

MCM-301 Important Macq's For Final Term
Solve By Vu_Toper RM
What's app 03224021365
Paid Tasks = LMS Handling + Online Classes + Project

All of the following are Non Essential parts of a letter EXCEPT:

Addressee notation

Attention line

Subject line

Complimentary close

Question # 15 of 15 (Start time: 09:26:16 AM)

In a persuasive message, opposing ideas should be:

Cited, then refuted

Mentioned only when necessary

Ignored

Not mentioned

Question # 1 of 15 (Start time: 09:28:39 AM)

Which of the following calls on human feelings, basing the argument on audience needs or sympathies?

Emotional appeals

Logical appeals

Irrational appeals

Unreasonable appeals

Question # 2 of 15 (Start time: 09:29:09 AM)

Bstands for:

Blind carbon copy

Blind compiled copy

Branded carbon copy

Branded compiled copy

Question # 3 of 15 (Start time: 09:29:30 AM)

All of the following are the elements of effective written communication, EXCEPT:

Courtesy

Correctness

Conciseness

Cleanliness

 # 4 of 15 (Start time: 09:29:49 AM)

All of the following guidelines play an important part to make your writing concrete, EXCEPT:

Include as much specific information as possible.

Use active rather than passive verbs.

Use vivid, image-building words.

Use passive verbs.

Question # 5 of 15 (Start time: 09:30:09 AM)

Which one of the following group often meets face to face with a common purpose in mind?

Informal group

Formal group

Universal group

Standard group

Question # 6 of 15 (Start time: 09:31:02 AM)

Which of the following is correct about coercion, persuasion and manipulation: for persuasive messages?

Are three separate categories

Are loosely connected

Are blended into each other

Are unrelated

Question # 7 of 15 (Start time: 09:32:13 AM)

In a disappointing newsletter:

It is important to apologize.

Apology can be made with reason.

No apology is offered for the decision.

None of the given options

Question # 8 of 15 (Start time: 09:33:14 AM)

All of the following are Important details to include in the letter of invitation EXCEPT:

The topic of the presentation

The date and time of presentation

The venue of the presentation

The menu of lunch to be given in the end of presentation

Question # 9 of 15 (Start time: 09:33:40 AM)

Which of the following is not true of emotions?

Emotions help us to enact social roles.

Emotions are learned.

Emotions are innate.

Emotions are belief systems that guide our responses to feelings.

Question # 10 of 15 (Start time: 09:34:17 AM)

All of the following statements about groups are true, EXCEPT:

Group members strive to achieve some common purpose

Group members influence and are influenced by one another

Group members are interdependent

Group members must interact face-to-face.

Question # 11 of 15 (Start time: 09:34:40 AM)

Bc is an abbreviation of which of the following?

Blind copy

Branded copy

Begged copy

Before copy

Question # 12 of 15 (Start time: 09:35:12 AM)

Which of the following method is the best approach for refusing a claim?

Direct method

Callous method

Straight method

Indirect method

Question # 13 of 15 (Start time: 09:35:47 AM)

Motivational appeals refer to:

Values

Psychological needs

Emotions

All of the given options

Question # 14 of 15 (Start time: 09:37:01 AM)

What is the basic requirement of Coordinating behavior?

It requires that group members be in the same geographic area

It requires the use of verbal communication only

It requires the use of nonverbal communication only

It requires the exchange of messages whether verbal or nonverbal

Question # 1 of 15 (Start time: 02:53:00 PM)

Bc is an abbreviation of which of the following?

Blind copy

Branded copy

Begged copy

Before copy

Question # 2 of 15 (Start time: 02:53:53 PM)

All of the following are the qualities of effective claim letters EXCEPT:

An effective claim letter contains you attitude material.

An effective claim letter presents all the facts pertinent to the situation.

An effective claim letter contains threat.

An effective claim letter makes a definite request.

Question # 3 of 15 (Start time: 02:54:22 PM)

All of the following are considered as some basic truths about human nature that help us humanize our business messages, EXCEPT:

People are self-centered

People are defensive

People are perfect

People expect courtesy

Question # 4 of 15 (Start time: 02:55:12 PM)

_____ is often regarded as an undesirable thing, which prevents the best ideas from being adopted.

Compromise

Compulsion

Impulsion

Perception

Question # 5 of 15 (Start time: 02:55:43 PM)

_____ is the language of business correspondence written for a general readership.

Informal English

Formal English

Common English

African English

Question # 6 of 15 (Start time: 02:56:21 PM)

While writing a persuasive message, which kind of beginning will be more appropriate?

Begin with the catching proverb

Begin with the buffer

Begin with information that will catch the reader's attention

Begin with detailed explanation

Question # 7 of 15 (Start time: 02:57:38 PM)

The purpose of your message will determine:

How much you need to know about your reader.

How much you need to know about your idea.

How much you need to know about the background of your letter.

All of the given options

All of the following are the different types of Buffer EXCEPT:
Select correct option

Agreement

Fairness

Cooperation

Bad news **********

Question # 2 of 10 (Start time: 10:16:00 PM) Total Marks: 1
Which of the following is the characteristic of good news letter?
Select correct option

Begin with good news ok**********

Use slow opening

Begin with explanatory details or information

Don’t incorporate a you-viewpoint
Question # 3 of 10 (Start time: 10:17:02 PM) Total Marks: 1
Which of the following is to make a neutral, non-controversial statement that is closely related to the point of the message?
Select correct option

Buffer ok**********

Feedback

Communication

Talk

Question # 4 of 10 (Start time: 10:18:13 PM) Total Marks: 1
In a well written disappointing newsletter, all of the following points are kept in mind, except:
Select correct option

Enough detail to make the reason for the refusal logically acceptable.

Explaining the company’s policy as logical rather than rigid

Offering an apology for the decision ok **********

Avoiding negative personal expressions

Question # 5 of 10 (Start time: 10:19:30 PM) Total Marks: 1
Order letters are comprised of all of the following distinct content components, except:
Select correct option

Pertinent information about the items being ordered

Directions for shipping the merchandize

Quality report of the items ok **********

Method of payment

Question # 6 of 10 (Start time: 10:20:33 PM) Total Marks: 1
All of the following are correct when it comes to writing disappointing news letters EXCEPT:
Select correct option

Avoid the use of negative words or phrases.

Avoid making suppositions that are not likely to occur.

Avoid a meaningless closing.

Avoid a neutral or buffered opening. ok **********
Question # 7 of 10 (Start time: 10:21:36 PM) Total Marks: 1
Almost every customer who makes a claim is emotionally involved; therefore, the _____ is usually the best approach for a refusal.
Select correct option

Direct method

Callous method

Straight method

Indirect method ok **********

Question # 8 of 10 (Start time: 10:22:31 PM) Total Marks: 1
With the use of which of the following, we reason from specific evidence to general conclusion?
Select correct option

Analogy ok**********

Logic

Induction

Deduction

Question # 9 of 10 (Start time: 10:23:45 PM) Total Marks: 1
Which of the following is not a part of writing plan of a reservation letter?
Select correct option

A fast-start opening which identifies the type of room desired and the days needed

A section which mentions arrival and departure times

A section describing the quality of the room you booked in the other hotel ok **********

A courteous, action-oriented closing, which mentions your desire for a confirmation
Click here to Save Answer & Move to Next Question

Question # 10 of 10 (Start time: 10:25:08 PM) Total Marks: 1
The letter of decline must be:
Select correct option

Straight

Courteous ok **********

Callous

Unsympathetic

1. Careful outlining of topics is helpful for all of the given reasons EXCEPT:
   - It improves the clarity of message
   - It saves writing time
   - It enables to emphasize properly the various topics in the message
   - It keeps the suspense in message ✔
2. All of the following statements about groups are true, EXCEPT:
   - Group members strive to achieve some common purpose
   - Group members influence and are influenced by one another
   - Group members are interdependent
   - Group members must interact face-to-face ✔
3. While determining the order of the topics, one should review the outline, keeping all of the following questions in mind. EXCEPT:
   - Are the ideas of equal importance presented in a parallel manner?
   - Is the sequence of the topics appropriate for the development method I am using?
   - Is the sequence of the topics likely to add clarity to my message?
   - Are related topics properly shuffled? ✔
4. Writing with you-attitude shows sincere ___ for the reader.
   - Apathy
   - Concern ✔

- Sympathy
- Curiosity

5. When do you think groups, rather than individuals working alone, should be used to solve a problem?
- When the task requires a limited amount of information and skills
- When a quick resolution is essential
- When commitment to the decision is important ✔
- When the task is fairly simple and straightforward

6. Which of the following is NOT the stage of effective business writing?
- Planning Stage
- Organizing Stage
- Drafting Stage
- Theater Stage ✔

7. Which one of the following would not be interpreted to mean brevity which will result in an incomplete message?
- Conciseness ✔
- Correctness
- Consideration
- Courtesy

8. When applied to business messages 'correctness' means all of the following EXCEPT:
- Use the right level of language
- Check accuracy of words, information, and data
- Use correct grammar and punctuation
- Check font style ✔

9. What is the basic requirement of Coordinating behavior?
- It requires that group members be in the same geographic area
- It requires the use of verbal communication only
- It requires the use of nonverbal communication only
- It requires the exchange of messages whether verbal or nonverbal ✔

10. ___ is the language of business correspondence written for a general readership.
- Informal English ✔
- Formal English
- Common English
- African English

11. While writing a letter to inquire about the people, one should keep in mind all of the following except:
- Respect human rights, both legal and moral
- Ask only for info related to the job
- Stress unrelated information/facts ✔
- Structure the questions around the job

12. Bcc stands for:
- Blind carbon copy ✔
- Blind compiled copy
- Branded carbon copy

- Branded compiled copy

13. While you plan to make a good speech, you must be engaged in which of the following?
    - Audience-centered approach ✔
    - Self-centered approach
    - Theme or idea of the subject
    - Results

14. When people ask you for information and you can't honor the request, you may answer with:
    - Direct approach only
    - Indirect approach only
    - None
    - Both direct and indirect approach ✔

15. In a well written disappointing newsletter all of the following points are important, except:
    - Enough detail to make the reason for the refusal logically acceptable
    - Explaining the company's policy as logical rather than rigid
    - Offering an apology for the decision ✔
    - Avoiding negative personal expressions

16. Which of the following is not a part of the writing plan of a reservation letter?
    - A fast-start opening which identifies the type of room desired and the days needed
    - A section which mentions arrival and departure times
    - A section describing the quality of the room you booked in the other hotel ✔
    - A courteous, action-oriented closing, which mentions your desire for a confirmation

17. The letters written to book some place like room, hall etc. are called
    - Informal social invitation letters
    - Reservation letters ✔
    - Claim letters
    - Order letters

18. Which of the following is not suggested for an appropriate ending of business writing (request letters)?
    - Keep the ending paragraph as long as circumstances allow ✔
    - State who is to perform the desired action if the action is to be performed by someone other than the reader
    - Include reader-benefit material, if appropriate

19. In a direct request letter, request can be presented in:
    - Middle paragraph
    - Closing paragraph
    - First sentence ✔
    - Closing paragraph

20. Which of the following is NOT the stage of effective business writing?
    - Planning stage

- Organizing stage
- Drafting stage
- Body composition stage ✔

21. While preparing for effective business writing Drafting stage involves all of the following EXCEPT:
    - Develop appropriate beginning paragraph
    - Compose the body
    - Develop appropriate ending paragraph
    - Editing ✔
22. Which of the following is NOT a result of incomplete messages?
    - Loss of goodwill
    - Loss of valued customers
    - Loss of sales
    - Gaining the good name ✔
23. "His GPA in 2000 (MBA) was 3.9 on a four point scale". Which of the following is a correct and more concrete form of this statement?
    - His GPA was 3.9 on a four point scale ✔
    - His GPA was good in 2000
    - He got a good score in his MBA Program
    - All of the given
24. The vocabulary of informal writing is:
    - Less difficult ✔
    - Tricky
    - Intricate
    - All of given
25. Which of the following is not a fallacy about resume?
    - The purpose of a resume is to list all your skills and abilities
    - The more good information you present about yourself in your resume, the better
    - If you want a really good resume, have it prepared by a resume service
    - The objective of a resume is to kindle the employer interest and generate an interview ✔
26. The suggested plan for a sales letter includes all of the following elements, EXCEPT:
    - An opening that could detract the reader's attention ✔
    - A section that captures the reader's interest in the product or service you are selling
    - A section designed to establish desire and conviction on the part of the reader
    - A courteous, action-oriented closing
27. Where do cultural styles of audience in persuasion tend to differ?
    - Differ in their responses to persuasive appeals
    - Differ in their levels of visible emotion
    - Differ in how they regard supporting materials
    - All of given ✔

28. Which of the following must NOT be adopted in preparing disappointing news messages?

- Use sales-promotion material whenever appropriate
- Consider using an implicit refusal rather than explicit refusal
- Capitalize on what you can do for the reader rather than what you cannot do
- Use negative words or phrases ✔

29. All of the following functions are performed by a good buffer, except:

- Compliments the reader
- Expresses your appreciation for being thought of
- Assures the reader of your attention to the request
- Indicates your lack of understanding of the reader's needs ✔

30. All of the following is achieved by adopting audience centered tone in a disappointing news message, EXCEPT:

- Accepting that your disappointing-news represents a firm decision
- Understand that, under the circumstances, your decision was fair and reasonable
- Remain well disposed toward your business
- Destroying the receiver's pride ✔

31. Which of the following is true about goodwill messages?

- Seemingly informative
- Presented to change attitudes
- Presented to change behaviors
- All of the given ✔

32. Which statement would be the best close for an adjustment letter?

- We regret the trouble that the faulty keyboard caused you
- Your new keyboard is being air expressed to you ✔
- Your business is appreciated
- You may be interested in upgrading your internal memory with our inexpensive chips

33. The direct plan can be used for:

- Sales messages
- Request refusals
- Claims ✔
- None

34. BC is an abbreviation of which of the following?

- Blind copy ✔
- Branded copy
- Begged copy
- Before copy

35. With the use of which of the following, we reason from specific evidence to specific evidence?

- Analogy ✔
- Logic

- Induction
- Deduction

36. All of the following are correct when it comes to writing disappointing news letters EXCEPT:
- Avoid the use of negative words or phrases
- Avoid making suppositions that are not likely to occur
- Avoid a meaningless closing
- Avoid a neutral or buffered opening ✔

37. Which of the following calls on human reason?
- Emotional appeals
- Logical appeals ✔
- Irrational appeals
- Unreasonable appeals

38. Almost every customer who makes a claim is emotionally involved; therefore; the ___ is usually the best approach for a refusal
- Direct method
- Callous method
- Straight method
- Indirect method ✔

39. All of the following are the different types of buffer EXCEPT:
- Agreement
- Fairness
- Cooperation
- Bad news ✔

40. Which of the following is to make a neutral, non-controversial statement that is closely related to the point of the message?
- Buffer ✔
- Feedback
- Communication
- Talk

41. With the use of which of the following, we reason from a generalizing to a specific conclusion?
- Analogy
- Logic
- Induction
- Deduction ✔

42. To say a clear no or writing a straight refusal in a disappointing news letter; all of the following techniques are useful EXCEPT:
- De-emphasize the disappointing news
- Use a conditional statement
- Tell the audience what you did, can do, or will do, rather than what you did not do, cannot do, or will not do
- Use a non-courteous tone ✔

43. Which of the following is the most correct statement about the interest section of the indirect plan for persuasion?

- Downplay any negative points
- Be positive and brief
- Make action easy
- Show benefits to receiver ✔

44. Which type of goodwill message is most likely to use an RSVP?

- Condolence ✔
- Invitation
- Appreciation
- Holiday greeting

45. Which of the following is NOT true about a congratulatory message?

- The message may be sent to a company relocating to a new building
- The message may be sent to an individual for being elected to an office in a social organization
- The message should focus on the receiver from start to finish
- The message may close by referring to the writer's assistance to the receiver in his or her achievement ✔

46. Which of the following is the characteristic of good news letter?

- Begin with good news ✔
- Use slow opening
- Begin with explanatory details or information
- Don't incorporate a you-viewpoint

47. Which of the following method is the best approach for refusing a claim?

- Direct method
- Callous method
- Straight method
- Indirect method ✔

48. Which of the following calls on human feeling, basing the argument on audience needs or sympathies?

- Emotional appeals ✔
- Logical appeals
- Irrational appeals
- Unreasonable appeals

49. Checking for the accuracy of dated figures, amounts and numbers, misspelled words, topographic errors etc. is done in which stage of writing?

- Organizing
- Drafting
- Editing
- Proofreading ✔

50. Which of the following is the informal report used to communicate with individuals outside of organization?

- Letter ✔
- Memo

- Periodical
- Magazine

51. Letters of invitation include:
- Speaking invitations
- Informal social invitations
- Formal social invitations
- All of the given ✔

52. All of the following are Essential parts of a letter EXCEPT:
- Letterhead
- Salutation
- Subject line ✔
- Signature

53. The courteous close of a direct request letter contains all of the following EXCEPT:
- A specific request
- Information about how you can reached
- An expression of appreciation or goodwill
- Information about your city ✔

54. "Would you please send me information about points of interest and scheduled events for families visiting Murree?" Which kind of letter would be suitable for the given information?
- Direct request letter
- Indirect inquiry letter ✔
- Claim letter
- Order letter

55. In routine requests, it is advised to use direct approach which means:
- Placing the main idea in opening ✔
- Placing the main idea in middle
- Placing the main idea in the end
- Placing the main idea anywhere according to writer's choice

56. Which of the following is the most appropriate opening for an invitation to a fund raising event?
- Explain the purpose of the event ✔
- Give details of the event
- Extend the invitation
- Remind the recipient to bring a checkbook

57. To begin a disappointed newsletter with a negative information, ___ a negative situation
- Eases
- Reduces
- Complicates ✔
- Relieves

58. Which one of the following options refers to complimentary close?
- Dear Sir/Madam
- Yours sincerely, ✔

- Confidential
- Head, Communication Dept.

59. Which of the following is not suggested to improve the effectiveness of the opening paragraph of business writing?
- Use a U-viewpoint in the opening
- Use a fast-start beginning rather than slow beginning
- Use a U-viewpoint and I-viewpoint together in the opening ✔
- Keep the beginning paragraph fairly short

60. Order letters are usually written, when ___ are not available
- Order reports
- Order blanks ✔
- Purchase reports
- Purchase slips

61. All of the following are non essential parts of letter EXCEPT:
- Addressee notation
- Attention line
- Complimentary close ✔
- Subject line

62. All of the following are qualities of effective claim letters EXCEPT:
- An effective claim letter contains you attitude material
- An effective claim letter presents all the facts pertinent to the situation
- An effective claim letter contains threat ✔
- An effective claim letter makes a definite request

63. Like all routine messages, routine requests have all of the following EXCEPT:
- An opening
- A body
- A close
- A center ✔

64. All of the following suggestions help improve the effectiveness of the opening paragraph EXCEPT:
- Make sure the beginning is appropriate for the reader
- Make sure the beginning is inappropriate for the situation ✔
- Use a fast-start beginning rather than a slow beginning
- Keep the beginning paragraph fairly short

65. Due to which one of the following reason the claim letter differs from other positive and neutral messages using the direct plan
- Contains a sales appeal
- Have its explanation omitted
- Places blame on the receiver
- Contains negative information ✔

66. Bpc is an abbreviation of which of the following?
- Blind photo copy ✔
- Blind paper copy
- Blind person copy

- Blind pasted copy

67. Writing a letter to inquire about people involve two considerations. First is the need to respect the rights - legal and moral; second is:

- The need to structure the questions around the job involved ✔
- The need to structure the question according to your own personality and frame of mind
- The need to structure the question keeping in mind the organization you are writing to
- The need to structure the questions with heavy vocabulary

68. All of the following are Important details to include in the letter of invitation EXCEPT:

- The topic of the presentation
- The date and time of presentation
- The venue of the presentation
- The menu of lunch to be given in the end of presentation ✔

69. Order letters are comprised of all of the following distinct content components except:

- Pertinent information about the items being ordered
- Directions for shipping the merchandize
- Quality report of the items ✔
- Method of payment

70. Which of the following type of letter is used to request general information rather than answers to specific questions?

- Direct request
- Indirect request ✔
- Claim
- Order

71. How can the credibility of a presenter be increased?

- Being well dressed and well groomed
- Complimenting the audience
- Demonstrating your sincerity
- All of the given ✔

72. Which one of the following is not required to keep conciseness in writing?

- Including only relevant material
- Adding extra and unrelated information ✔
- Eliminating wordy expressions
- Avoiding unnecessary repetition

73. All of the following steps are found in the planning stage of business writing, EXCEPT:

- Determine your purpose
- Consider your reader
- Choose your idea
- Proofreading ✔

74. Which one of the following information is true about bar charts, simple column charts and multi-column charts?

- can be used effectively for the same purpose ✔
- can be used to illustrate varied values
- Are usually illegal for visual aids
- Are usually not good visual aids

75. To find the right media for your presentation you need to first determine which one of the following?
- The size of your audience
- Equipment and supply limitations
- The presentation budget
- All of the given ✔

76. All of the following are the characteristics of concrete writing EXCEPT:
- Specific
- Definite
- Vivid
- Vague ✔

77. All of the following are considered as some basic truths about human nature that helps us humanize our business messages, EXCEPT:
- People are self-centered
- People are defensive
- People are perfect ✔
- People expect courtesy

78. All of the following are the elements of effective written communication EXCEPT:
- Courtesy
- Correctness
- Conciseness
- Cleanliness ✔

79. All of the following factors bring the element of completeness in a message EXCEPT:
- Providing all necessary information
- Answering all questions asked
- Giving something extra, when desirable
- Using vivid, image-building tools ✔

80. Which of the following method of outlining speech is generally preferred for negative news messages?
- Direct method
- Indirect method ✔
- Supporting method
- Sustaining method

81. "His black assistant speaks more clearly than he does". Which kind of biasness this sentence shows?
- Gender biasness
- Racial biasness ✔
- Age biasness
- Disability biasness

82. Which one of the following group often meets face to face with a common purpose in mind?

- Informal group ✔
- Formal group
- Universal group
- Standard group

83. ___ is often regarded as an undesirable thing, which prevents the best ideas from being adopted

- Compromise ✔
- Compulsion
- Impulsion
- Perception

84. While using a flip board in presentation, 6x6 formula is used. What does it refers to?

- 6 sentences with 6 different colors on one chart
- 6 words in every sentence written in 6 different colors
- 6 sheets on flip board
- 6 lines, each having 6 words on a sheet ✔

85. The sender analyzes the receiver's knowledge so that he/she could:

- Compose the message at the proper level
- Emphasize receiver benefits
- Choose the approach to use in the message
- Avoid making a negative impression ✔

When people ask you for information and you can't honor the request, you may answer with:

► Direct approach only
► Indirect approach only
► None of the given options
► Both direct and indirect approach

Question No: 2 (M - 1) .

In a well written disappointing newsletter all of the following points are important, except:

► Enough detail to make the reason for the refusal logically acceptable
► Explaining the company's policy as logical rather than rigid
► Offering an apology for the decision
► Avoiding negative personal expressions

Question No: 3 (M - 1) .

Which of the following is not a part of the writing plan of a reservation letter?

► A fast-start opening which identifies the type of room desired and the days needed
► A section which mentions arrival and departure times
► A section describing the quality of the room you booked in the other hotel
► A courteous, action-oriented closing, which mentions your desire for a confirmation

Question No: 4 (M - 1) .

The letters written to book some place like room, hall etc are called:

► Informal social invitation letters
► Reservation letters
► Claim letters
► Order letters

Question No: 5 (M - 1) .
Which of the following is not suggested for an appropriate ending of business writing (request letters)?
► Keep the ending paragraph as long as circumstances allow.
► State who is to perform the desired action if the action is to be performed by someone other than the reader.
► Include reader-benefit material, if appropriate.
► Avoid the inclusion of negative information in the ending.

Question No: 7 (M - 1) .
Which of the following is NOT the stage of effective business writing?
► Planning Stage
► Organizing Stage
► Drafting Stage
► Body Composition Stage

Question No: 8 (M - 1) .
While preparing for effective business writing Drafting Stage involves all of the following EXCEPT:
► Develop appropriate beginning paragraph
► Compose the body
► Develop appropriate ending paragraph
► Editing

Question No: 9 (M - 1) .
Which of the following is NOT a result of incomplete messages?
► Loss of goodwill
► Loss of valued customers
► Loss of sales
► Gaining the good name

Question No: 10 (M - 1) .
"His GPA in 2000 (MBA) was 3.9 on a four point scale." Which of the following is a correct and more concrete form of this statement?
► His GPA was 3.9 on a four point scale.
► His GPA was good in 2000.
► He got a good score in his MBA Program.
► All of the given options

Question No: 11 (M - 1) .
The vocabulary of informal writing is:
► Less difficult
► Tricky
► Intricate
► All of the given options

Question No: 12 (M - 1) .
Which one of the following is not a fallacy about resume?
► The purpose of a resume is to list all your skills and abilities.
► The more good information you present about yourself in your resume, the better.
► If you want a really good resume, have it prepared by a resume service.

► The objective of a resume is to kindle the employer interest and generate an interview.

Question No: 15 (M - 1) .

When scientists note that the average temperature is rising each year in Sydney, Cairo, Tokyo, and other major cities, they conclude that the entire globe is warming up. Which form of reasoning are they using?

► Emotional
► Narrative
► Deductive
► Inductive

Question No: 18 (M - 1) .

Which of the following must NOT be adopted in preparing disappointing news messages?

► Use sales-promotion material whenever appropriate.
► Consider using an implicit refusal rather than an explicit refusal.
► Capitalize on what you can do for the reader rather than what you cannot do.
► Use negative words or phrases.

Question No: 19 (M - 1) .

All of the following functions are performed by a good buffer, except:

► Compliments the reader
► Expresses your appreciation for being thought of
► Assures the reader of your attention to the request
► Indicates your lack of understanding of the reader's needs
► Understanding that, under the circumstances, your decision was fair and reasonable
► Remain well disposed toward your business
► Destroying the receiver's pride

Question No: 21 (M - 1) .

Which of the following is true about goodwill messages?

► Seemingly informative
► Presented to change attitudes
► Presented to change behaviors
► All of the given options

Question No: 23 (M - 1) .

The direct plan can be used for:

► Sales messages
► Request refusals
► Claims
► None of the given options

Question No: 24 (M - 1) .

Bc is an abbreviation of which of the following?

► Blind copy
► Branded copy
► Begged copy
► Before copy

Question No: 25 (M - 1) .

Which of the following method of outlining topic presents the specific information first, followed by the conclusion?

► Direct method

► Indirect method
► Supporting method
► Sustaining method

Question No: 26 (M - 1) .
While preparing for effective business writing Planning Stage involves all of the following EXCEPT:
► Determine your purpose
► Consider your reader
► Determine the appropriate content
► Choose your clothes

Question No: 29 (M - 1) .
Visual aids perform which of the following functions?
► Emphasizing important points
► Illustrating how things work
► Illustrating how things are related to one another
► All of the given options

Question No: 30 (M - 1) .
Which of the following information is true for bar charts, simple column charts and multi-column charts?
► All can be used effectively for the same purpose
► Can be used to illustrate varied values
► Are usually not good visual aids
► All of the given options

Question No: 31 (M - 1) .
Which one of the following is NOT a common reason for disruptive behavior?
► Resistance to change.
► Resentment of the presenter.
► Repetition of behavior that is successful for the detractor.
► Reappearance of the presenter.

Question No: 34 (M - 1) .
Which of the following is the skill of speaking in distinct syllables?
► Articulation
► Fillers
► Inflection
► Monotone delivery

Question No: 37 (M - 1) .
Which of the following is usually related to environmental factors that affect the communication?
► Listener barrier
► Sender barrier
► Physical barrier
► Resistance

Question No: 38 (M - 1) .
Which of the following barriers are most often the hardest to identify and reduce or eliminate?
► Physical barriers
► Listener barriers
► Sender barriers

► None of given options

Question No: 39 (M - 1) .

The sender analyzes the receiver's knowledge so that the he/she could:

► Compose the message at the proper level.
► Emphasize receiver benefits.
► Choose the approach to use in the message.
► Avoid making a negative impression.

Question No: 40 (M - 1) .

What does Communication breakdown mean?

► We have been ineffective in communication.
► We have been effective in communication.
► We have been helpful in communication.
► We physically broke communication.

Question No: 41 (M - 1) .

Farhan talking with his friend on telephone is an example of which type of communication?

► Mediated communication
► Mass communication
► Interpersonal communication
► Intrapersonal communication

Q: Which of the following is an interpersonal need to exercise leadership and prove one's abilities?

- Inclusion
- **Control**
- Affection
- Power

Q: Which of the following is the skill of speaking in distinct syllables?

- **Articulation (page 59)**
- Fillers
- Inflection
- Monotone delivery

Q: All of the following are the different types of buffer. EXCEPT

- Fairness
- **Bad news (page 157)**
- Agreement
- Cooperation

Q: In a persuasive message, the opposing ideas should be treated

- Cited then refuted
- **Ignored (not sure)**
- Mentioned only when necessary
- Not mentioned

Q: Writing a letter to inquire about people involve two considerations. First is the need to respect the rights – legal and moral, second is

- **The need to structure the questions the job involved (page 140)**

Q: Which of the following is needed to introduce the reader to a longer, accompanying message?

- Page memo
- **transmittal memo (page 178)**

Q: Which of the following will fall under the category of social invitation letter?

- Invitation for the farewell party of a faculty member.
- Letter for booking a hotel room
- Invitation of delivering a lecture
- **All of the above (page 145)**

Q: Which of the following parts of an order-acknowledgement letter should be forward-looking?

- **The closing (page 154)**

Q: Which of the following would be the best visual support for a presentation given to the illiterate farmers on how to grow a better crop?

Video

Intrapersonal communication processes depend upon communicators'

Options:

Frame of reference
Creativity
Self-talk
All of the above.

Question:

If a person is communicating with his friend on telephone then it will be:

Options:

Intrapersonal communication
Mass communication
Mass communication
None of the above

Question:

Which one of the following statement is correct about communication?

Options:

Communication can solve all problems.
Communication skills are not learnt.
Communication is dynamic, not static.
Communication is just an information transfer.

Question:

Which one of the following is not a part of electronic media?

Options:

Radio
Television
Film
Brochure

Question:
Downward communication flows from people at higher levels to those at lower levels in an organization. Primary function of downward communication is to provide:

Options:

Organizational policies and procedures
Feedback about employees' performance
Organizational goals and objectives
All of the above.

Question:
Which one of the following is a mass medium of communication?

Options:

Television
Radio
Newspaper
All of the above

Question:
The five steps involved in a communication process appear in a specific order. Which one of the following is the right order?

Options:

IdeaàChannelàEncodingàDecodingàFeedback
Ideaà EncodingàChannelàDecodingàFeedback
ChannelàIdeaàEncodingàFeedbackàdecoding
IdeaàDecodingàChannelàEncodingàfeedback

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Question:
Probing in a communication process is:

Options:

An attempt to gain additional information
Making judgments
An attempt to explain what the sender meant
None of the above

Question:
Self Talk is also called as:

Options:

Mediated communication
Interpersonal communication
Imagined communication
Person-Group communication

Question:
Creating and holding a mental image of the person with whom you are conversing by telephone will:
Options:
Give the impression the other person is important.
Help you keep the conversation focused on the other person.
Make your voice sound professional.
Minimize the potential for in-person interruptions.

Question:
The person who attaches meaning to a message is called:
Options:
Sender
Encoding
Transmitter
Receiver

Question:
The eye is capable of processing 500-million bits of information per second, however the brain can only compute about _____ bits of information per second.
Options:
400
500
600
650

Question:
_____ is an automatic psychological process of receiving aural stimuli. **Options:**
Listening
Hearing
Speaking
None of these

Question:
Some misconceptions about communication are
Options:
Communication solves all problems
Communication physically breaks down
The meaning we attach to a word will be the meaning everyone else attaches to
All of the given options

Question:
Specialized vocabulary is known as:

Options:
Equivocal terms
Jargon
Trigger words
Biased language

Question:
A thesis statement is a _____ in sentence form
Options:
Declarative statement
Direct statement
Indirect statement
Straight statement

Question:
_____ is a sentence that does not express the feeling, conditions, opinions and attitude.
Options:
Thesis statement.
Indirect statement
Direct statement
Straight statement

Question:
A _____ is a strong statement designed to evoke a powerful emotional response.
Options:
Startling statement
Indirect statement.
Direct statement
Straight statement

Question:
All of the following are the tools for getting audience attention, except:
Options:
Startling statement
Stories
Rhetorical questions
Conclusion

Question:
Deductive and inductive are the types of _____ order.
Options:
Spatial
Chronological
Topical
Logical

Question:
In which speech, speaker does not have time to analyze the audience
Options:
Manuscript
Memorized
Impromptu
Extemporaneous

Question:
If your objective is to train a new computer consultant, what will be your general goal or general purpose
Options:
To inform
To persuade
To teach
To entertain

Question:
Which of the following statement explains mediated communication?
Options:
Mediated communication occurs when two (or a few) people use loud speaker to
Mediated communication occurs when two (or a few) people use some
Mediated communication occurs when people try to communicate at mass level.
Mediated communication occurs when a group of people uses email to send a

Question:
When superiors provide directions to their subordinates regarding what to do, this is known as a type of _____ communication.
Options:
Upward
Horizontal
Downward
Lateral

Question:
After listening to Ayesha's long speech, Beenish told her what she understood from her long talk. Which form of listening it is?
Options:
Empathic listening
Critical listening
Active listening
Preferential listening

All of the following are the purposes of introduction except

Select correct option:
- Getting the audience's attention
- Introducing your thesis
- Establishing your rapport or credibility with the audience
- Avoid to the audience

Question # 2 of 15
All of the following are the common reasons for disruptive behavior EXCEPT one. Which one is that?

Select correct option:
- Resistance to change
- Resentment of the presenter
- Repetition of behavior that is successful for the detractor
- Reappearance of the presenter

Question # 3 of 15
At what point does an introduction begin?

Select correct option:
- It begins the moment you address the audience.
- It begins at the middle of your speech.
- It begins at any moment during your speech.
- All of the given options

Question # 4 of 15
Q&A is an abbreviation of which of the following?

Select correct option:
- Quest and availability
- Question and answer
- Question and anticipation
- Query and audience

Question # 5 of 15
A presenter can prepare effective responses by which of the following?

Select correct option:
- Anticipating
- Answering
- Revising
- All of the given options

Question # 6 of 15
An effective presenter uses pitch changes to indicate a change in the message. At the end of a sentence, raising the pitch signifies which of the following?

Select correct option:
- A question
- Statement
- Speech
- Confess

Question # 7 of 15
Visual aids perform which of the following functions?

Select correct option:
- Emphasizing important points
- Illustrating how things work
- Illustrating how things related to one another
- All of given option

Question # 8 of 15
Where does immediacy come from during a presentation?

Select correct option:
- Looking at your notes (not much sure)
- Standing
- Dressing with authority
- Making eye contact

Question # 10 of 15
How can the credibility of a presenter be increased?

Select correct option:
- Being well dressed and well groomed
- Complimenting the audience
- Demonstrating your sincerity
- All of the given options

Question # 11 of 15
A speech designed to change or reinforce the audience's beliefs or actions. This is an example of:

Select correct option:
- Informative speech
- Ceremonial speech
- Persuasive speech
- None of the given options

Question # 12 of 15
Which of the following option of anticipating part of speech can reveal questions and concerns that may be raised during presentation?

Select correct option:
- Previous experience
- Common concerns
- Planning
- Input from associates

Question # 13 of 15
Which of the following refers to the degree of highness or lowness of a sound?

Select correct option:
- Pitch
- Speed
- Volume
- Rate

Question # 14 of 15
Business associates can be a helpful source for:

Select correct option:
- Identifying probable questions and objections
- Can reveal questions and concerns
- It is helpful to recall the questions
- None of the given options

Question # 15 of 15
A presenter who consistently speaks at a rapid rate may be perceived as:

Select correct option:
- To be nervous
- Impatient
- Hurried
- All of given option

Question # 1 of 10
All of the following steps are found in the planning stage of business writing, EXCEPT:

Select correct option:
- Determine your purpose
- Consider your reader
- Choose your idea
- Proofreading

Question # 2 of 10
Which of the following is NOT the stage of effective business writing?

Select correct option:
- Planing Stage
- Drafting Stage
- Organizing Stage
- Theater Stage

Question # 3 of 10
Which of the following is the most appropriate opening for an invitation to a fund-raising event?

Select correct option:
- Explain the purpose of the event. (I think)
- Give details of the event.
- Extend the invitation
- Remind the recipient to bring a checkbook

Question # 4 of 10
Which of the following are central features of a group?

Select correct option:
- Interaction
- Mutual influence
- Interdependence
- All of the given options

Question # 5 of 10
Letters of invitation include:

Select correct option:
- Speaking invitations
- Informal social invitation
- Formal social invitations
- All of the given options

Question # 6 of 10
The direct plan can be used for which one of the following?

Select correct option:
- Sales messages
- Request refusals
- Claims
- None of the given options (I think)

Question # 7 of 10
Which of the following type of letter is used to request general information rather than answers to specific questions?

Select correct option:
- Driect Request
- Indirect request (Indirect – Inquiry Letters)
- Claim
- Order

Question # 8 of 10
Which of the following is not a part of writing plan of a reservation letter?

Select correct option:
- A fast-start opening which identifies the type of room desired and the days needed
- A section which mentions arrival and departure times
- A section describing the quality of the room you booked in the other hotel
- A courteous, action-oriented closing, which mentions your desire for a confirmation

Question # 9 of 10
In a direct request letter, request can be presented in:

Select correct option:
- Closing paragraph
- Closing sentence
- First sentence
- None of the given options

Question # 10 of 10
Which one of the following is suitable for both promotional and informational presentations in either the Proactive or Interactive modes?

Select correct option:
-V-formation
- Modified T-formation
- T-formation
- U-formation

Question # 1 of 15
In a direct request letter, request can be presented in:

Select correct option:
- Closing paragraph
- Closing sentence
- First sentence
- None of the given options

Question # 2 of 15
Types of media used to direct information upward are:

Select correct option:
- Reports, interoffice memos and supervisor subordinate conferences
- Letters, newspapers and radio
- Newspapers, books and interoffice memos
- TV, radio and wall chalking

Question # 3 of 15
While writing a letter to inquire about the people, one should keep in mind all of the following, except:

Select correct option:
- Respect human rights, both legal and moral
- Ask only for info related to the job
- Stress unrelated information/ facts
- Structure the questions around the job

Question # 4 of 15
All of the following are the elements of communication process. EXCEPT:

Select correct option:
- Sender
- Message
- Channel
- Creativity

Question # 5 of 15
If a modern organization uses the mediums like reports, conferences or interoffice memos to communication with the people working in the organization, what type of communication it will be?

Select correct option:
- Internal communication
- External communication
- Interpersonal communication
- Interchange communication

Question # 6 of 15
All of the following statements about groups are true, EXCEPT:

Select correct option:
- Group members strive to achieve some common purpose
- Group members influence and are influenced by one another

- Group members are interdependent
- Group members must interact face-to-face.

Question # 7 of 15
Nonverbal messages are extremely important because _____.

Select correct option
- They comprise well over half of our communication in face-to-face settings.
- They are often more reliable because they are hard to fake.
- In a number of situations, we rely on them more than on verbal cues.
- Of all of the given reasons (I think)

Question # 8 of 15
Diversity is important to the success of groups. What does it mean?

Select correct option:
- Group members should tolerate diversity
- Group members should encourage and support diversity
- Group members should be honest in their personal views toward diversity
- Co-cultures can contribute to group dysfunction if differences dominate group goals

Question # 9 of 15
Which of the following is the most appropriate opening for an invitation to a fund-raising event?

Select correct option:
- Explain the purpose of the event.
- Give details of the event.
- Extend the invitation
- Remind the recipient to bring a checkbook.

Question # 10 of 15
Which of the following would be a negative result of failing to analyze the audience properly?

Select correct option:
- Assuming that gender stereotypes still hold true
- Offending audience members with a position that is contrary to their religious/moral beliefs
- Using jargon or vocabulary that is inappropriate for the audience's educational level
- All of given options (I think)

Question # 11 of 15
In which process two people i.e. sender and the receiver are thinking at the same time?

Select correct option:
- Listening
- Hearing
- Writing
- Speaking

Question # 12 of 15
In a disappointing newsletter:

Select correct option:
- It is important to apologize.
- Apology can be made with reason.
- No apology is offered for the decision.

- None of the given options

Question # 13 of 15
The degree to which you and others share common meanings for words will depend on:

Select correct option:
- The diversity of your backgrounds
- The extent to which you share common backgrounds and experiences
- The extent to which you share common approaches
- None of the given options

Question # 14 of 15
While preparing for effective business writing Planning Stage involves all of the following, EXCEPT:

Select correct option:
- Choosing appropriate clothes
- Considering your reader
- Determining the appropriate content
- Determining your purpose

Question # 15 of 15
Which of the following is(are) the example of public(s) that organizations communicate with, in external communication?

Select correct option:
- Consumers
- Stockholders
- Government agencies
- All of the given options

Question # 1 of 10

"His GPA in 2000(MBA) was 3.9 on a four point scale." Which of the following is a correct and more concrete example of above statement?

Select correct option:
- His GPA was 3.9 on a four point scale (I think)
- His GPA was good in 2000.
- He got a good score in his MBA Program.
- All of the given options

Question # 2 of 10
When applied to business messages 'correctness' means all of the following, EXCEPT:

Select correct option:
-Use the right level of language
- Check accuracy of words, information and data
- Use correct grammar and punctuation
- Check font style

Question # 3 of 10
Which of the following cannot result from incomplete messages?

Select correct option:
- Loss of goodwill

- Loss of valued customers
- Loss of sales
- Gaining good name

Question # 5 of 10
Which of the following method of outlining topic presents the specific information first, followed by conclusion?

Select correct option:
- Direct method
- Indirect method
- Supporting method
- Sustaining method

Question # 6 of 10
While preparing for effective business writing Planning Stage involves all of the following, EXCEPT:

Select correct option:
- Choosing appropriate clothes
- Considering your reader
- Determining the appropriate content
- Determining your purpose

Question # 7 of 10
Writing a letter to inquire about people involve two considerations. First is the need to respect the rights – legal and moral; second is:

Select correct option:
- The need to structure the questions around the job involved
- The need to structure the questions according to your own personality and frame of mind
- The need to structure the questions keeping in mind the organization you are writing to
- The need to structure the questions with heavy vocabulary

Question # 8 of 10
Effective writers visualize the _____ before starting to write.

Select correct option:
- Story
- Reader
- Colours
- Publisher

Question # 9 of 10
Which of the following is not a guideline for courteous writing?

Select correct option:
- Respond late
- Exclude irritating expressions
- Include meaningful apologies
- Omit discourteous wording

Question # 10 of 10
Which of the following is the informal report used to communicate with individuals outside of an organization?

Select correct option:
- Letter (I think)
- Memo
- Periodical
- Magazine

1. Which of the following is NOT used in oral speaking style?

Select correct option:
Mostly long sentences (I think)
Personal pronouns freely
Active voice
Contractions often

1. Which one of the following should not be interpreted to mean brevity, which will result in an incomplete message?

Select correct option:
Conciseness
Correctness
Consideration
Courtesy

2. Which of the following involves grasping what the speaker means by seeing the ideas and information from his/her point of view?

Select correct option:
Listening
Hearing
Filtering
Speaking

3. Effective communication benefits the organization by:

Select correct option:
Creating positive image
Reducing cost
Increasing employee productivity
All of the given options

4. When using visuals in a presentation, which of the following should be avoided?

Select correct option:
Taking time to explain the visual.
Fitting the visual to the material being discussed.
Talking to the visual.
None of the given options (I think)

5. In order to listen more effectively, you should:

Select correct option:
Minimize distractions
Talk less
Pay attention to verbal and nonverbal cues
All of the given options

6. Effective writers visualize the _____ before starting to write.

Select correct option:
Story
Reader
Colours
Publisher

7. What does communication breakdown mean?

Select correct option:
We have been ineffective in communication.
We have been effective in communication.
We have been helpful in communication.
We physically broke communication.

8. Which one of the following is not required to keep conciseness in writing?

Select correct option:
Including only relevant material
Adding extra and unrelated information
Eliminating wordy expressions
Avoiding unnecessary repetition

9. Which one of the following pattern is especially effective if the audience already knows that the problem exists?

Select correct option:
Problem/solution order
Cause/effect order
Deductive order
Inductive order
Question # 2 of 10 (Start time: 03:36:23 PM) Total M - 1
Diversity is important to the success of groups. What does it mean?

Select correct option:
Group members should tolerate diversity
Group members should encourage and support diversity
Group members should be honest in their personal views toward diversity
Co-cultures can contribute to group dysfunction if differences dominate group goals

12. In a well planned presentation where there is no need to record information that comes up on the spot, there may be no need for:

Select correct option:
Photographic slides
Chalk or dry-erase boards
Transparencies
CD-ROM or DVD

13. _____ is often regarded as an undesirable thing, which prevents the best ideas from being adopted.

Select correct option:
Compromise

Compulsion
Impulsion
Perception

14. How can the credibility of a presenter be increased?

Select correct option:
Being well dressed and well groomed
Complimenting the audience
Demonstrating your sincerity
All of the given options

15. Which of the following would be the least helpful source when conducting audience research?

Select correct option:
The program planner of the occasion where you are speaking
The website of the organization that has invited you to speak
Interviews of former members of the organization to whom you are invited to speak
News releases highlighting the organization to whom you will be speaking

16. Which one of the following seating is the least comfortable for an audience, especially for presentations that last longer than an hour?

Select correct option:
U-formation
Modified T-formation
Conventional classroom style
Conventional theater style

17. Which type of communication it would be when co-workers decide to meet to deal with a problem?

Select correct option:
Upward
Horizontal
Downward
Intrapersonal

18. Types of media used to direct information upward are:

Select correct option:
Reports, interoffice memos and supervisor subordinate conferences
Letters, newspapers and radio
Newspapers, books and interoffice memos
TV, radio and wall chalking

19. All of the following statements are the purposes of forming an outline for a speech EXCEPT one. Which one is it?

Select correct option:
It helps put order to the information.
It serves as a model to check your work.
It serves as a guide from which to deliver your speech.
It helps to build confusion for the listeners.

20. Which of the following is usually related to environmental factors that affect communication?

Select correct option:
Listener barrier
Sender barrier
Physical barrier
Resistance

21. In general, there are _____of newspaper indexes:

Select correct option:
Two kinds
Three kinds
Many kinds
None of the given option

22. Diagrams are excellent for conveying all of the following, except :

Select correct option:
Information about size
Information about shape
Information about structure
Information about audience (I think)

23. When centering on the audience, you start by finding _____that enable you to identify with them.

Select correct option:
Rare traits
Common traits
Extraordinary character

24. Speaking notes for speech should be:

Select correct option:
Legible
Unobtrusive
Detailed
Legible and unobtrusive

Question:
When working to create and maintain a favorable relationship with a receiver, a sender should:
Options:
Do just what the receiver expects.
Impress the receiver by using technical terms.
Stress mutual interests and benefits.
Use positive wording.

Question:
If a manager asks his assistant to compile a report on the overall performance of the department, which forms of communication it, will be?

Options:
Upward communication
Intrapersonal communication
Downward communication
Lateral communication

Question:
Drafting stage starts after

Options:
Planning
Organizing
Both 1and 2
None

Question:
Which is NOT true for creating effective opening paragraph?

Options:
Keep the beginning paragraph fairly short.
Use a you-viewpoint in the opening
Make sure the beginning is appropriate for the reader
Don't consider your reader

Question:
Ending paragraph provides you the opportunity to

Options:
Concentrate on the action you desire the reader to
Show courtesy towards the reader.
Both 1 and 2
None of above

Question:
Ending paragraph provides you the opportunity to

Options:
Concentrate on the action you desire the reader to
Show courtesy towards the reader.
Both 1 and 2
None of above

Question:
Audience information i.e. age, gender, education, occupation and socioeconomic status falls into the category:

Options:
Demographic factors
Psychographic factors

Geographic factors
All of the given options

Question:
Generally there are _____ kinds of newspaper indexes
Options:
Three
Four
Five
None of the given options.

Order letters are usually written, when _____ are not available. Select correct option:

Order reports

Order blanks

Purchase reports
Purchase slips

All of the following are the characteristics of concrete writing EXCEPT: Select correct option:

Specific
Definite
Vivid

Vague

Which one of the following is most appropriate sequence for effective writing?
Select correct option:

Planning > drafting > organizing > editing > proofreading
Planning > organizing > drafting > proofreading > editing

Planning > organizing > drafting > editing > proofreading

Planning > drafting > editing > organizing > proofreading

Checking for the accuracy of dates, figures, amounts and numbers, misspelled words, topographic errors etc is done in which stage of writing?
Select correct option:

Organizing
Drafting
Editing

Proofreading

Which of the following statement is NOT true about a congratulatory message?
Select correct option:

The message may be sent to a company relocating to a new building. The message may be sent to an individual for being elected to an office in a social organization.
The message should focus on the receiver from start to finish.
The message may close by referring to the writer's assistance to the receiver in his or her achievement.

All of the following suggestions help improve the effectiveness of the opening paragraph EXCEPT:
Select correct option:

Make sure the beginning is appropriate for the reader. Make sure the beginning is inappropriate for the situation Use a fast-start beginning rather than a slow beginning.
Keep the beginning paragraph fairly short.

Which of the following is not a guideline for courteous writing? Select correct option:

Respond late

Exclude irritating expressions
Include meaningful apologies
Omit discourteous wording

All of the following are the qualities of effective claim letters EXCEPT: Select correct option:

An effective claim letter contains you attitude material.
An effective claim letter presents all the facts pertinent to the situation.
An effective claim letter contains threat.
An effective claim letter makes a definite request.

When do you think groups, rather than individuals working alone, should be used to solve a problem?
Select correct option:

When the task requires a limited amount of information and skills
When a quick resolution is essential
When commitment to the decision is important

When the task is fairly simple and straightforward

All of the following statements about groups are true, EXCEPT: Select correct option:

Group members strive to achieve some common purpose
Group members influence and are influenced by one another Group members are interdependent Group members must interact face-to-face.

"Would you please send me information about points of interest and scheduled events for families visiting Murree?"

Which kind of letter would be suitable for the given information? Select correct option:

Direct request letter

Indirect inquiry letter
Claim letter
Order letter

Due to which one of the following reason the claim letter differs from other positive and neutral messages using the direct plan?
Select correct option:

Contains a sales appeal.
Have its explanation omitted.
Places blame on the receiver.
Contains negative information.

While preparing for effective business writing Planning Stage involves all of the following, EXCEPT:
Select correct option:

Choosing appropriate clothes

Considering your reader
Determining the appropriate content
Determining your purpose

Ali has to write a research paper. He has finalized the topic and collected the initial data. Now he is going to write the first paragraph.
Which stage of effecting writing it depicts?
Select correct option:

Planning
Organizing

Drafting

Editing

Bcc stands for:
Select correct option:

Blind carbon copy

Blind compiled copy
Branded carbon copy
Branded compiled copy

Which of the following is not a part of writing plan of a reservation letter?
Select correct option:

A fast-start opening which identifies the type of room desired and the days needed
A section which mentions arrival and departure times
A section describing the quality of the room you booked in the other

hotel

A courteous, action-oriented closing, which mentions your desire for a confirmation

What type of goodwill message is most likely to use an RSVP? Select correct option:

Condolence

Invitation

Appreciation
Holiday greeting

Question # 4 of 15 (Start time: 07:56:26 PM) Total Marks: 1 Letters of invitation include:
Select correct option:

Speaking invitations
Informal social invitation
Formal social invitations

All of the given options

All of the following are Essential parts of a letter EXCEPT:
Select correct option:
Letterhead
Salutation

Subject line

Signature

Which one of the following is not required to keep conciseness in writing?
Select correct option:

Including only relevant material

Adding extra and unrelated information

Eliminating wordy expressions
Avoiding unnecessary repetition

The courteous close of a direct request letter contains all of the following EXCEPT:
Select correct option:

A specific request
Information about how you can be reached
An expression of appreciation or goodwill

Information about your city

Cc is an abbreviation of which of the following?
Select correct option:

Carbon copy

Copy cat
Compiled copy
Cold copy
To begin a disappointed newsletter with a negative information, _____ a negative situation.
Select correct option:

Eases
Reduces

Complicates

Relieves

Like all routine messages, routine requests have all of the following
EXCEPT:
Select correct option:

An opening
A body
A close

A center

Which of the following is the informal report used to communicate with individuals outside of an organization?
Select correct option:
Letter Memo Periodical
Magazine

All of the following suggestions help improve the effectiveness of the opening paragraph EXCEPT:
Select correct option:

Make sure the beginning is appropriate for the reader. Make sure the beginning is inappropriate for the situation Use a fast-start beginning rather than a slow beginning.
Keep the beginning paragraph fairly short.

"Would you please send me information about points of interest and scheduled events for families visiting Murree?" Which kind of letter would be suitable for the given information?
Select correct option:

Direct request letter

Indirect inquiry letter
Claim letter
Order letter

Which one of the following should not be interpreted to mean brevity, which will result in an incomplete message?
Select correct option:

Conciseness

Correctness
Consideration

Courtesy

Cc is an abbreviation of which of the following?
Select correct option:

Carbon copy

Copy cat
Compiled copy
Cold copy

All of the following suggestions help improve the effectiveness of the opening paragraph EXCEPT:
Select correct option:
Make sure the beginning is appropriate for the reader. Make sure the beginning is inappropriate for the situation Use a fast-start beginning rather than a slow beginning.
Keep the beginning paragraph fairly short.

All of the following are considered as the core values of correctness, except:
Select correct option:

Proper grammar
Punctuation
Spelling

Loudness

In a direct request letter, request can be presented in:
Select correct option:
Closing paragraph
Closing sentence

First sentence

None of the given options

Which of the following statement is NOT true about a congratulatory message?
Select correct option:

The message may be sent to a company relocating to a new building.
The message may be sent to an individual for being elected to an office in a social organization.
The message should focus on the receiver from start to finish. The message may close by referring to the writer's assistance to the receiver in his or her achievement.

Careful outlining of topics is helpful for all of the given reasons
EXCEPT:
Select correct option:

It improves the clarity of message
It saves writing time
It enables to emphasize properly the various topics in the message

It keeps the suspense in message

Which of the following cannot result from incomplete messages? Select correct option:

Loss of goodwill
Loss of valued customers
Loss of sales

Gaining good name

Which of the following method of outlining topic presents the specific information first, followed by conclusion?
Select correct option:

Direct method

Indirect method
Supporting method
Sustaining method

_____ is the language of business correspondence written for a general readership.
Select correct option:

Informal English

Formal English
Common English
African English

Writing a letter to inquire about people involve two considerations.
First is the need to respect the rights – legal and moral; second is: Select correct option:

The need to structure the questions around the job involved The need to structure the questions according to your own personality and frame of mind
The need to structure the questions keeping in mind the organization you are writing to
The need to structure the questions with heavy vocabulary

In which stage of Group formation Members work to solve conflicts and recognize acceptable kinds of conduct?
Select correct option:
Forming
Storming

Norming

Performing

All of the following functions are performed by a good buffer, EXCEPT:
Select correct option:

Expresses your appreciation for being thought of
Assures the reader of your attention to the request
Compliments the reader

# Indicates your lack of understanding of the reader's needs

Which of the following method of outlining speech is generally preferred for negative news messages?
Indirect method

Which kind of letter would be suitable for the given information?
Direct request letter