our location is poor. • The supply of secretaries is diminishing

Informational Assignments: Studies that emphasize the discovery and reporting of facts may be factored by sub-topic. In order of Importance Say you are reviewing five product lines. You might organize your study in the increasing order of the amount of revenue they generate. Sequentially If you are studying a process, present your information step by step - 1, 2, 3, Chronology When investigating a chain of events, organize the study according to what happened in January, what happened in February and so on. Spatially If you are studying a physical object, study it left to right, top to bottom, inside to outside. Geography If the location is important, factor your study geographically.
Categorically If you are asked to review several distinct aspects of a subject, look at one category at a time, for example sales, profit, or investment.
Question No: 38 (Marks: 5)
What are the purposes of using Colons? Give details.
Colons: Use colons for the following purposes:

- to introduce and emphasize lists, quotations and explanations and certain appositional elements (see Layout)
- to express ratios
- to separate numbers signifying different nouns, such as in separating units of
- time or elements in a bibliographic citation
- to separate titles from subtitles

To set off and emphasize lists–The market for photovoltaic power systems includes the following items: intrusion alarms, flood monitors, calculators, and telephone call boxes.
OR
The market for photovoltaic power systems includes the following items:

- intrusion alarms
- flood monitors
- calculators
- telephone call boxes

To set off and emphasize quotations–
The contract reads: "DL-400 coaxial cable shall be used for all platform instrument installations at Site
5, unless a specific exception is justified in the approved work order."

Kulik noted: "Even potatoes are probably much better guarded today than radioactive materials."

Phil Williams, and Paul N. Woessner, "The Real Threat of
Nuclear
Smuggling,"Scientific American

(Place colons outside quotation marks.)

To set off and emphasize explanations and appositional elements–
In designing the tachometer, the team first posed a question: What operations are needed on the input signal in order to generate the desired output?

To express ratios–

- The ratio of drag torque to bearing friction torque cannot exceed3:1.
- The anti-GAP 43, anti-MAP 2, and anti-synaptophys in antibodies were diluted1:1000,

1:300, and 1:100, respectively, in phosphate-buffered saline containing10% bovine serum albumin.

Andreas Schwarz et al., "A Regulatory Role for Sphingolipids in Neuronal
Growth,"
Journal of Chemical Biology

To separate units of time–

- The main thruster engines ignited at 7:05 a.m. EDT.
- Thu Mar 16 03:21:44 1995
- To separate elements in a citation (in certain documentation styles)
- E. F. Lyon, "Airport Surface Traffic Automation," Lincoln Laboratory Journal 4:151 (1991).

Question No: 39 (Marks: 10) Suppose you are a Market Surveyor, you were asked by your Manager to evaluate the feasibility of opening a restaurant in Wapda Town community. Write a short memo report in response to the given task

Question No: 40 (Marks: 10) What is the difference between Feasibility Report and Proposal?

Define value chain management and what is goal of value chain management.
Discuss 10 medium of advertising.
Define retailing?
Discuss distribution mix and party involve in distribution.
Define communication and how it occurs in management? Discuss product lay out and it process?

FINALTERM EXAMINATION
Spring 2010
ENG201- Business and Technical English Writing (Session - 1)
Time: 90 min
Marks: 90

Student Info	
StudentID:	Muttee Ullah
Center:	PJHM01 (Wings college)
ExamDate:	08 Aug 2010

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

Which of the following you consider while making the framework of your table?

- ► How to order the rows and columns
- ► How to align entries in the columns
- ► Where to place special notes
- ► All of them

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

In which of the following bars are replaced by drawings that represent the thing described? ► Bar graphs
► Line Graphs ► Pictographs
► Photographs

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

Complete the question tag: They worked for Kaufman's, ► Did they?

► Haven't they?

► Didn't they?

► Had they?

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

Biased language that might offend the audience is based on ---------- ► Cultural bias, gender bias

► Cultural bias, nationality bias

► Unity bias, nationality bias

► None of them

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

What is meant by the term 'Connotative'?

► It refers to the literal meaning of words.

► It refers to the associations that are connected to a certain word.

► It refers to general meaning of words.

► It refers to cognitive meaning of words.

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

How can we increase the audience's ability to absorb and remember information from a purely practical standpoint?

► Audience attention

► Presentation

► Speech

► The visual aids

Question No: 7 http://vustudents.ning.com (Marks: 1) - Please choose one

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"I am currently studying veterinary medicine, and I am working part-time at an animal clinic." This statement in the introduction of the speech could best be described as: ► Gaining attention ► Revealing the topic

► Establishing credibility

► Bragging

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

What is meant by task-facilitating roles?

► Suggesting decision-making procedures that will move the group towards the goal

► drawing out other members by showing verbal support ► offering to yield on a point in the interest of reaching mutually acceptable decision

► Drawing out other members by showing verbal and non verbal support, praise or Agreement

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

Choose the correct sentence.

► You may not enter Mr. Harris office without his permission.

► You may not enter Mr. Harrises office without his permission.

► You may not enter Mr. Harrises' office without his permission.

► You may not enter Mr. Harris's office without his permission.

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

Choose the sentence with the correct punctuation.

► We ask, therefore; that you keep this matter confidential.

► We ask, therefore, that you keep this matter confidential.
► We ask; therefore, that you keep this matter confidential.
► We ask: therefore, that you keep this matter confidential.

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

Choose the sentence with the correct punctuation.
► The order was requested six weeks ago, therefore I expected the shipment to arrive by now.
► The order was requested six weeks ago, therefore, I expected the shipment to arrive by now.
► The order was requested six weeks ago: therefore, I expected the shipment to arrive by now.
► The order was requested six weeks ago; therefore, I expected the shipment to arrive by now.

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

Choose the sentence with the correct punctuation.
► The American flag has three colors: namely, red, white, and blue.
► The American flag has three colors, namely; red, white, and blue.
► The American flag has three colors; namely, red, white, and blue. ► The American flag has three colors namely, red, white, and blue.

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

What is meant by intended reader?
► Simple reader
► Complex reader
► A member of a target audience
► Unplanned reader

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

The act of considering or examining something in order to judge its value shows:

► Credibility ► Evaluation

► Conciseness

► All of them

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

Which method is a bottom-up or generative approach to research? ► Pattern method

► Hypothesis method
► Inductive method
► Deductive method

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

What are the best persuasive messages closely connected to?

► The indirect approach

► The positive aspects of your message

► The direct approach
► The desires and interests of the audience

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

Choose the correct option.
A good business letter is simple and straightforward without being harsh or ---------.

► patriotic

► paternal

► patronizing

► panoramic

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

Which type of Visual aid are three dimensions? http://vustudents.ning.com

- ► Graphics
- ► Object
- ► Graph
- ► Picture

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

Choose the correct option.
Feasibility reports are used:

- ► To analyze problems and predict practical alternatives
- ► To control problems, sell products and services
- ► To monitor and control production, sales, shipping, etc. ► To solve problems and supply facts

Question No: 20 (Marks: 1) http://vustudents.ning.com - Please choose one

---

What is the typical sequence of interviews?

- ► Screening stage and final stage.
- ► Screening stage, selection stage, and final stage.
- ► Selection stage and final stage.
- ► There is no typical sequence of interviews.

Question No: 21 (Marks: 2)

Why Proposals are written?

Question No: 22 (Marks: 2)

What are the characteristics of a good interviewer?

Question No: 23 (Marks: 2)

What is the problem with a double negative in a sentence?

Question No: 24 (Marks: 3)

How do Visual Aids support your arguments?

Question No: 25 (Marks: 3)

What is pronoun case?

Question No: 26 (Marks: 3)

What are the general rules for capitalizing letters?

Question No: 27 (Marks: 5)

What is coherence and why is it important? http://vustudents.ning.com

Question No: 28 (Marks: 5)

Write down the five advantages of using written medium?

Question No: 29 (Marks: 5)

Differentiate between Graphic visual aids and Text visuals.

Question No: 30 (Marks: 5)

Explain the open ended and close ended questions?. Ans:
Open-ended questions: To obtain both factual information and underlying feelings
Closed-ended questions: Closed-ended questions require yes or no answers or call for short responses.

FINALTERM EXAMINATION
ENG201- Business and Technical English Writing

Choose the sentence with the correct punctuation.

► I wanted a cup of coffee not a glass of milk.
► I wanted a cup of coffee: not a glass of milk.
► I wanted a cup of coffee, not a glass of milk. ► I wanted a cup of coffee; not a glass of milk.

Choose the correct sentence.
► One-third of the eligible population tend not to vote in national elections.
► One-third of the eligible population are tending not to vote in national elections.
► One-third of the eligible population have tended not to vote in national elections.

► One -third of the eligible population tends not to vote in national elections.

Which one of the following component is not a part of planning written message?

► Developing the main idea
► Construct an outline
► Estimate the appropriate length
► Handle audience's questions effectively

Feeling nervous leads speakers to:

► Improperly evaluate themselves
► Forget their speech ► Eliminate their anxiety ► Exaggerate their anxiety.

Which one of the following questions that produce specific information, save time, requires less effort to answer, and eliminate bias and prejudice in answers?

► Open- ended questions
► Close-ended questions
► Subjective questions
► Objective questions

AIDS stands for:

► Attention Immunodeficiency Syndrome
► Acquired Implement System
► Acquired Immunodeficiency Syndrome
► Attention Implement System

Which of the following messages aim to influence audiences who are inclined to resist, so they depend heavily on strategic planning? ► Considerate messages
► Courteous messages

► Informative messages

► Persuasive messages

Which form is correct in most situations?

► Could you help me?

► Help me?

► Excuse me; I was wondering if you could possibly help me?

► I need help.

Choose the correct sentence.

► He is a happily-married man. ► He is a happily married man. ► He is a happily, married man.

► He is a happily; married man

In the following sentence, which word is there a missing apostrophe?

My parents and their friends often visit each others houses.

► House's ► Parent's

► Other's

► Friend's

What punctuation mark should complete the following sentence?

John was angry and shouted at his son, "Go to your room now!

► Question mark

► Full stop

► Speech mark ► Comma

Which of the following proposal section refers to discussion of results?

- ► Conclusion
- ► Budget
- ► Procedure
- ► None of the above

Which of the following speech offers a verbal explanation of a complex process?

- ► Explanatory speech
- ► Instructional speech
- ► Demonstration speech
- ► Oral briefing

_____ is a matter of grouping or clustering ideas clearly.

- ► Visualization
- ► Simplification
- ► Effective organization
- ► Word choice

Which of the following would be unethical to use in a persuasive message?

- ► Consideration of audience needs
- ► The "you" attitude

► Manipulation

► Persuasion

Choose the correct sentence.

► Carl worried about the hurricane; but tried to stay calm and help his family.
► Carl worried about the hurricane; but tried to stay calm, and help his family.
► Carl worried about the hurricane but tried to stay calm and help his family.
► Carl worried about the hurricane but tried to stay calm, and help his family.

Choose the sentence with the correct comma placement.

► You are I am sure, telling the truth.

► You are I am sure telling, the truth.

► You are, I am sure, telling the truth.

► You are, I am sure telling the truth.

Choose the sentence with the correct punctuation.

► Clothes are often made from synthetic material; for instance, rayon.

► Clothes are often made from synthetic material, for instance, rayon.

► Clothes are often made from synthetic material, for instance: rayon.
► Clothes are often made from synthetic material, for instance; rayon.

Which is farthest in the past?

► couple of days

► last week

► a day before yesterday

► a month ago

Which phrase should be used while making a presentation ?

► Please feel free to interrupt me with questions.

► Don't disturb me while I'm presenting these statistics.

► No, you're wrong. We need more staff.

► Please! No interruptions during the presentation.

Which Three types of readers usually exist?

► Phantom Readers, Future Readers, Complicated Readers

► Future Readers, Complex Readers, Complicated Readers

► Future Readers, Complex Readers, Technical Readers

► Phantom Readers, Future Readers, Complex Readers

Which of the following aspect represents a series of events that tells the reader what happened?

► Description

► Analysis

► Narration

► Improved version

Which of the following feature should be placed either immediately before or immediately after the noun?

► Adverb modifiers ► Dependent clause

► None of them

► Modifiers of noun

Choose the correct sentence.

► I am asking if you would like to rollerblade together tomorrow?

► I am asking "if you would like to rollerblade together tomorrow"? ► I am asking "if you would like to rollerblade together tomorrow." ► I am asking if you would like to rollerblade together tomorrow.

Choose the correct sentence.

► Jan asked? "What did Joe mean when he said, 'I will see you later.'" ► Jan asked, "What did Joe mean when he said, 'I will see you later?'" ► Jan asked, "What did Joe mean when he said, 'I will see you later'?" ► Jan asked, "What did Joe mean when he said, 'I will see you later'"?

What is meant by attitudes?

► Judgments of right and wrong
► Observable actions
► Statements of approval or disapproval
► Statements of truth

Which of the following element refers to brief overview of report's most important point?

► Synopsis
► Executive Summary
► Contents
► Bibliography

What should be the purpose of visual aids?

► To make the document interesting

► To provide information

► To simplify the data

► All of the above

What is the last thing you need to do before you get ready to distribute your document?

► Designing

► Revising

► Proofreading

► All of the above

Which one of the following should be placed either immediately before or after the noun?

► Misplaced Modifiers

► Modifiers of Nouns ► Adverb Modifiers

► Dangling Modifiers

(Marks: 2)

What is the difference between Alphanumeric and Decimal System?

(Marks: 2)

Define the term “Pagination”.

(Marks: 2)

Define the term Syllable.

(Marks: 3)

What do you know about Hardware Functional Specifications?

(Marks: 3)

Why do we use Semicolons?

(Marks: 3)

Explain ‘Title fly and Title Page’.

How Formal Speeches and Presentations can be developed?

What is Conventional Superstructure for Instructions and why is it important in Technical English?

(Marks: 10)

poorly organized structure

(Marks: 10)

Write a detailed note on Delivering the Speech.

FINALTERM EXAMINATION
ENG201- BUSINESS AND TECHNICAL ENGLISH WRITING
Time: 120 min

Marks: 7
5
Question No: 1 (Marks: 1) - Please choose one Choose the correct sentence.

► He is a happily-married man. ► He is a happily married man.

► He is a happily, married man.

► He is a happily; married man

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

Choose the sentence with the correct comma placement.

► You are I am sure, telling the truth. ► You are I am sure telling, the truth.

► You are, I am sure, telling the truth.

► You are, I am sure telling the truth.

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

Which of the following presents the main idea before the supporting data?

► Strategic plan

► Indirect plan

► Direct plan

► Business plan

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

Which of the following is a nonverbal communication conveyed by posture and movement?

► Expressions

► Body language

► Nodding of head

► Smile

Question No: 4 (Marks: 1) - Please choose one Which is farthest in the past?

► couple of days

► last week

► a day before yesterday

► a month ago

Question No: 6 (Marks: 1) - Please choose one How can you make the following statement Concise?

Which Three types of readers usually exist?

► Phantom Readers, Future Readers, Complicated Readers

► Future Readers, Complex Readers, Complicated Readers

► Future Readers, Complex Readers, Technical Readers

► Phantom Readers, Future Readers, Complex Readers

Question No: 7 (Marks: 1) - Please choose one
Why important observations, suggestions, or objections should be written?

► To persuade the reader

► To create permanent records

► To make communication more effective

► To establish credibility Question No: 8 (Marks: 1) - Please choose one What should be the purpose of visual aids?

► To make the document interesting

► To provide information

► To simplify the data

► All of the above

Question No: 9 (Marks: 1) - Please choose one How will you define building credibility?

► Try to earn confidence of strangers especially those predisposed to be skeptical or antagonistic.

► Giving your audience a preview what's ahead add to your authority and more importantly, helps people understand your message.

► Arousing audience's interest

► The relationship you have with your audience

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

How can we hold audience's attention?

► Plan to devote half of your time on audience's behavior

► Present every point in light of audience's needs and values

► By changing tone of voice

► None of them

Question No: 11 (Marks: 1) - Please choose one
In which of the following bars are replaced by drawings that represent the thing described?

► Bar graphs

► Line Graphs

► Pictographs

► Photographs

Question No: 12 (Marks: 1) - Please choose one
Something that stands for or represents something else, especially an object representing an abstraction is called:

► Pagination

► Symbol

► Equation

► Acronyms

Question No: 13 (Marks: 1) - Please choose one
is used to enclose one or more entire sentences that add relevant but not essential detail to the main discussion.

► Ellipses

► Exclamation marks

► Parentheses

► Brackets

Question No: 14 (Marks: 1) - Please choose one Choose the correct sentence.

► Your award is richly-deserved.

► Your award is richly deserved. ► Your award is richly, deserved. ► Your award is richly; deserved.

Question No: 15 (Marks: 1) - Please choose one Choose the correct sentence.

► The tomatoes whom grow in her garden are unlike those you buy in a store.

► The tomatoes who grow in her garden are unlike those you buy in a store.

► The tomatoes that grow in her garden are unlike those you buy in a store.

► The tomatoes which grow in her garden are unlike those you buy in a store.

Question No: 16 (Marks: 1) - Please choose one Choose the correct sentence.

► That is a problem who can't be solved without a calculator.

► That is a problem that can't be solved without a calculator.

► That is a problem whom can't be solved without a calculator.

► That is a problem which can't be solved without a calc

ulator.

Question No: 17 (Marks: 1) - Please choose one How many a progress reports in a year is made?

► One

► Two

► Three

► Four

Question No: 18 (Marks: 1) - Please choose one What is meant by the term 'Denotative'?

► It refers to the literal meaning of a word. ► It refers to the surface meaning of the word

.

► It refers to cognitive meaning of words.

► It refers simple meaning of words. Question No: 19 (Marks: 1) - Please choose one
Choose the correct sentence.

► Carl worried about the hurricane; but tried to stay calm and help his family.

► Carl worried about the hurricane; but tried to stay calm, and help his family.

► Carl worried about the hurricane but tried to stay calm and help his family.

► Carl worried about the hurricane but tried to stay calm, and help his family. Question No: 20 (Marks: 1) - Please choose one Choose the correct sentence.

► That is a promise that cannot be broken.

► That is a promise who cannot be broken.

► That is a promise whom cannot be broken.

► That is a promise which cannot be broken. Question No: 21 (Marks:

1) - Please choose one Choose the correct sentence.

► The alarm clock went off at 4:00 o'clock. ► The alarm clock went off at four p.m. o'clock.

► The alarm clock went off at four o'clock. ► The alarm clock went off at four o'clock p.m.

Question No: 22 (Marks: 1) - Please choose one Choose the correct sentence.

► She will go to her grave with some secrets said Wendy.

► "She will go to her grave with some secrets," said Wendy

.

► "She will go to her grave with some secrets" said Wendy.

► "She will go to her grave with some secrets." said Wendy.

Question No: 23 (Marks: 1) - Please choose one
If your message is specific, definite and vivid; which of the following principle has been applied?

► Completeness

► Correctness

► Conciseness

► Concreteness

Question No: 24 (Marks: 1) - Please choose one
---------- is a list of source materials on a particular subject.

► Index

► Bibliography

► Appendixes

► Glossary

Question No: 25 (Marks: 1) - Please choose one
Which one of the following should be placed either immediately before or after the noun?

► Misplaced Modifiers

► Modifiers of Nouns

► Adverb Modifiers

► Dangling Modifiers

Question No: 26 (Marks: 1) - Please choose one
Which of the following aspect denotes the necessary research and organizing ideas?

► Informal letter

► Report production

► Manuscript ► None of them

Question#1
Proposals

In a proposal, identify a specific problem and state how you will solve that problem. Most organizations rely on successful proposal writing for their continued existence. You will most likely spend a major part of your professional life writing proposals.

General Structure:

Learn the basic structure of a proposal. Proposals share a general document architecture, which is usually modified to suit specific circumstances. The overall structure of a proposal can be broken down into four parts:

Proposal Structure:

- Front matter
- Body
- Introduction
- Technical approach
- Management requirements
- Work plan • End matter

Front Matter:

The front matter of a proposal includes the following components:

- Letter of transmittal
- Title page
- Summary
- Table of contents
- List of figures and tables

Body: In the introduction to a proposal, do the following: Identify the motivating need or problem. Develop the immediate context in which this problem has been highlighted. In external proposals be sure you are responding to the published need and motivation as identified by the outside agency.

End Mater:

End Matter
Bibliography
Résumés Appendixes

Question#2

Analytical Assignments:

Why are we having trouble hiring secretaries?
Salaries are too low. What do we pay our secretaries?
What do comparable secretaries pay their secretaries? Show important is pay in influencing secretaries' job choices? ***Why are we having trouble hiring secretaries?***

- Our location is poor.
- The supply of secretaries is diminishing

Question#3

Analysis Report:

The important thing to remember is that no report format is perfect. Company documentation standards attempt to resolve the issue by prescribing a format into which all analysis reports are poured. Report design should be flexible enough to meet a variety of writer purposes and audience needs. ***Lack of Confidence:***

A lack of confidence in your abilities as a writer is a common source of writer's block, and it is usually self-fulfilling. If you do not think you can communicate effectively, you will not be able to practice your systematic approaches of writing problems is the solution to this problem.

Organizational Problems:

Organizational problems are discovered during the editing phase. Finding and fixing these problems is what makes editing important. If they are not fixed, readers experience organization problems as complete breakdowns in communication.

Punctuation Problems:

Accurate punctuation does not ensure accurate communication, but accurate communication is tremendously enhanced by accurate punctuation. Take the following punctuation test, without first looking at the correct version which follows, to see how well you know punctuation. The test focuses on the most common punctuation problems in technical writing.
Incorrect: "Professor Bashir wrote The Future of Artificial Intelligence he has become well known as a result." Correct: "Professor Bashir wrote "The Future of Artificial Intelligence"; he has become well known as a result."

Readability Problems:

Readability is a buzz word with which most of us are familiar. Much has been said about it, and there are numerous formulas which supposedly test it. Readability is the likelihood that a project audience will be able to read and comprehend a piece of documentation.

Sentence Fragments:

A sentence fragment is missing a subject, a HverbH, or both, but is punctuated as if it

were a complete sentence.

Question#4

Comma Splice:

Never link two independent clauses with just a comma; this is known as a comma splice error. You can correct a comma splice in four ways: Separate the independent clauses into two separate sentences. Punctuate both sentences with periods. Replace the comma with a semicolon or with a semicolon and a conjunctive adverb such as however or furthermore. (The conjunctive adverb is then normally followed by a comma.) Replace the comma with a comma and a coordinating conjunction. Make one of the clauses into a subordinate clause.

Question#5

Dangling Modifiers:

A HmodifierH whose connection to the sentence is implied or intended but not actually made explicit is said to dangle. Dangling modifiers detract from the HclarityH of your writing, so you should make sure your modifiers are properly connected to the words they modify.
To repair a dangling modifier, add the noun or phrase that the modifier was intended to modify and rephrase the sentence accordingly.

Question#6

Colons:

Use *colons* for the following purposes:

- to introduce and emphasize lists, quotations and explanations and certain appositional elements (see Layout)
- to express ratios
- to separate numbers signifying different nouns, such as in separating units of
- time or elements in a bibliographic citation
- to separate titles from subtitles

Question#7

Pagination:

Number the front matter in italic lowercase roman numerals (*i, ii, iii, iv,* and so on). Normally, number the pages in the body of the document with Arabic numerals, starting with page 1. Numbers sequentially through page *n* at the end of the text, including all back matter.

Question#8

Listening:

If you're typical, you spend over half your communication time listening. Listening supports effective relationships within the organization, enhances the organization's delivery of products, alerts the organization to the innovations growing from both internal and external forces, and allows the organization to manage the growing diversity both in the workface and in the customers it serves.

What happens when you listen:

• Sensing

• Interpreting

• Evaluating

• Remembering • Responding ***The three types of listening:***

Various situations call for different listening skills. The three types of listening differ not only in purpose but also in the amount of feedback or interaction that occurs. The goal of **content listening** is to understand and retain information imparted by a speaker. You may ask questions, but basically information flows form the speaker to you. Your job is to identify the key points for the message, so be sure to listen for clues to its structure:

• Previews

• Transitions

• Summaries

• Enumerated points

How to be a better listener:

Regardless of whether the situation calls for content, critical, or active listening, you can improve your listening ability by becoming more aware of the habits that distinguish good listeners from bad. In addition, put nonverbal skills to work as you listen:

• Maintain eye contact

• React responsively with head nods or spoken signals

• Pay attention to the speaker's body language

You might even test yourself from time to time: when someone is talking, ask yourself whether you're actually listening to the speaker or mentally rehearsing how you'll respond. Above all, try to be open to the information that will lead to higher-quality decisions, and try to accept the feeling that will build understanding and mutual respect. If you do, you'll be well on the way to becoming a good listener – an important quality when conducting business interviews.

Question#9

***Memorandum*:**

Memoranda are brief, informal reports used to establish a record. They generalize the communication process by transmitting the message from one or more authors to one or more recipients. E-mail messages typically take the form of memoranda.

Question#10

Letter:

Use letters to communicate outside your organization. Whereas the memorandum is the primary vehicle for communication within an organization, letters are often used to communicate to individuals outside it, especially in formal and semiformal contexts. Letters are an essential part of all business and technical communication because they are more formal and reliable than electronic mail and more precise and permanent than telephone or face-to- face conversations.

Letters of Inquiry:

Format of a Letter of Inquiry Components of a letter of inquiry

- Head
- Body
- Footer
- Headings

Letters of Recommendation:

Format of a Letter of Recommendation Components of a letter of Recommendation • Head • Body • Footer • Headings Methods of obtaining letter of recommendation General guidelines for writing letter of recommendation

Question#11

Writing Short Reports:

Identify the qualities of good reports and proposals. Choose the proper length and format of your report. Decide when to use direct versus indirect order. Organize informational and analytical reports. Establish an appropriate degree of formality in the in a report. Use headings, lists, transitions, openings and summaries to guide readers through the report.

Question#12

Feasibility Reports:

- Typical writing situation

- The questions readers ask most often
- Superstructure for feasibility reports
- Introduction
- Criteria
- Two ways of presenting criteria
- Importance of presenting criteria early
- Sources of your criteria
- Four common types of criteria
- Method of obtaining facts
- Overview of alternatives
- Evaluation
- Choose carefully between the alternating and divided patterns
- Dismiss obviously unsuitable alternatives
- Put your most important point first

Question#13

Title fly and Title Page:

The title fly is a plane sheet with only the title of the report on it. The title report includes four blocks of information: The title of the report The name, title and address of the person that authorized the report The name, title and address of the person that prepared the report The date on which the report was submitted

Question#14

Developing formal speeches and presentations :

Developing a major speech or presentation is much like writing a formal report, with one important difference: you need to adjust your technique to an oral communication channel. This is both an opportunity and a challenge. The opportunity lies in the interaction that's possible between you and the audience.

When you speak before a group, you can receive information as well as transmit it. You can adjust both the content and delivery of your message as you go along, editing your speech or presentation to make it clearer and more compelling. Instead of simply expressing your ideas, you can raw out the audience's ideas and use them to reach a

mutually acceptable conclusion. You can also capitalize on nonverbal signals to convey information to and from your audience.

The challenge lies in maintaining control and accommodating your audience's limitations. To get the benefits of oral communication, be flexible. The more you plan to interact with your audience, the less control you'll have. Halfway through your presentation an unexpected comment from someone in the audience could force you to shift to a new line of thought, which requires great skill.
At the same time, accommodate the limitations of your listeners. To prevent your audience from losing interest or getting lost, use special techniques when developing the various elements of the presentation:
The introduction
The body
The close
The question-and-answer period
Visual aids
The introduction you have a lot to accomplish during the first few minutes of your speech or presentation, including
Arousing your audience's interest in your topic
Establishing your credibility
Preparing the audience for what will follow
That's why developing the introduction often requires a disproportionate amount of attention.

Question#15

Enumeration:

Use enumeration in reports and other documents to identify sequences of chapters, sections, page numbers, figures and tables, equations, footnotes, and appendixes. Lengthy reports may contain and enumerate all these items. Any technical or scientific document of more than one page, however, will at least enumerate its pages, as well as any other of these elements that are present.

Chapter-Section Enumeration:

Of the two general enumeration systems widely used, the numerical system is clearer than the alphanumerical system. In the numerical system, the reader can always locate his or her place in the document from the single decimal number.

Question#16

Capitalization:

Although there are many specialized rules for capitalizing letters, the following four are the most common. Capitalize the first words of sentences, including sentences cited in quotations: The QA engineer has been quoted as saying, "The main source of connector failure found in the analysis is seal deformation caused by pressures in excess of 1000 psig." Capitalize proper names, including any particular person, object, place, project, institution, river, vessel, genus, culture, ethnic group, or formal job title. Unless you are following a documentation style that specifies otherwise, capitalize titles of books, periodicals, published and unpublished reports, articles, and document sections.

Rules for Capitalizing Multiple-Word Titles and Proper Names:

Unless you are following a documentation style that specifies otherwise, observe the following rules for capitalizing multiple word titles and proper nouns. Capitalize all nouns, pronouns, verbs, adjectives, adverbs, and subordinating conjunctions. Capitalize any word, regardless of the part of speech, if it is the first or last word of the title or subtitle or a proper name or if it follows a punctuation mark indicating a break in the title.

General Guidelines for Capitalizing Scientific Terms:

Each discipline has its own specific conventions for determining which terms should be capitalized. In general, scientific writing tends to minimize capitalized nouns. Capitalize astronomical terms such as the names of galaxies, constellations, stars, planets and their satellites, and asteroids. However, the terms *earth*, *sun*, and *moon* are often not capitalized unless they appear in a sentence that refers to other astronomical bodies. –The **sun** is an ordinary star. **Venus** and **Earth** differ significantly in the composition of their atmospheres. Do not capitalize medical terms except for any part of a term consisting of a proper noun:

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

Which of the following you consider while making the framework of your table?

- ► How to order the rows and columns
- ► How to align entries in the columns
- ► Where to place special notes

►All of them

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

In which of the following bars are replaced by drawings that represent the thing described?

► Bar graphs

► Line Graphs

►Pictographs

► Photographs

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

Complete the question tag: they worked for Kaufman's,

►Did they?

► Haven't they?

► Didn't they?

►Had they ?

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

Biased language that might offend the audience is based on ----------

►Cultural bias, gender bias

► Cultural bias, nationality bias

► Unity bias, nationality bias

► None of them

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

What is meant by the term 'Connotative'?

► It refers to the literal meaning of words.

►It refers to the associations that are connected to a certain word.

► It refers to general meaning of words.

► It refers to cognitive meaning of words.

Solicited and unsolicited

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

How can we increase the audience's ability to absorb and remember information from a purely practical standpoint?

► Audience attention

► Presentation ►

Speech

►The visual aids

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

"I am currently studying veterinary medicine, and I am working part-time at an animal clinic." This statement in the introduction of the speech could best be described as:

► Gaining attention

► Revealing the topic

►Establishing credibility

► Bragging

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

What is meant by task-facilitating roles?

►Suggesting decision-making procedures that will move the group towards the goal

► Drawing out other members by showing verbal support

► Offering to yield on a point in the interest of reaching mutually acceptable decision

► Drawing out other members by showing verbal and non verbal support, praise or agreement

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

Choose the correct sentence.

► You may not enter Mr. Harris office without his permission.

► You may not enter Mr. Harrises office without his permission.

► You may not enter Mr. Harrises' office without his permission.

►You may not enter Mr. Harris's office without his permission.

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

Choose the sentence with the correct punctuation.

► We ask, therefore; that you keep this matter confidential.

► We ask, therefore, that you keep this matter confidential.

►We ask; therefore, that you keep this matter confidential.

► We ask: therefore, that you keep this matter confidential.

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

Choose the sentence with the correct punctuation.

► The order was requested six weeks ago, therefore I expected the shipment to arrive by now.

► The order was requested six weeks ago, therefore, I expected the shipment to arrive by now.

► The order was requested six weeks ago: therefore, I expected the shipment to arrive by now.

►**The order was requested six weeks ago; therefore, I expected the shipment to arrive by now.**

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

Choose the sentence with the correct punctuation.

► The American flag has three colors: namely, red, white, and blue.

► The American flag has three colors, namely; red, white, and blue.

► **TheAmerican flag has three colors; namely, red, white, and blue.**

► The American flag has three colors namely, red, white, and blue.

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

What is meant by intended reader?

► Simple reader

► Complex reader

►**A member of a target audience**

► Unplanned reader

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

The act of considering or examining something in order to judge its value shows:

► Credibility

►**Evaluation**

► Conciseness

► All of them

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

Which method is a bottom-up or generative approach to research?

► Pattern method

►**Hypothesis method**

► Inductive method

► Deductive method

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

What are the best persuasive messages closely connected to?

►**The indirect approach**

► The positive aspects of your message

► The direct approach

► The desires and interests of the audience

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

Choose the correct option.

A good business letter is simple and straightforward without being harsh or ------.

► patriotic

► paternal

►**patronizing**

► panoramic

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

Which type of Visual aid is the most difficult to execute effectively?

►**Graphics**

► Projections

► Handouts

► Film and video

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

Choose the correct option.

Feasibility reports are used:

► To analyze problems and predict practical alternatives

► To control problems, sell products and services

►**To monitor and control production, sales, shipping, etc.**

► To solve problems and supply facts

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

What is the typical sequence of interviews?

► Screening stage and final stage.

► Screening stage, selection stage, and final stage.

► Selection stage and final stage.

►**There is no typical sequence of interviews.**

Question No: 21 (Marks: 2)

Why Proposals are written?

Ans: **Proposals:**

In a proposal, identify a specific problem and state how you will solve that problem. Most organizations rely on successful proposal writing for their continued existence. You will most likely spend a major part of your professional life writing proposals.

Question No: 22 (Marks: 2)

What are the characteristics of a good interviewer?

Ans:

Asking yourself the following questions will help you prepare for interviews:

What are your respective roles?

What does this person expect from you?

Is it to your advantage to confirm those expectations? will you be more likely to accomplish your objective by being friendly and open or by conveying an impression of professional detachment?

If you're the interviewer, responsibility for planning the session falls on you. On the simplest level, your job is to schedule the interview and see that it's held in a comfortable and convenient location.

Good interviewers are good at collecting information, listening, and probing, so should develop set of interview questions and decide on their sequence

Question No: 23 (Marks: 2)

What is the problem with a double negative in a sentence?

Answer:

Use only one negative word to express a negative idea. In English, using two negative words to express one negative idea creates a positive rather than a negative interpretation.

Question No: 24 (Marks: 3)

How do Visual Aids support your arguments? **Answer:**

Use your visual aids to maintain and revive audience interest. Visual aids, especially those involving color and movement, are much better at getting back the audience's attention than any words you may have for them. Keep going, and things usually get better. Things usually get better, and your audience will silently be wishing you success.

Question No: 25 (Marks: 3)

What is Analogy?

Definition

An analogy is a comparison of certain similarities between things which are otherwise unlike.

Discussion

In education, teachers commonly use analogies to introduce something new to students. They compare the new material to something the students already know and understand.

Example

Here is an example of an analogy:

- A Street light is like a star. Both provide light at night, both are in predictable locations, both are overhead, and both serve no function in the daytime.

Question No: 26 (Marks: 3)

What are the general rules for capitalizing letters?

Answer:

Rules for Capitalizing Multiple-Word Titles and Proper Names

Unless you are following a documentation style that specifies otherwise, observe the following rules for capitalizing multiple word titles and proper nouns. Capitalize all nouns, pronouns, verbs, adjectives, adverbs, and subordinating conjunctions. Capitalize any word, regardless of the part of speech, if it is the first or last word of the title or subtitle or a proper name or if it follows a punctuation mark indicating a break in the title.

Question No: 27 (Marks: 5)

What is coherence and why is it important?

Ans:

Coherence underlies a variety of physical phenomena, such as interference and diffraction. Coherence is also responsible for many of the remarkable properties of laser radiation; laser light is coherent, which is to say that the light waves from a laser are all in phase.

Question No: 29 (Marks: 5)

Differentiate between Graphic visual aids and Text visuals. Ans:

Two types of visual aids are used to supplement speeches and presentations Text visuals consist of words and help the audience follow the flow of ideas. Because text visuals are simplified outlines of your presentation, you can use them to summarize and preview the message and to signal major shifts in thought.

On the other hand, graphic visual aids illustrate the main points they help the audience grasp numerical data and other information that would be hard to follow if presented orally.

Question No: 30 (Marks: 5)

Write down the five purposes of using Colons.

Ans:

Colons:

Use colons for the following purposes:

- To introduce and emphasize lists, quotations and explanations and certain appositional elements (see Layout)
- To express ratios

- To separate numbers signifying different nouns, such as in separating units of
- Time or elements in a bibliographic citation
- To separate titles from subtitles

FINALTERM EXAMINATION
Spring 2009
ENG201- Business and Technical English Writing
(Session - 2)
Time: 120 min
Marks: 75

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

Which one of these words is not a synonym for "business"?

►capital

► enterprise

► project

► venture

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

In which of the following bars are replaced by drawings that represent the thing

described? ►

Bar graphs

► Line Graphs

►Pictographs ►

Photographs

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

Which of the following presents the main idea before the supporting data?

► Strategic plan

► Indirect plan

►**Direct plan**

► Business plan

Question No: 4 (Marks: 1) - Please choose one
Which question is used to ask about residential status?

► What's your address?

►**Where are you from?**

► Where do you belong to?

► Please sign here.

Question No: 5 (Marks: 1) - Please choose one
Which question asks for advice? ► What

would you like to know?

►**What should I do with my plastic bottles?**

► I'm afraid I don't know where the entrance is. ►

May I help you in any way?

Question No: 6 (Marks: 1) - Please choose one Why style guides are widely used in organizations?

► To achieve a uniform document

► To achieve consistency of style

► To achieve good results ►**Both**

i & ii

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

letter is also called:

► Transmittal letter

► Credit refusing letter

►Adjustment letter

► Complaint letter

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

Which of the following can be defined as follows

"It is not merely politeness with mechanical insertion of 'please' and 'thank you', rather it is politeness that grows out of respect and concern for others."

► Clarity

►Courtesy

► Consideration

► Credibility

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

Where we use proper tone from the beginning in a reasonable and understandable way?

►Neutral news message

► Bad news message

► Good news message

► Business message

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

Which of the following composition process is used in general and specific purpose while developing profile?

► Composing business message

► Defining objectives

► Bad news message

►Planning business message

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

Something that stands for or represents something else, especially an object representing an abstraction is called:

► Pagination

►Symbol

► Equation

► Acronyms

Question No: 12 (Marks: 1) - Please choose one Choose the correct sentence.

► Your award is richly-deserved.

►Your award is richly deserved.

► Your award is richly, deserved. ►

Your award is richly; deserved.

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

Which word in the following sentence should contain an apostrophe?

Phillipa cannot go to her friends party because her parents have no cars.

► can'not

► parents'

►friend's

► car's

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

the correct sentence.

► The tomatoes whom grow in her garden are unlike those you buy in a store.

► The tomatoes who grow in her garden are unlike those you buy in a store.

► The tomatoes that grow in her garden are unlike those you buy in a store.

►The tomatoes which grow in her garden are unlike those you buy in a store.

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

Identify the correct subjects and verbs. The subjects are in bold and the verbs are underlined.

► In the newspaper, an interesting **article**appeared .

► In the **newspaper**, an interesting article appeared. ►
In the **newspaper**, an interesting article appeared.

► In the newspaper, an interesting **article** appeared.

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

the sentence with the correct punctuation.

► I have been to San Francisco, California, Reno, Nevada, and Seattle, Washington.

► I have been to San Francisco California; Reno Nevada; and Seattle Washington.
► I have been to San Francisco, California; Reno, Nevada; and Seattle, Washington.

►I have been to San Francisco California, Reno Nevada, and Seattle Washington.

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

Choose the sentence with the correct punctuation.

► Clothes are often made from synthetic material; for instance, rayon.

► Clothes are often made from synthetic material, for instance, rayon.

►Clothes are often made from synthetic material, for instance: rayon.

► Clothes are often made from synthetic material, for instance; rayon.

Question No: 18 (Marks: 1) - Please choose one Choose the correct sentence.

► The elections will be held on the first Tuesday, of November, 2008. ►

The elections will be held, on the first Tuesday of November 2008.

► The elections will be held on the first Tuesday of November, 2008. **►The elections will be held on the first Tuesday of November 2008.**

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

Choose the correct sentence.

► I am asking if you would like to rollerblade together tomorrow?

► I am asking "if you would like to rollerblade together tomorrow"?

► I am asking "if you would like to rollerblade together tomorrow."

►I am asking if you would like to rollerblade together tomorrow.

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

Choose the correct sentence.

► Jan asked? "What did Joe mean when he said, 'I will see you later.'" ►

Jan asked, "What did Joe mean when he said, 'I will see you later?'"

► Jan asked, "What did Joe mean when he said, 'I will see you later'?" **► Jan asked, "What did Joe mean when he said, 'I will see you later'"?**

Question No: 21 (Marks: 1) - Please choose one

Which of the following report is often used when sending information to a reader

outside the organization?

► Letter reports

► Business reports

► Formal reports

►Informal reports

Question No: 22 (Marks: 1) - Please choose one Choose the correct sentence.

► That is a problem who can't be solved without a calculator.

► That is a problem that can't be solved without a calculator.

► That is a problem whom can't be solved without a calculator.

► That is a problem which can't be solved without a calculator.

Question No: 23 (Marks: 1) - Please choose one

Which of the following reports represent prefatory parts, text and supplementary parts?

►Formal reports

► Informal reports

► Analysis reports

► Progress reports

Question No: 24 (Marks: 1) - Please choose one

How many elements are found in general superstructure of reports?

► Three

► Two

►Six

► Five

Question No: 25 (Marks: 1) - Please choose one

While practicing your speech you should do all of the following except:

► **Finish your speech without stopping to correct errors or to restart**
► Practice in a singular setting ►

Keep practice sessions brief

► Practice in various settings

Question No: 26 (Marks: 1) - Please choose one

Which of the following proposal section is related to researcher's investigation? ►

Justification of the study ►**Research question**

► Definition of terms
► Purpose of the study

Question No: 27 (Marks: 1) - Please choose one

How many elements are found in conventional superstructure for instructions?

► Three
► Four ►**Five**
► Two

Question No: 28 (Marks: 1) - Please choose one Choose the correct sentence.

► You are my friend, however, I cannot afford, to lend you any more money.
► You are my friend, however; I cannot afford to lend you any more money. ►

You are my friend: however I cannot afford to lend, you any more money.

►**You are my friend; however, I cannot afford to lend you any more money.**

Question No: 29 (Marks: 1) - Please choose one

How many categories of role playing are used in meetings?

►**Three**

► Two

► Four

► Five

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

How many elements are found in the conventional superstructure of a progress report? ► Three

► Four

►**Five**

► Six

Question No: 31 (Marks: 2) What are Proposals?

Answer: In a proposal, identify a specific problem and state how you will solve that problem. Most organizations rely on successful proposal writing for their continued existence. You will most likely spend a major part of your professional life writing proposals **Proposal Structure:**

- Front matter
- Body
- Introduction
- Technical approach
- Management requirements

• Work plan

• End matter

Question No: 32 (Marks: 2)

What is meant by Organizational Logic?

Answer:

Organizational logic is the single most important issue in writing a report or article about technology. It is the first thing a person needs to look for when editing document. The ideas in a report or article should be interrelated--seamlessly.

They should form a sequence of information that will appear to be predictable or inevitable to readers. In other words, a topic or an idea should anticipate topics or ideas that follow it. As I have said before, a document should have no surprises and no areas of confusion that the readers have to puzzle out for themselves.

Edgar Allan Poe, referring to the writing of short stories, gave some advice to writers which we can very well borrow for the writing of reports and articles about high technology. He said that authors should include nothing that does not advance the topic toward it inevitable end. Any thing else is tangent that readers will wander down with the writer and become lost together.

Question No: 33 (Marks: 2)

What are the characteristics of a good interviewer?

Asking yourself the following questions will help you prepare for interviews: What are your respective roles? What does this person expect from you? Is it to your advantage to confirm those expectations? will you be more likely to accomplish your objective by being friendly and open or by conveying an impression of professional detachment? If you're the interviewer, responsibility for planning

the session falls on you. On the simplest level, your job is to schedule the interview and see that it's held in a comfortable and convenient location. Good interviewers are good at collecting information, listening, and probing, so should develop set of interview questions and decide on their sequence

Interview w structure

Good interviews have an opening, a body, and a close. The opening establishes rapport an orients the interviewee to the remainder of the session. You might begin by introducing yourself, asking a few polite questions, and then explaining the purpose and ground rules of the interview. At this point, you may want to clear the use of notes or a tape recorder with the interviewee, especially if the subject is complex or if you plan to quote the interviewee in a written document t such as a business report. The questions in the body of the interview reflect the nature of your relationship with the interview.

Question No: 34 (Marks: 3)

Write down the structure of Short Formal Report.

Memo The most common format for short informal reports within an organization. Memos have four headings: To, From, Date and Subject.

Manuscript For a formal approach, manuscripts range from a few pages to several hundred pages.

Establishing a Basic Structure:

Choice of a structure involves three decisions:

What to say?

Direct or indirect?

Topical or logical organization ?

Question No: 35 (Marks: 3)

How can we make analysis report purposeful?

Analysis Reports: The important thing to remember is that no report format is

perfect. Company documentation standards attempt to resolve the issue by prescribing a format into which all analysis reports are poured. Report design should be flexible enough to meet a variety of writer purposes and audience needs.

Title page: A title page should be designed with visual order in mind. It should be balanced from top to bottom and from left to right. It should provide enough information for readers to be able to tell what the context of the report is and what the report is about.

Abstracts: Abstracts are condensation of entire reports, focusing on the main issues: what was done, what was found out, and its significance. Abstracts are selfsufficient. The procedure for many companies is to take the abstract from the analysis report, copy it a number of times, circulate it to readers, and allow readers to order the full report if they feel like they need the information . **Table of contents:** The table of contents provides an outline of analysis reports for readers who do not wish to read the entire report or flip through it looking for the section which contains what they are looking for. It should be made up of headings and subheadings of the report, word-for-word, with the accompanying page numbers.

List of symbols: This is an optional addition to the front matter of an analysis report.
Include it if you think the readers will need to have symbols defined. The same thing applies to the inclusion of a glossary.

Introduction: This is the place for the three-part purpose statement introduction. It will orient readers to the main issue of the report, to the technical issues or specifics which are important to the report, and to what the report is intended to accomplish.

Discussion: The discussion contains an analysis of the technical issues important to

the report. It supports the main issue to the report by providing evidence and explanations. It should be subdivided into topics, each with a subheading.

Conclusion: This section presents the results of the analysis, the evaluation of what was presented in the discussion. Sometimes listing the conclusion is a good way to organize them. It calls attention to the conclusion individually, but still enables writers to explain them as is necessary.

Recommendations: Recommendations are optional, not all analysis reports have them. Those reports that do have recommendations, tell the readers what to do with the information provided in the report.

Appendix: Usually this would include derivations of equations, tables of raw data, sample equations, and so forth. But the only way to be certain that what is placed in the appendix belongs there is to assess it within the context of audience needs

Question No: 36 (Marks: 3)

Which phases are involved in decision making of a meeting?

Group decision making

Groups usually reach their decision in a predictable pattern.

The process can be viewed as passing through four phases: Orientation phase Conflict phase Emergence phase Reinforcement phase In the orientation phase, group members socialize, establish their roles, and agree on their reason for meeting. In the conflict phase members begin to discuss their positions on the problem. If group members have been carefully selected to represent a variety of viewpoints and expertise, disagreements are a natural part of this phase. At the end of this phase, group members begin to settle on a single solution to the problem. In the emergence phase members reach a decision. Those who advocated different solutions put aside their objection, either because they're convinced that the majority solution is better or because they recognize that arguing is futile. Finally, in the reinforcement phase, group feeling is rebuilt and the solution is summarized. Members receive their assignments for carrying out the group's

decision and make arrangements for the following up on these assignments.

Question No: 37 (Marks: 5)

Differentiate between Informal and Analytical Assignments.

Analytical Assignments: Why are we having trouble hiring secretaries? Salaries are too low. What do we pay our secretaries? What do comparable secretaries pay their secretaries? How important is pay in influencing secretaries' job choices? **Why are we having trouble hiring secretaries?** • Our location is poor. • The supply of secretaries is diminishing

Informational Assignments: Studies that emphasize the discovery and reporting of facts may be factored by sub-topic.

In order of Importance Say you are reviewing five product lines. You might organize your study in the increasing order of the amount of revenue they generate.

Sequentially If you are studying a process, present your information step by step - 1, 2, 3,

Chronology When investigating a chain of events, organize the study according to what happened in January, what happened in February and so on. **Spatially** If you are studying a physical object, study it left to right, top to bottom, inside to outside.

Geography If the location is important, factor your study geographically.

Categorically If you are asked to review several distinct aspects of a subject, look at one category at a time, for example sales, profit, or investment.

Question No: 38 (Marks: 5)

What are the purposes of using Colons? Give details.

Colons: Use colons for the following purposes:

• To introduce and emphasize lists, quotations and explanations and certain appositional

Elements (see Layout)

• To express ratios

• To separate numbers signifying different nouns, such as in separating units of

• Time or elements in a bibliographic citation

• To separate titles from subtitles

To set off and emphasize lists–The market for photovoltaic power systems includes

The following items: intrusion alarms, flood monitors, calculators, and telephone call boxes.

OR

The market for photovoltaic power systems includes the following items:

• Intrusion alarms

• Flood monitors

• Calculators

• Telephone call boxes

To set off and emphasize quotations–

The contract reads: "DL-400 coaxial cable shall be used for all platform instrument installations at Site 5, unless a specific exception is justified in the approved work order." Kulik noted: "Even potatoes are probably much better guarded today than radioactive materials." Phil Williams, and Paul N. Woessner,

"The Real Threat of Nuclear Smuggling,"Scientific American

(Place colons outside quotation marks.)

To set off and emphasize explanations and appositional elements–

In designing the tachometer, the team first posed a question: What operations are needed on the input signal in order to generate the desired output?

To express ratios–

- The ratio of drag torque to bearing friction torque cannot exceed3:1.
- The anti-GAP 43, anti-MAP 2, and anti-synaptophys in antibodies were diluted1:1000, 1:300, and 1:100, respectively, in phosphate-buffered saline containing10% bovine serum albumin. Andreas Schwarz et al., "A Regulatory Role

for Sphingolipids in Neuronal Growth," Journal of Chemical Biology

To separate units of time–

- The main thruster engines ignited at 7:05 a.m. EDT.
- Thu Mar 16 03:21:44 1995
- To separate elements in a citation (in certain documentation styles)
- E. F. Lyon, "Airport Surface Traffic Automation," Lincoln Laboratory Journal 4:151 (1991).

Question No: 39 (Marks: 10)

Suppose you are a Market Surveyor, you were asked by your Manager to evaluate the feasibility of opening a restaurant in Wapda Town community. Write a short memo report in response to the given task

Question No: 40 (Marks: 10)

What is the difference between Feasibility Report and Proposal?

Define value chain management and what is goal of value chain management.

Discuss 10 medium of advertising.

Define retailing?

Discuss distribution mix and party involve in distribution.

Define communication and how it occurs in management? Discuss

product lay out and it process?

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

Which of the following is unsurpassed in its ability to depict the composition of a whole?

► **Pie Charts**

► Flow Charts

► Organizational Charts

► Schedule Charts

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

Which of the following accurately convey the actual appearance of things?

► Graphs

► **Diagrams**

► Charts

► Tables

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

Which of the following are functional units that revolve around a single thought? ► **Paragraphs**

► Passages

► Fragments

► Documents

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

Which of the following aims at gathering specific information?

► Letter of claim

► Letter of request

► **Letter of inquiry**

► Letter of information

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

Which is the most polite expression?

► Can I help you?

► Could I help you?

► **May I help you?**

► Should I help you?

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

Which signature is the most formal?

► Love,

► **Yours faithfully,**

► Best wishes,

► Best regards,

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

How many punctuation styles are usually used in business communication?

► One

► Two

► Three

► **Four**

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

What is meant by the term 'Connotative'?

► It refers to the literal meaning of words.

► **It refers to the associations that are connected to a certain word.**

► It refers to general meaning of words.

► It refers to cognitive meaning of words.

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

Which of the following composition process is used in general and specific purpose while developing profile?

► Composing business message

► Defining objectives

► Bad news message

►Planning business message

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

Feeling nervous leads speakers to:

► Improperly evaluate themselves

►Forget their speech

► Eliminate their anxiety

► Exaggerate their anxiety.

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

"I am currently studying veterinary medicine, and I am working part-time at an animal clinic." This statement in the introduction of the speech could best be described as:

► Gaining attention

► Revealing the topic

► Establishing credibility

► Bragging

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

What type of questions is used in both factual information and underlying feelings?

► Multiple questions

► Objective questions

► Subjective questions

►Open-ended questions

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

AIDS stands for:

► Attention Immunodeficiency Syndrome

► Acquired Implement System

►Acquired Immunodeficiency Syndrome

► Attention Implement System

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

Choose the correct sentence.

► A friendly-little dog is all I need for company.

►A friendly little dog is allI need for company.

► A friendly, little dog is all I need for company.

► A friendly; little dog is all I need for company.

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

Choose the correct sentence.

► The actresses costumes looked beautiful on them.

► The actresse's costumes looked beautiful on them.

►The actresses' costumes looked beautiful on them.

► The actress' costumes looked beautiful on them.

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

Choose the sentence with the correct comma placement.

►We will grant you immunity, if you decide to cooperate with us.

► We will grant you immunity, if you decide, to cooperate with us.

► We will grant you immunity if you decide, to cooperate with us.

► We will grant you immunity if you decide to cooperate with us.

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

Which of the following punctuation refers to explain some points within the sentence?

► Dash

► **Colon**

► Semicolon

► Ellipsis

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

Choose the sentence with the correct punctuation.

► I need a few items at the store clothespins, a bottle opener, and napkins.

►**I need a few items at the store; clothespins, a bottle opener, and napkins.**

► I need a few items at the store: clothespins, a bottle opener, and napkins.

► I need a few items at the store, clothespins, a bottle opener, and napkins.

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

Choose the sentence with the correct punctuation.

► Clothes are often made from synthetic material; for instance, rayon.

►Clothes are often made from synthetic material, for instance, rayon.

►**Clothes are often made from synthetic material, for instance: rayon.**

► Clothes are often made from synthetic material, for instance; rayon.

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

Identify the correct subjects and verbs. The subjects are in bold and the verbs are underlined.

► The insurance agent gave her sound advice.

► The insurance **agent** gave her sound advice.

► The insurance agent gave her sound advice.

► The insurance agent gave her sound advice.

Question No: 21 (Marks: 1) - Please choose one

Choose the correct sentence.

► Please contact me, if you have any questions.

►**If you have any questions, please contact me.**

► Please contact me if you have any questions.

► If you have any questions; please contact me.

Question No: 22 (Marks: 1) - Please choose one

Choose the correct sentence.

► Wherever we go people recognize us.

► Wherever we go, "people" recognize us.

► Wherever we go; people recognize us.

► Whereverwe go, people recognize us.

Question No: 23 (Marks: 1) - Please choose one

Software functional specs usually contain:

► Assumptions, resources

► Cost target, Maintenance

►A & b -correct

► Orientation specs and Functional specs

Question No: 24 (Marks: 1) - Please choose one

Choose the correct sentence.

► "Your right to be concerned" said one veterinarian. "I would like to take a look at your dog."

► "Your right to be concerned, said one veterinarian, "I would like to take a look at your dog."

► "You're right to be concerned" said one veterinarian. "I would like to take a look at your dog."

►"You're right to be concerned," said one veterinarian. "I would like to take a look at your dog."

Question No: 25 (Marks: 1) - Please choose one

The act of considering or examining something in order to judge its value shows:

► Credibility

►Evaluation

► Conciseness

► All of them

Question No: 26 (Marks: 1) - Please choose one

Which of the following mechanics are used to shorten phrases in order to save space or to avoid awkward repetition of phrases?

► Abbreviations

► Capitalizations

►Acronyms

► None of the above

Question No: 27 (Marks: 1) - Please choose one

Which of the following mechanics is used to denote a number of things on a list one by one? ► Symbols

► Equations

► Acronyms

►**Enumeration**

Question No: 28 (Marks: 1) - Please choose one

Which of the following should be done when writing recommendation letters?

► Include only relevant and factual information.

► Avoid value judgments.

► Balance criticisms with favorable points.

►**All of the above**

Question No: 29 (Marks: 1) - Please choose one

The Introduction of a report answers:

► Proposal

► Facts of report

► Conclusions and Recommendations

►**Reader questions**

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

Which one of the following is an example of a progress report?

► Bid to write training manuals for a health care corporation.

► Presentation of the policies and procedures required by a health care corporation.

► .Report on research done to ascertain whether online multimedia training for health care professionals is a viable option.

► Summary of the end-of-year-one status of a two-year project to develop multimedia-based training modules for healthcare professionals.

Question No: 31 (Marks: 2)

What are Analytical assignments?

Analytical assignments:

These assignments are written to analyze any problems such as why a company is having problems in hiring secretaries, low wage, location of office etc.

Question No: 32 (Marks: 2)

What is the disadvantage of close-ended questions?

Answer:

The close-ended questions require yes or no answers. Questioner does not receive full response but just a short response.

Question No: 33 (Marks: 2)

Elaborate a few sources of Writer's Block. Answer:

Few sources are lack of information, lack of confidence, not having a well defined

objective.

Question No: 34 (Marks: 3)

Explain the term Budget Statement. **Answer:**

Budget statement is a table that lists how much money will be spent and collected.

Question No: 35 (Marks: 3)

How can visual aids be helpful in oral presentation?

Answer:

Visual aids help in delivering the speeches and to accommodate audience's questions and help audiences in understanding the purpose of the presentation.

Question No: 36 (Marks: 3)

Describe how an organization produces formal reports.

Answer:

Formal reports usually include:

Research work,

Collecting ideas,

Visual aids,

Writing the material

And formatting

Question No: 37 (Marks: 5)

How Fog Index should be used? Explain with examples.

Answer:

This is a simple formula aimed at locating the audience on a grade scale which is supposedly based on their reading abilities. • Select a part of the text which is approximately 100 words long, to the nearest period. Introductions, leads, and conclusions usually exhibit slightly different communication techniques which will skew the accuracy of this test. • Count the number of sentences in the selected text. • Determine the average length of sentences by dividing the number of words in the text by the number of sentences. • Count the number of words which have three or more syllables. But do not count words which are capitalized, words which have three syllables because prefixes or suffixes have been added, or words which are combinations of one- or two-syllable words. • Add the number for the average sentence length to the number of three-syllable words in the text. • Multiply this sum by .04. • The result is the Fog Index. If you place it on a scale of 1-20, you will be able to have the approximate reading level required to understand the text.

Question No: 38 (Marks: 5)

What are the Functions and Contents of a Progress Report?

To report your progress on any specific work or project.

To report your progress on all activities whole year and by the end of year.

Answer:

Progress reports are prepared in two types of situations. In the first, you tell your readers about your progress on one particular project. As a geologist employed by an engineering consulting firm, Lee must do this. His employer has assigned him to study the site that a large city would like to use for a civic center and large office building. The city is worried that the site might not be geologically suited for such construction. Every two weeks, Lee must submit a progress report to his supervisor

and to the city engineer. Lee's supervisor uses the progress report to be sure that Lee is conducting the study in a rapid and technically sound manner. The city engineer uses the report to see that Lee's study is proceeding according to the tight schedule planned for it. She also uses it to look for preliminary indications about the likely outcome of the study. Other work could be speeded up or halted as a result of these preliminary findings. In the second type of situation, you prepare progress reports that tell about your work on all your projects. Many employers require their workers to report on their activities at regular intervals all year round, year in and year out. Jacqueline is a person who must write such progress reports (often called periodic reports). She works in the research division of a large manufacturer of consumer products, where she manages a department that is responsible for improving the formulas for the company's laundry detergents—making them clean and smell better, making them less expensive to manufacture, and making them safer for the environment. At any one time, Jacqueline's staff is working on between ten and twenty different projects.

Question No: 40 (Marks: 10)

How can we overcome common writing problems in business communication? Answer:

Writer's Block:

Writer's block is what we call the experience of getting stuck while writing. Although the results are the same, there are many sources of writer's block: lack of information, lack of a well defined purpose, poor knowledge of the audience, lack of confidence. **Lack of Information:**

If it is the result of poor research, then you will have to stop writing and do more

information gathering. If you find yourself doing this often, you might correctly guess that you have a problem in defining your communication purpose.

Lack of a Well-Defined Purpose:

A poorly defined purpose of your communication will inevitably make writing more difficult, and may block it altogether. Sometimes you will experience this as a lack of information; often you will notice it as paragraphs, sections, or entire reports or papers that shift topic in the middle. For any case of poorly defined purpose, the solution is the same. Develop a three-part purpose statement for the communication, and develop an outline of topics sentences based on the purpose statements.

Poorly Analyzed Audience:

Audience analysis that is performed poorly or not at all can be the source of writer's block. At such times you find yourself staring at the video display screen wondering who is going to read your report and what on earth they want from it.

Lack of Confidence:

A lack of confidence in your abilities as a writer is a common source of writer's block, and it is usually self-fulfilling. If you do not think you can communicate effectively, you will not be able to practice your systematic approaches of writing problems is the solution to this problem.

Organizational Problems:

Organizational problems are discovered during the editing phase. Finding and fixing these problems is what makes editing important. If they are not fixed, readers experience organization problems as complete breakdowns in communication.

Punctuation Problems:

Accurate punctuation does not ensure accurate communication, but accurate communication is tremendously enhanced by accurate punctuation. Take the following punctuation test, without first looking at the correct version which follows, to see how well you know punctuation. The test focuses on the most

common punctuation problems in technical writing.

FINALTERM EXAMINATION
Fall 2009
ENG201- Business and Technical English Writing

Choose the sentence with the correct punctuation.

► I wanted a cup of coffee not a glass of milk.

► I wanted a cup of coffee: not a glass of milk.

►I wanted a cup of coffee, not a glass of milk.

► I wanted a cup of coffee; not a glass of milk.

Choose the correct sentence.

► One-third of the eligible population tend not to vote in national elections.

► One-third of the eligible population are tending not to vote in national elections.

► One-third of the eligible population have tended not to vote in national elections.

► One-third of the eligible population tends notto vote in national elections.

Which one of the following component is not a part of planning written message?

► Developing the main idea

► Construct an outline

► Estimate the appropriate length

► **Handle audience's questions effectively**

Feeling nervous leads speakers to:

► Improperly evaluate themselves

► **Forget their speech**

► Eliminate their anxiety

► Exaggerate their anxiety.

Which one of the following questions that produce specific information, save time, requires less effort to answer, and eliminate bias and prejudice in answers?

► Open-ended questions

► **Close-ended questions**

► Subjective questions

► Objective questions

AIDS stands for:

► Attention Immunodeficiency Syndrome

► Acquired Implement System

►Acquired Immunodeficiency Syndrome

► Attention Implement System

Which of the following messages aim to influence audiences who are inclined to resist, so they depend heavily on strategic planning?

► Considerate messages

► Courteous messages

► Informative messages

►Persuasive messages

Which form is correct in most situations?

►Could you help me?

► Help me?

► Excuse me; I was wondering if you could possibly help me?

► I need help.

Choose the correct sentence.

► He is a happily-married man.

►He is a happily married man.

► He is a happily, married man.

► He is a happily; married man

In the following sentence, which word is there a missing apostrophe?

My parents and their friends often visit each others houses.

- ► House's
- ► Parent's
- ►**Other's**
- ► Friend's

What punctuation mark should complete the following sentence?

John was angry and shouted at his son, "Go to your room now!

- ► Question mark
- ► Full stop
- ►**Speech mark**
- ► Comma

Which of the following proposal section refers to discussion of results?

- ►**Conclusion**
- ► Budget
- ► Procedure
- ► None of the above

Which of the following speech offers a verbal explanation of a complex process?

- ► Explanatory speech
- ► Instructional speech
- ► Demonstration speech

►Oral briefing

_____ is a matter of grouping or clustering ideas clearly.

►Visualization

- ► Simplification
- ► Effective organization
- ► Word choice

Which of the following would be unethical to use in a persuasive message?

- ► Consideration of audience needs
- ► The "you" attitude

►Manipulation

Persuasion

Choose the correct sentence.

►Carl worried about the hurricane; but tried to stay calm and help his family.

► Carl worried about the hurricane; but tried to stay calm, and help his family.

► Carl worried about the hurricane but tried to stay calm and help his family.

► Carl worried about the hurricane but tried to stay calm, and help his family.

Choose the sentence with the correct comma placement.

► You are I am sure, telling the truth.

► You are I am sure telling, the truth.

► You are, I am sure, telling the truth.

►You are, I am sure telling the truth.

Choose the sentence with the correct punctuation.

► Clothes are often made from synthetic material; for instance, rayon.

► Clothes are often made from synthetic material, for instance, rayon.

►**Clothes are often made from synthetic material, for instance:**

rayon.

► Clothes are often made from synthetic material, for instance; rayon.

Which is farthest in the past?

► couple of days

► last week

► a day before yesterday

►**a month ago**

Which phrase should be used while making a presentation ?

►**Please feel free to interrupt me with questions.**

► Don't disturb me while I'm presenting these statistics.

► No, you're wrong. We need more staff.

► Please! No interruptions during the presentation.

Which Three types of readers usually exist?

► Phantom Readers, Future Readers, Complicated Readers

► Future Readers, Complex Readers, Complicated Readers

► Future Readers, Complex Readers, Technical Readers

►Phantom Readers, Future Readers, Complex Readers

Which of the following aspect represents a series of events that tells the reader what happened?

► Description
Analysis

►Narration

► Improved version

Which of the following feature should be placed either immediately before or immediately after the noun?

► Adverb modifiers

► Dependent clause

► None of them

►Modifiers of noun

Choose the correct sentence.

► I am asking if you would like to rollerblade together tomorrow?

► I am asking "if you would like to rollerblade together tomorrow"?

► I am asking "if you would like to rollerblade together tomorrow."

►I am asking if you would like to rollerblade together tomorrow.

Refrence

Since it is you doing the talking you do not need to quote yourself. You are making a statement and not asking a question, so the question mark is not necessary, just a period. If you were to say, "Would you like to rollerblade together tomorrow?"; without the 'I am asking' then it becomes a question. The fact that you omitted the period in the last statement could be cited as an error.

Choose the correct sentence.

Jan asked? "What did Joe mean when he said, 'I will see you later.'"

► Jan asked, "What did Joe mean when he said, 'I will see you later?'"

►Jan asked, "What did Joe mean when he said, 'I will see you later'?"

► Jan asked, "What did Joe mean when he said, 'I will see you later'"?

What is meant by attitudes?

► Judgments of right and wrong

►Observable actions

► Statements of approval or disapproval

► Statements of truth

Which of the following element refers to brief overview of report's most important point?

► Synopsis

►Executive Summary

► Contents

► Bibliography

What should be the purpose of visual aids?

- ► To make the document interesting
  To provide information
- ► To simplify the data
- **►All of the above**

What is the last thing you need to do before you get ready to distribute your document?

- ► Designing
- ► Revising
- **►Proofreading**
- ► All of the above

Which one of the following should be placed either immediately before or after the noun?

- ► Misplaced Modifiers
- **►Modifiers of Nouns**
- ► Adverb Modifiers
- ► Dangling Modifiers