Virtual University	**ENG201- Business and Technical English Writing** Latest Solved subjective from Midterm Papers	**May 09,2011**
Lectures 1-22	Mc100401285 **moaaz.pk@gmail.com** Moaaz Siddiq	**Latest subjectives**

Eng201- Subjective questions

MIDTERM EXAMINATION
Spring 2010
ENG201- Business and Technical English Writing (Session - 3)

Question No: 11 (Marks: 2)
Describe briefly Storyteller's tour.

Answer: Page 49
Storytellers on Tour
Have students practice retelling folktales in their classroom. When students feel confident, teams of three or four students at a time can then take their tales to other classes for a storytelling concert. If older students are sent to the younger grades, ask the younger grades to thank the storytellers with drawings inspired by their stories

http://www.storyarts.org/lessonplans/lessonideas/index.html

Question No: 12 (Marks: 2)
What do you know about 'Adjustment Requests'?

Answer: Page 72

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Question No: 13 (Marks: 3)
Which format one should perceive while writing a report?

Answer: Page 78
Responsive format, style and organization: Before you write decide:
Whether to use a letter, memo, or manuscript format
Whether to group your ideas one way or another.
Whether to employ or an informal style.

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When making decisions about the format, style, organization of a report, consider its

- Origin
- Subject
- Timing
- Distribution
- Purpose
- Probable reception

Question No: 14 (Marks: 3)
What are Functional Words and which function they perform?

Answer: Page 56
Functional words include:
Conjunctions
Prepositions
Articles
Pronouns
Functional words express relationships among content words.

Question No: 15 (Marks: 5)
What is coherence and why is it important?

Answer: Page 37

In a coherent sentence the words are arranged so that the ideas clearly express the intended meaning. Place the correct modifier as close as possible to word it is supposed to modify. In the examples which follow, notice that 'unclear' sentence conveys the wrong meaning.
Example: Unclear
Being an excellent lawyer, I am sure that you can surely help us.
Clear
Being an excellent lawyer, you can surely help us.

Question No: 16 (Marks: 5)
What is the difference between Formal and Informal letter?

Answer: Page 41
Formal Writing
Formal writing is often associated with scholarly writing.
Examples
Doctoral dissertations, scholarly articles, top-level government agreements etc

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The style unconventional, usually impersonal, and contains long and involved sentences.

Informal Writing

This style of writing is more characteristic in business writing.
An example is the communications via E-mail, memos etc.

Question No: 17 (Marks: 5)
Write down the techniques that are used to get the reader's attention or interest.

Answer: Page 53
The Letter begins with questions to catch the reader's attention. The letter leads up to the main point by arousing the reader's interest. This section gives the reader a motive for complying with the request. The letter closes with an appeal.

MIDTERM EXAMINATION
Spring 2010
ENG201- Business and Technical English Writing (Session - 4)

Question No: 11 (Marks: 2)
What are the characteristics of a well organized message?

Answer: Page 51
The subject and purpose are clear. All information is related to the subject and purpose. The ideas are grouped and presented in a logical way. All necessary information is included.
Well organized messages are efficient
they only contain relevant information, so the audience does not waste time with
superfluous information

Question No: 12 (Marks: 2)
Have you ever heard the term Persuasive massage? Define it.

Answer: Page 76
The persuasive message influences the audience by informing them and aiding their understanding. Persuasive messages aim to influence audiences who are inclined to resist, so they depend heavily on strategic planning

Question No: 13 (Marks: 3)
What is AIDA?

Answer: Page 76
AIDA is a plan and it is the specialized version of persuasion
It has four phases:

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1. Attention
2. Interest
3. Desire
4. Action

Question No: 14 (Marks: 3)
What is a business letter? Enlist at least three types of business letter.

Answer: Page 63
Business letters are commonly either full-block formatted,
with every line starting at the left margin and usually a business letterhead at the top of the page, or modified-block formatted, with the heading and the closing aligned at the center of the page.
Types of Letters: The following are some of the most common types of letters written by people in technical fields.
- Job application letters
- Acceptance letters
- Transmittal letters
- Inquiry letters
- Technical-information letters
- Letters of recommendation

Question No: 16 (Marks: 5)

Give the guidelines for 'Positive Close in a bad news message'?

Answer: Page 75
Following are the Guideline for positive Close
1. Don't refer to or repeat the bad news.
2. Don't apologize for the decision or reveal any doubt that the reasons will be accepted.
3. Don't urge additional communication
4. Don't anticipate problems
5. Don't include clichés that are insincere in view of the bad news
6. Don't reveal any doubt that you will keep the person as a customer
7.

Question No: 17 (Marks: 5)
Write down FIVE advantages of using 'written medium' in business communication.

Answer: Page 49
Written medium is best when you don't need immediate feedback
Advantages of using "writing medium is:
1. You can Write a detailed and complex messages.
2. You can put a permanent record.

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3. You can reach an audience over large distance.
4. You can minimize the distortion when a message is passed from person to person.

MIDTERM EXAMINATION

Spring 2009

ENG201- Business and Technical English Writing (Session - 1)

Question No: 17 (Marks: 2)

What is the difference between cover letter and resume?

Answer:

Cover Letter

A cover letter accompanies a larger item, usually a document.
It provides the recipient with a specific context in which to place the larger document and simultaneously gives the sender a permanent record of having sent the material.

Resume

Resume objectives requires you to emphasize the points as major evidence that you are qualified for the job you seek. Most resumes are organized around applicant's experience.

Question No: 19 (Marks: 3)

What are the benefits of Completeness in messages?

Answer :(Page 31)

Benefits of Completeness:

- Complete messages are more likely to bring the desired results.
- They do a better job at building goodwill.
- Communication that seems inconsequential can become very important if information they contain is complete and effective.

Question No: 20 (Marks: 5)

What is meant by "concreteness"? Explain it with the help of examples.

Answer: Page 35

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Concreteness:

•Communicating concretely means being specific, definite, and vivid rather than vague and general.

•Often it means using denotative (direct, explicit, often dictionary-based) rather than connotative words.

Concreteness:

•The benefits to business professionals of using concrete facts and figures are

–Your receivers know exactly what is desired

–When you supply specifics for the reader you increase the likelihood of that you message will be interpreted the way you intended

Question No: 21 (Marks: 10)

You are student of business administration, at the end of session you are required to do one year internship experience in a well reputed software company (Adam Soft). Write a letter of inquiry to Director of Software Company (Adam Soft) about Internship opportunities and present yourself fully enthusiastic, motivated and active participant.

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Spring 2009
ENG201- Business and Technical English Writing (Session - 1)

Question No: 17 (Marks: 2)

What is meant by 'Defining Objective'?

Answer: Page 13

Definition of your objectives tells you what the implicit claim of your resume should be. That is, you are the kind of capable, responsible and pleasant person that employers want to hire. you identify the specific facts you can mention as evidence to support the claim about yourself.

Question No: 18 (Marks: 2)

Define the term 'Transitions'.

Answer: Page 80

A word, phrase, sentence, or series of sentences connecting one part of a discourse to another.
Such phrases as "*to continue the analysis*", "*on the other hand*" and "*additional concept*" are another type of structural clue.

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Question No: 21 (Marks: 10)

How many parts does Indirect Plan consist of? Explain in detail.

Answer: Page 74

The indirect plan consists of four parts:

- A buffer
- Reasons supporting the negative decision
- A clear, diplomatic statement of the negative decision
- A helpful, friendly, and positive close

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Spring 2009
ENG201- Business and Technical English Writing (Session - 1)

Question No: 17 (Marks: 2)
What is the purpose of writing Professional Objectives in Resume?

Answer: Page 14

When you state your professional objective, you answer your reader's questions 'what exactly do you want to do?' your answer can be extremely important to the resume. In contrast, people in other fields such as advertising are accustomed to seeing highly unconventional resumes, perhaps printed on pink paper.

Question No: 18 (Marks: 2)
How a message can achieve good organization?

Answer: Page 50

We can achieve good organization by writing clear subject and purpose. All information should be related to the subject and purpose. We can achieve it by putting ideas in grouped and presented in a logical way and by including all necessary information.

Question No: 19 (Marks: 3)
Which components are included in the Front matter of a Proposal?

Answer: Page 62

Front Matter: The front matter of a proposal includes the following components:

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

Question No: 21 (Marks: 10)
How will you establish sequence with Organizational patterns of the followings?
GOOD NEWS MEAAAGE – Bad news – Persuasive messages

Answer: Page 53
Establish Sequence with Organizational Patterns
Bad-News Messages
If you have bad news, try to put it somewhere in the middle, cushioned by other, more positive ideas.

Bad-News Message Format
The letter begins with a neutral statement that provides a transmission to the refusal. The midsection explains the reason for refusal and then states the bad news. The writer takes care
to introduce a positive thought. The letter closes on a cordial note

Persuasive Messages
Using the indirect approach gives you an opportunity to get your message across to a skeptical or hostile audience.

Persuasive Message Format
The letter begins with questions to catch the reader's attention. The letter leads up to the main point by arousing the reader's interest. This section gives the reader a motive for complying with the request. The letter closes with an appeal

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Spring 2009
ENG201- Business and Technical English Writing (Session - 4)

Question No: 17 (Marks: 2)
What do you know about 'Phantom Readers'?

Answer: Page 23
Phantom Readers
In some situations most important readers may be hidden from you. Written communications addressed to one person are used by others. These real but unnamed readers are called
phantom readers.

Question No: 18 (Marks: 2)
Which factors should be kept in mind while editing the message?

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Answer: Page 56

Content and Organization

Stick to the point, the main idea, in the first paragraph. In the middle highlight the key features of your stance.

Eliminate redundancies.

Question No: 19 (Marks: 3)

Which characteristics are most important part of Correctness?

Answer: Page 41

The following things are at the core of concreteness.

- Grammar
- Punctuation
- Spelling

Question No: 20 (Marks: 5)

Which characteristics ensure 'Completeness' to a document?

Answer: Page 31

Your message is complete when it contains all the facts, readers or listeners need for the reaction you desire. Communication senders need to assess their message from eyes of the receivers to be sure they have included all the relevant information

Question No: 21 (Marks: 10)

Describe and explain any FIVE characteristics of Conciseness.

Answer: Page 33

Conciseness:

Conciseness is saying what you want to say in the fewest possible words without sacrificing the other C qualities. A concise message saves time and expense for both the sender and the receiver. It increases emphasis in the message. It shows respect for the recipient, by not cluttering them unnecessary information.

To achieve conciseness, observe the following suggestions

Eliminate wordy expressions

Include only relevant material

Avoid unnecessary repetition.

Eliminate wordy expressions

Use single-word substitutes instead of phrases whenever possible without changing meaning

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ENG201- Business and Technical English Writing

Question No: 17 (Marks: 2)
What does the phrase 'Readers create Meaning' mean?

Answer: Page 4
Instead of *receiving* the message, people interact with the message to *create* meaning. While reading, we build larger structures of knowledge from small fragments of sentences. These structures are not the words we have just read but our own creation

Question No: 18 (Marks: 2)
What is a bad news message?

Answer:
It's the message that tells you unpleasant news. It's usually written in indirect approach and following some other rules so the writer looks more polite
If you have bad news, try to put it somewhere in the middle, cushioned by other, more positive ideas.

http://wiki.answers.com/Q/What_is_bad_news_message#ixzz1Lnzwdv8y

Question No: 19 (Marks: 3)
What do you understand by the phrase 'Readers responses are sharpened by Situation'?

Answer: Page 4
It means Responses to a communication are shaped by a total situation surrounding the message such as factors as their purpose of reading the readers' perceptions of the writer's aims, their personal interest and stake in the subject discussed past relations with the writer

Question No: 20 (Marks: 5)
Differentiate between Direct and Indirect Approach?

Answer: Page 4
Direct Approach (deductive)
Putting the main idea first followed by evidence.

Indirect Approach (inductive)
Putting the main idea later and evidences first. Use direct order if the audience's reaction is likely to be positive and indirect order if it is likely to be negative. Short messages follow one of four organizational plans, depending on the audience's probable reaction

Question No: 21 (Marks: 10)
You have received an appointment letter from a multinational company for Sales Representative post but you are intimated to submit your Recommendation letter before joining. Write a letter to your Branch Manager [previous employer] in order to obtain a Letter of Recommendation.

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ENG201- Business and Technical English Writing

Question No: 17 (Marks: 2)
What are the basic strategies for writing bad-News Messages?

Answer: Page 74
The two basic strategies described are:
- The indirect plan, which presents supporting data before the main idea
- The direct plan, which presents the main idea before the supporting data

Question No: 18 (Marks: 2)
Define the term 'Stylistic Accuracy'.

Answer: Page 27
Stylistic accuracy concerns the careful use of language requires the careful use of paragraph and sentence structure and word choice to describe and analyze your topics effectively. As a writer, you gain command of accuracy by studying the elements of style and by learning to apply those elements to your drafting, revising, editing, and proofreading. Stylistic accuracy is also a matter of using words precisely

Question No: 20 (Marks: 5)
Describe briefly 'structural, stylistic and contextual clarity.

Answer: Page 27
Structural clarity.
At the level of the whole document, you can promote structural clarity, making it easy for the reader to get the large picture. Use abstracts and other forecasting strategies such as introductions that state the purpose and scope of the document

Stylistic clarity
Stylistic clarity is promoted by simple, direct language. Simplicity in language is obtained with directly worded sentences. Using simple sentences and avoiding overloaded sentences and excessive normalization also contributes to clarity. Word choice is a factor in stylistic clarity:
Use simple language wherever possible to counteract the abstract, highly specialized terms of science and technology.
Contextual clarity
Contextual clarity, in which the importance, authorization, and implications of your work are made available, also contributes to ease of understanding. All work has context, and your readers want to understand what the context of your document is:
- What prompts you to write?
- What is your purpose?
- Whose work proceeds has influenced yours?
- What is the organizational and intellectual context of your problem?

Question No: 21 (Marks: 10)

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A customer had purchased a costly watch from your store. He returned it after a month complaining that it had developed a defect. He claimed repairs under your six- month guarantee. He did not tell you that he had dropped it accidentally. Write him a letter of adjustment saying that he would be charged for repairs and service because your guarantee did not cover accidental breakage.

MIDTERM EXAMINATION
ENG201- Business and Technical English Writing

Question No: 17 (Marks: 2)
Explain the phrase 'Readers react on a moment-by-moment basis'?

Answer: Page 5
Readers react on a moment-to-moment basis
On job people react to each part of the memo, report or other business communication as soon as they come to it.

Question No: 19 (Marks: 3)
What are Claims and Adjustments?

Question No: 20 (Marks: 5)
How will you write and plan a sales letter?

Answer: Page 77
The three steps involved in planning a sales letter are similar to those involved in planning any other persuasive message
1. Determine the main idea (in sales letters, it revolves around a selling point and related benefits) 2. Define the audience
3. Choose the approach and format

Question No: 21 (Marks: 10)
DESCON a multi-national company needs the services of highly competent MCS for the post of System Analyst with at least five years of experience in the relevant field. If you think you qualify the said criteria and you have the skill to work with the company, send your CV to P.O Box 1122 before 23rd of this month.

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