QUIZ 1 > Lectures 1 - 8



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1 Which type of communication occupies the most amount of time.

- ☒ Writing
- ☒ Speaking
- ✓ Listining
- ☒ Reading

2 Film, direct mail campaign, pamphlet, brochure, etc are the modes of:

- ☒ Mediated Communication
- ✓ Mass Communication
- ☒ Person to group communication
- ☒ None of the above

3 What is involved in communication process?

- ✓ Idea - encoding - channel - decoding - feedback
- ☒ idea - information - channel - receiver
- ☒ Information - channel - receiver
- ☒ Sender - receiver - channel

4 Each morning Amna decides how to dress? what to eat? where to go? etc. This refers to which of the following level of communication?

- ☒ Interpersonal Communication
- ☒ Mediated Communication
- ✓ Intrapersonal Communication
- ☒ Person-to-Group Communication

5 What does limited eye contact signal?

- ☒ Control
- ✓ Dishonesty
- ☒ Intimidation
- ☒ Playfulness

6 In USA, maintaining eye contact while talking with elders show confidence, in Pakistan, it shows disrespect. What does this example depict?

- ☒ The interpretation of body language is universal
- ✓ The interpretation of body language is not universal
- ☒ The interpretation of body language is same worldwide
- ☒ The interpretation of body language is global.

7 What do the clothes we wear communicate?

- ☒ Affection
- ✓ Status
- ☒ Rejection
- ☒ Boredom



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8 Which of the following is/are example(s) of interpersonal exchange?
- ☒ Conversation
- ☒ Dialogues
- ☒ Small group discussion
- ✓ All of the given options

9 Which of the following is NOT a form of nonverbal communication?
- ☒ Gestures
- ☒ Facial expressions
- ☒ Appearance
- ✓ A radio interview

10 Letters, reports, stockholder reports, proposals, stockholder meetings, telephone conversations, and conferences are types of media used by an organization to communicate?
- ☒ Internally
- ✓ Externally
- ☒ Personally
- ☒ None of the above options

11 All of the following are the levels of listening except?
- ☒ Active Listening
- ☒ Protective Listening
- ☒ Partial Listening
- ✓ Critical Listening

12 Probing is?
- ☒ Attempting to explain what the sender's statement means.
- ✓ Attempting to gain additional information, continue the discussion, or clarify a point
- ☒ Attempting to evaluate the credibility of the sender
- ☒ Making a judgement about the worth of sender's statement

13 Select which of the following is example for paralanguage?
- ☒ Tone of voice
- ☒ Body language
- ☒ Hand gestures
- ✓ All of the above three

14 Which one of the following is an interpersonal need to excercise leadership and prove one's abilities?
- ☒ Inclusion
- ✓ Control
- ☒ Affection
- ☒ Power



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15 Select the correct type of communication which occurs when two or a few people talk face to face?
- ✓ Interpersonal Communication
- ☒ Intrapersonal Communication
- ☒ Mediated Communication
- ☒ Person-to-Group Communication

16 What is the average speaker's rate per minute?
- ✓ 100 to 150 words per minute

17 Listener can comprehend ..... rate per minute?
- ✓ 400 to 500 words per minute

18 The word 'Communicatio'n is derived from the Latin word 'Communico' which means
- ✓ To Share
- ☒ To respond
- ☒ To give
- ☒ To tell

19 All of the following are the levels of communication EXCEPT
- ☒ Intrapersonal Communication
- ☒ Interpersonal Communication
- ☒ Mediated Communicaiton
- ✓ Frame Communication

20 How many components do self-concept has?
- ✓ Two (self-image, and self-esteem)
- ☒ Five
- ☒ Four
- ☒ Three

21 The process by which individuals resolve issues in an informal or formal atmosphere, or when issues are resolved as part of the ongoing interactions between individuals is known as
- ✓ Conflict resolution
- ☒ Conflict prevention
- ☒ Efective communication
- ☒ Communication breakdown

22 Which of the following are the factors involved in nonverbal communication?
- ☒ Appearance, facial expressions
- ☒ Eye contrast, gestures, touch
- ☒ Posture, voice, silence, time, and space
- ✓ All of the given options



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1 Which of the following is a strategy for better listening?

- ☒ Listen for facts, not feelings.
- ☒ Listen for feelings only.
- ✓ Listen for feelings as well as facts.
- ☒ Listening for facts that demonstrate feelings

2 Which of the following is a form of communication in which messages are sent to large, public, dissimilar, anonymous, distant audiences using some intermediate instrument of transfer?

- ☒ Mediated Communication
- ✓ Mass Communication
- ☒ Interpersonal Communication
- ☒ Group Communication

3 How many components do self-concept has?

- ✓ Two
- ☒ Five
- ☒ Four
- ☒ Three

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

- ☒ Rare traits
- ✓ Common traits
- ☒ Extraordinary character
- ☒ Unusual quality

5 All of the following show the qualities of effective speaker except one. Which one is?

- ☒ Understands the nature of audiences and adapts speeches to audiences.
- ☒ To keep in mind the audiences care
- ☒ Find the common traits
- ✓ To avoid the audience's choice

6 The medium which is used by the sender to transmit his message to the receiver during communication process is known as:

- ✓ Channel
- ☒ Decoder
- ☒ Recorder
- ☒ Transmitter



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7 Which of the following is not a demographic characteristic? Sex

- ☒ Age
- ☒ Cultural
- ☒ Background
- ✓ Attitude

8 Which of the following is/are example(s) of interpersonal exchange?

- ☒ Conversations
- ☒ Dialogues
- ☒ Small group discussions
- ✓ All of the given options

9 Being resistant to issues which are contrary to already existing ideas hampers the process of:

- ☒ Evaluation
- ☒ Transmission
- ✓ Communication
- ☒ Production

10 Which of the following is the process of giving symbols meanings through the unique contents of each person's mind?

- ☒ Listening
- ☒ Hearing
- ✓ Filtering
- ☒ Speaking

11 Understanding is the stage at which you learn:

- ✓ What the speaker means
- ☒ How to judge a message
- ☒ Analyzing the conversation
- ☒ None of the given options

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

- ☒ Inclusion
- ✓ Control
- ☒ Affection
- ☒ Power

13 Intrapersonal communication processes depend on how many qualities of the communicator?

- ✓ Four
- ☒ Five
- ☒ Eight
- ☒ More than ten



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14 Which one of the following defines interpersonal communication as communication that occurs between people who have known each other for some time?

- ✓ Developmental view
- ☒ Contextual view
- ☒ Relative view
- ☒ Virtual view

15 Select who/which of the following is responsible to initiate actions to over come physical barriers:

- ✓ Sender
- ☒ Receiver
- ☒ Medium
- ☒ Message

16 Studies show that job applicants are more likely to make a favorable impression and get a job offer when:

- ✓ They let the interviewer do most of the talking
- ☒ They talk too much
- ☒ They talk in a loud tone
- ☒ They talk in a low voice

17 Motivation is the process of:

- ✓ Satisfying internal needs through actions and behaviors
- ☒ Resolving issues in an informal or formal atmosphere
- ☒ Maintaining Public Relations
- ☒ Working with other employees in a depressed atmosphere

18 All of the following are the types of comments from an audience EXCEPT:

- ☒ Agreement
- ☒ Addition
- ☒ Objection
- ✓ Arbitrate

19 The quality of speech which makes you easier to understand while speaking is known as:

- ☒ Pronunciation
- ☒ Loudness
- ✓ Articulation
- ☒ Pitch



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20 The characteristic which enables us to distinguish one voice from another is known as:

- ☒ Pitch
- ☒ Loudness
- ☒ Regularity
- ✓ Quality

21 All of the following correct about rules of finding a topic of speech except:

- ☒ Begin early
- ☒ Choose a topic you're interested in
- ☒ Select a topic you know about or easily research
- ✓ Electronic Periodical Indexes



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1 All of the following are the barrier to communication, EXCEPT
- ☒ Over Communication
- ☒ Conflicting Information
- ☒ Language Differences
- ✓ Composing message at proper level

2 Which of the following is not a demographic characteristic?
- ☒ Sex
- ☒ Age
- ☒ Cultural Background
- ✓ Attitude

3 Poor retention either on the part of the sender or on the part of the receiver can create problems or lead to.....?
- ✓ Misunderstanding
- ☒ Hatred
- ☒ Understanding
- ☒ Generousity

4 Being resistant to issues which are contrary to allready existing ideas hampers the process of: ?
- ☒ Evaluation
- ☒ Transmission
- ✓ Communication
- ☒ Production

5 Which of the following is not a form of non verbal communication?
- ☒ Gestures
- ☒ Facial expressions
- ☒ Appearance
- ✓ Radio Interview

6 Which of the following is a method of arranging information by dividing it into parts?
- ☒ Spatial pattern
- ☒ Chronological pattern
- ✓ Topical pattern
- ☒ Logical pattern

7 Broadly classifying the barriers, select how many kinds of communication barriers exists?
- ✓ Three
- ☒ Four
- ☒ Five
- ☒ More than seven

8 The entire following are the main points that are kept in mind while developing thesis, except:?
- ☒ Clear
- ☒ Logical
- ☒ Equal in value
- ✓ Ambiguity



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9 In verbal communication one's physical appearance affects the .....?
- ✓ Message
- ☒ Channel
- ☒ Sender
- ☒ Status

10 In verbal communication one's physical appearance affects the .....?
- ✓ Message
- ☒ Channel
- ☒ Sender
- ☒ Status

11 Which of the following barriers are most offen the hardest to identify and reduce or eliminate?
- ☒ Physical barriers
- ✓ Listener barriers
- ☒ Sender barriers
- ☒ None of the above

12 An opinion condition, value, attitude, or feeling of all the following characteristics are expressed in which of the following?
- ✓ Thesis statement
- ☒ Subject of the topic
- ☒ Speech topic
- ☒ References

13 Which phrase shows the key rule to make a good speech?
- ✓ Keep in mind that audiances care most about things that directly affect them.
- ☒ To avoid the audiances choice and most about things that directly affects them
- ☒ Centering on the self
- ☒ To keep in mind that idea that is presented in speech

14 How many purposes your introduction should have:
- ☒ Two
- ☒ Three
- ✓ Four
- ☒ Five

15 What do the clothes we wear communicate :
- ☒ Affection
- ✓ Status
- ☒ Rejection
- ☒ Boredom

16 All of the following are the purposes of introduction except :
- ☒ Getting the audiences's attention
- ☒ Introducing your thesis
- ☒ Establishing your rapport or credibility with the audience
- ✓ Avoid the audience



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17 All of the following are the purposes of introduction except :
- ☒ Getting the audiences's attention
- ☒ Introducing your thesis
- ☒ Establishing your rapport or credibility with the audience
- ✓ Avoid the audience

18 It is always easier to communicate at the .....
- ✓ Peer level
- ☒ Differing status
- ☒ Different position
- ☒ Different class

19 Which of the following statement has biased language?
- ☒ Most Germans are direct in their communication
- ☒ Jews generally make business people
- ✓ Some japanese business people can not speak English
- ☒ Older people generally have lower energy levels.

20 At what point does an introduction begin?
- ✓ 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.

21 Being resistant to issues which are contrary to already existing ideas hampers the process of ?
- ☒ Evaluation.
- ☒ Transmission.
- ✓ Communication.
- ☒ Production.

22 Which of the following is correct about human memory?
- ☒ Not very sharp
- ✓ Reconstructive
- ☒ Poorly developed
- ☒ All of the given options

23 A good rule to recall when using statistics is ?
- ✓ The more statistics, the better the effectiveness
- ☒ Statistics should include several places passed the decimal point for effect
- ☒ Rounding and using a few key statistics is ineffective
- ☒ Rounding and using a few key statistics is generally most effective

24 Speaking notes for speech should be:
- ✓ Legible
- ☒ Unobtrusive
- ☒ Detailed
- ☒ Legible and unobtrusive



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25 An opinion, condition, value, attitude, or feeling all of the following characteristics are express in which of the following?

- ✓ Thesis statement
- ☒ Subject of the topic
- ☒ Speech topic
- ☒ References

26 ..... itself is probably the most common barrier to effective communication.

- ✓ Language
- ☒ Information
- ☒ Speech
- ☒ Communication

27 Which of the following is a form of communication in which messages are sent to large, public, dissimilar, anonymous, distant audiences using some intermediate instrument of transfer?

- ☒ Mediated communication
- ✓ Mass communication
- ☒ Interpersonal communication
- ☒ Group communication

28 A simple sentence that makes a statement or expresses an attitude, opinion, condition, position, or feeling about the subject. It is called which of the following.

- ☒ Speech
- ✓ Thesis statement
- ☒ Introduction
- ☒ Outline

29 While talking to your friend underneath an elm tree, you hear the sounds of birds singing and this distracts you from your conversation. What would you call it?

- ☒ Feedback
- ☒ Psychological noise
- ✓ Physical noise
- ☒ Physiological noise

30 Which of the following pattern is not a specific organizational pattern?

- ☒ Spatial
- ☒ Chronological
- ☒ Topical
- ✓ Deductive



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31 Which of the following is the practice of altering the tone and/or pitch of voice to more clearly express or magnify meaning

- ✓ Inflection
- ☒ Articulation
- ☒ Pauses
- ☒ Fillers

32 Which of the following is not a tool for capturing audience attention?

- ☒ Rhetorical questions
- ☒ Style of delivery
- ☒ Startling statements
- ✓ Time period

33 A facial expression that reveals axniety on speaker's face causes an audiance to feel?

- ☒ Relaxed
- ✓ Anxious and uneasy
- ☒ Confident
- ☒ Sleepy

34 Select which of the following is the method of arranging your subject's main points in a time sequence?

- ☒ Spatial order
- ✓ Chronological order
- ☒ Topical order
- ☒ Logical order

35 Which one of the following is the most formal type of speech delivery?

- ✓ Manuscript
- ☒ Memorized
- ☒ Impromptu
- ☒ Extemporaneous

36 14 All of the following you may want to carry, while doing your research except one. Which one is'?

- ✓ Note-cards
- ☒ Bibliography
- ☒ Information-recording
- ☒ Video games



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37 All of the following are correct about magazines except:

- ☒ Magazine articles tend to be shorter and more general.
- ☒ Magazines are a type of periodical.
- ☒ Magazines publish articles written for a general audience.
- ✓ Articles in magazines usually include bibliographies

38 Jumps to conclusions. This is an example of:

- ✓ Listener barrier
- ☒ Sender barrier
- ☒ Physical barrier
- ☒ Noise

40 Which of the following is not the type of electronic periodical indexes?

- ☒ World Wide Web
- ☒ CD-ROM
- ☒ Online systems
- ✓ Journals

41 Thesis statement is a _____ of your speech ?

- ✓ Core idea or bottom line
- ☒ End of the speech
- ☒ Body
- ☒ Indirect statement

42 The quality of tone is a combination of which of the following?

- ✓ Pitch, strength and character
- ☒ Pitch, strength and volume
- ☒ Volume, rate and fillers
- ☒ Fillers, character and volume

43 The term pitch refers which of the following?

- ☒ The degree of lowness of sound
- ☒ The degree of highness of sound
- ☒ The degree of highness or lowness of a sound
- ✓ All of the given options

44 Audience information such as age, gender. education, and socioeconomic status falls into a category known as

- ☒ Profiling
- ✓ Demographics (Lesson 12)
- ☒ Topoi
- ☒ MYGLO



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45 What will be your first step for the preparation of speech?

- ✓ Selection of topic
- ☒ Gathering material
- ☒ Writing down relevant points
- ☒ Reading newspapers

46 How many general parts a basic speech must have?

- ✓ Three
- ☒ Four
- ☒ Five
- ☒ Six

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

- ☒ Listener barrier
- ☒ Sender barrier
- ✓ Physical barrier
- ☒ Resistance

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

- ☒ Rare traits
- ✓ Common traits
- ☒ Extraordinary character
- ☒ Unusual quality

49 In general, there are of newspaper indexes:

- ☒ Two kinds
- ✓ Three kinds
- ☒ Many kinds
- ☒ None of the given option

50 A facial expression that reveals anxiety on speaker's face causes an audience to feel:

- ☒ Relaxed
- ✓ Anxious and uneasy
- ☒ Confident
- ☒ Sleepy

QUIZ 2 > Lectures 8 - 18



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51 Which of the following statement has biased language?

- ☒ Most Germans are direct in their communication
- ☒ Jews generally make good business people
- ✓ Some Japanese business people cannot speak English
- ☒ Older people generally have lower energy level

52 A good rule to recall when using statistics is:

- ☒ The more statistics, the better the effectiveness
- ☒ Statistics should include several places past the decimal point for effect
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- ✓ Rounding and using a few key statistics is generally most effective



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QUIZ 3 > Lectures 19 - 28



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1. Which one of the following seating is the most common for proactive presentation delivered to large audiances?
   - ✓ Conventional Theater Style
   - ☒ Conventional Classroom Style
   - ☒ Modified T-Formation
   - ☒ V-Formation

2 Supporting material can serve which of the following?
   - ☒ Apply clarity
   - ☒ Increase interest
   - ☒ Provide proof
   - ✓ All of the given options

3 Business Associates can be helpful source for:
   - ✓ Identifying robable questions and objections
   - ☒ Can reveal questions and concerns
   - ☒ It is helpfull to recall the question
   - ☒ None of the given option

4 Which of the following can help the presenter to avoid a computer catastrophe?
   - ☒ Have a contingency plan
   - ☒ Have back-up technical support available
   - ☒ Use the internet in real time
   - ✓ Have a contingency plan and back-up technical support available

5 Visual aids perform which of the following functions?
   - ☒ Emphasizing important points
   - ☒ Illustrating how things work
   - ☒ Illustrating how things related to one another
   - ✓ All of given option

6 Which of the following is NOT used in oral speaking style?
   - ✓ Mostly long sentences
   - ☒ Personal pronouns freely
   - ☒ Active voice
   - ☒ Contractions often

7 A presenter can prepare effective responses by which of the following?
   - ☒ Anticipating
   - ☒ Answering
   - ✓ Recording
   - ☒ Rehearsing



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8 All of the following are the common reasons for disruptive behavior EXCEPT one. Which one is that?

- ☒ Resistance to change
- ☒ Resentment of the presenter
- ☒ Repetition of behavior that is successful for the detractor
- ✓ Reappearance of the presenter

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

- ☒ Information about size
- ☒ Information about shape
- ✓ Information about structure
- ☒ Information about audience

10 All of the steps are essential to an effective response of questions Except :

- ☒ Listen
- ☒ Discern
- ☒ Anticipation
- ✓ Answer

11 When using a story the Presenter should:

- ☒ Tell the story first, and than show how it illustrates the thesis
- ✓ State the thesis first, and than show how the story support the thesis
- ☒ Either option is acceptable
- ☒ Neither option is acceptable

12 If your objective is to try to change what an audiance thinks or does, what should be your general goal or general purpose?

- ☒ To inform
- ✓ To persuade
- ☒ To teach
- ☒ To entertain

13 Fillers ..... the continuity of communication

- ☒ Develop
- ☒ Emphasize
- ✓ Interrupt
- ☒ Build up

14 Articulate speech is characterized by:

- ✓ Correct pronunciation and clear enunciation
- ☒ Vocal trait
- ☒ Combination of pitch and strength
- ☒ More clearly express or magnify meaning



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15 All of the following tactics can be employed for dealing with disruptive incidents EXCEPT

- ☒ Detour
- ☒ Delay
- ☒ Dismiss
- ✓ Drag

16 All of the following are the characteristics of concrete writing EXCEPT

- ☒ Specific
- ☒ Definite
- ☒ Vivid
- ✓ Vague

17 To find the right media for your presentation you need to first determine which of the following:

- ☒ The size of your audience
- ☒ Equipment and supply limitations
- ☒ The presentation budget
- ✓ All of the given options

18 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 options

19 Which of the given sentences is bias free?

- ✓ Please share this report with your supervisor. He will find it interesting
- ☒ Mr. Usman, aged 55 has just joined our Technical Department
- ☒ Mr. Umer is unusually tall Asian
- ☒ Workers with physical disabilities face many barriers on the job

20 Which of the following cannot result from incomplete messages?

- ☒ Loss of goodwill
- ☒ Loss of valued customers
- ☒ Loss of sales
- ✓ Gaining good name

21 A presenter can prepare effective responses to questions by following all of the given steps EXCEPT one. Which one is that?

- ☒ Anticipating
- ☒ Answering
- ☒ Revising
- ✓ All of the given options



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22 Tributes, acceptance, inspiration, speaking after-dinner, & master of ceremonies are examples of:

- ☒ Informative speech
- ✓ Ceremonial speech
- ☒ Informative speech
- ☒ None of the above

23 In a comfortable setting, people in the audience can do all of the following, EXCEPT:

- ☒ See clearly
- ✓ Hear on edge
- ☒ Sit comfortably
- ☒ Focus attentively

24 A presenter can prepare effective responses to questions by following all of the given steps EXCEPT one. Which one is that?

- ☒ Anticipating
- ☒ Answering
- ✓ Recording
- ☒ Rehearsing

25 Which one of the following arrangement is a modification of conventional classroom seating?

- ☒ U-formation
- ☒ T-formation
- ☒ Modified T-formation
- ✓ V-formation (ANS)

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

- ☒ V-formation
- ☒ Modified T-formation
- ☒ T-formation
- ✓ U-formation

27 Suppose there is a group meeting and in the end all the group members agree on the final decision through discussion and debate. What kind of solution is it?

- ✓ Consensus
- ☒ Compromise
- ☒ Arbitration
- ☒ Majority vote



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28 A presenter who speaks too loudly may be perceived as which of the following?

- ☒ Bombastic
- ☒ Aggressive
- ☒ Insensitive to listeners
- ✓ All of the given options

29 Select which sort of information you will include in your statement when you need to answer concisely:

- ☒ Include all information
- ☒ Include irrelevant information too
- ☒ Include authentic statement
- ✓ To the point information

30 Writing with a you-attitude shows sincere ..... for the reader?

- ☒ Apathy
- ✓ Concern
- ☒ Sympathy
- ☒ Curiosity

31 Visual aids perform which of the following functions?

- ☒ Emphasizing important points
- ☒ Illustrating how things work
- ☒ Illustrating how things related to one another
- ✓ All of given option

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

- ☒ U-formation
- ☒ Modified T-formation
- ☒ Conventional classroom style
- ✓ Conventional theater style

33 In a presentation setting, the only sound that should be prominent is that of the:

- ✓ Speaker's voice
- ☒ Electronic feedback from sound system
- ☒ Music
- ☒ Announcements



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34 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 options



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1 All of the following are the purposes of introduction except
- ☒ Getting the audience's attention
- ☒ Introducing your thesis
- ☒ Establishing your rapport or credibility with the audience
- ✓ Avoid to the audience

2 All of the following are the common reasons for disruptive behavior EXCEPT one. Which one is that?
- ☒ Resistance to change
- ☒ Resentment of the presenter
- ☒ Repetition of behavior that is successful for the detractor
- ✓ Reappearance of the presenter

3 At what point does an introduction begin?
- ✓ 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

4 Q&A is an abbreviation of which of the following?
- ☒ Quest and availability
- ✓ Question and answer
- ☒ Question and anticipation
- ☒ Query and audience

5 A presenter can prepare effective responses by which of the following?
- ☒ Anticipating
- ☒ Answering
- ☒ Revising
- ✓ All of the given options

6 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?
- ✓ A question
- ☒ Statement
- ☒ Speech
- ☒ Confess

7 Visual aids perform which of the following functions?
- ☒ Emphasizing important points
- ☒ Illustrating how things work
- ☒ Illustrating how things related to one another
- ✓ All of given option



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8 Where does **immediacy** come from during a presentation?

- ☒ Looking at your notes
- ☒ Standing
- ☒ Dressing with authority
- ✓ Making eye contact

9 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 options

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

- ☒ Informative speech
- ☒ Ceremonial speech
- ✓ Persuasive speech
- ☒ None of the given options

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

- ☒ Previous experience
- ☒ Common concerns
- ✓ Planning
- ☒ Input from associates

12 Which of the following refers to the degree of highness or lowness of a sound?

- ✓ Pitch
- ☒ Speed
- ☒ Volume
- ☒ Rate

13 Business associates can be a helpful source for:

- ✓ Identifying probable questions and objections
- ☒ Can reveal questions and concerns
- ☒ It is helpful to recall the questions
- ☒ None of the given options

14 A presenter who consistently speaks at a rapid rate may be perceived as:

- ☒ To be nervous
- ☒ Impatient
- ☒ Hurried
- ✓ All of given option



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15 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

16 Which of the following is NOT the stage of effective business writing?

- ☒ Planing Stage
- ☒ Drafting Stage
- ☒ Organizing Stage
- ✓ Theater Stage

17 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

18 Which of the following are central features of a group?

- ✓ Interaction
- ☒ Mutual influence
- ☒ Interdependence
- ☒ All of the given options

19 Letters of invitation include:

- ☒ Speaking invitations
- ☒ Informal social invitation
- ☒ Formal social invitations
- ✓ All of the given options

20 The direct plan can be used for which one of the following? Answer Pls!

- ✓ Sales messages
- ☒ Request refusals
- ☒ Claims
- ☒ None of the given options

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

- ☒ Direct Request
- ✓ Indirect request (Indirect – Inquiry Letters)
- ☒ Claim
- ☒ Order



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22 Which of the following is not a part of 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

23 In a direct request letter, request can be presented in:

- ☒ Closing paragraph
- ☒ Closing sentence
- ✓ First sentence
- ☒ None of the given options

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

- ☒ V-formation
- ☒ Modified T-formation
- ☒ T-formation
- ✓ U-formation

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

- ☒ Direct method
- ✓ Indirect method
- ☒ Supporting method
- ☒ Sustaining method

26 Types of media used to direct information upward are:

- ✓ Reports, interoffice memos and supervisor subordinate conferences
- ☒ Letters, newspapers and radio
- ☒ Newspapers, books and interoffice memos
- ☒ TV, radio and wall chalking

27 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



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28 All of the following are the elements of communication process. EXCEPT:

- ☒ Sender
- ☒ Message
- ☒ Channel
- ✓ Creativity

29 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?

- ✓ Internal communication
- ☒ External communication
- ☒ Interpersonal communication
- ☒ Interchange communication

30 All of the following statements about groups are true, EXCEPT: No idea?

- ☒ 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.

31 Nonverbal messages are extremely important because _____.

- ☒ 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

32 Diversity is important to the success of groups. What does it mean?

- ☒ 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

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

- ✓ Choosing appropriate clothes
- ☒ Considering your reader
- ☒ Determining the appropriate content
- ☒ Determining your purpose



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34 Which of the following would be a negative result of failing to analyze the audience properly? NO IDEA. Answer Please

- ☒ 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)

35 In which process two people i.e. sender and the receiver are thinking at the same time?

- ✓ Listening
- ☒ Hearing
- ☒ Writing
- ☒ Speaking

36 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.

37 The degree to which you and others share common meanings for words will depend on:

- ☒ 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.

38 Effective writers visualize the _____ before starting to write.

- ☒ Story
- ✓ Reader
- ☒ Colours
- ☒ Publisher

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

- ☒ Consumers
- ☒ Stockholders
- ☒ Government agencies
- ✓ All of the given options



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40 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

41 Which of the following cannot result from incomplete messages?

- ☒ Loss of goodwill
- ☒ Loss of valued customers
- ☒ Loss of sales
- ✓ Gaining good name

42 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 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

43 Which of the following is not a guideline for courteous writing?

- ✓ Respond late
- ☒ Exclude irritating expressions
- ☒ Include meaningful apologies
- ☒ Omit discourteous wording

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

- ✓ Letter
- ☒ Memo
- ☒ Periodical
- ☒ Magazine

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

- ✓ Mostly long sentences
- ☒ Personal pronouns freely
- ☒ Active voice
- ☒ Contractions often



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46. Which one of the following should not be interpreted to mean brevity, which will result in an incomplete message?
    - ✓ Conciseness
    - ☒ Correctness
    - ☒ Consideration
    - ☒ Courtesy

47 Which of the following involves grasping what the speaker means by seeing the ideas and information from his/her point of view?
    - ✓ Listening
    - ☒ Hearing
    - ☒ Filtering
    - ☒ Speaking

48 Effective communication benefits the organization by:
    - ☒ Creating positive image
    - ☒ Reducing cost
    - ☒ Increasing employee productivity
    - ✓ All of the given options

49 When using visuals in a presentation, which of the following should be avoided? NO IDEA? Answer Please
    - ☒ Taking time to explain the visual.
    - ☒ Fitting the visual to the material being discussed.
    - ✓ Talking to the visual.
    - ☒ None of the given options

50 In order to listen more effectively, you should:
    - ☒ Minimize distractions
    - ☒ Talk less
    - ☒ Pay attention to verbal and nonverbal cues
    - ✓ All of the given options

51 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.

52 In general, there are _____of newspaper indexes:
    - ☒ Two kinds
    - ✓ Three kinds
    - ☒ Many kinds
    - ☒ None of the given option

Ambiguity

The quality of being open to more than one interpretation.



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53. _____ is often regarded as an undesirable thing, which prevents the best ideas from being adopted.
- ✓ Compromise
- ☒ Compulsion
- ☒ Impulsion
- ☒ Perception

54 Which type of communication it would be when co-workers decide to meet to deal with a problem?
- ☒ Upward
- ✓ Horizontal
- ☒ Downward
- ☒ Intra-personal

55 Types of media used to direct information upward are:
- ✓ Reports, interoffice memos and supervisor subordinate conferences
- ☒ Letters, newspapers and radio
- ☒ Newspapers, books and interoffice memos
- ☒ TV, radio and wall chalking

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

57 Which of the following is usually related to environmental factors that affect communication?
- ☒ Listener barrier
- ☒ Sender barrier
- ✓ Physical barrier
- ☒ Resistance

58 How many levels communication can be divided in?
- ☒ Six
- ✓ Five
- ☒ Four
- ☒ Three

59 Diagrams are excellent for conveying all of the following, except :
- ☒ Information about size
- ☒ Information about shape
- ☒ Information about structure
- ✓ Information about audience



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60 When centering on the audience, you start by finding _____ that enable you to identify with them.

- ☒ Rare traits
- ✓ Common traits
- ☒ Extraordinary character

61 Which one of the following statement is correct about communication?

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

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

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

63 Creating and holding a mental image of the person with whom you are conversing by telephone will:

- ☒ 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

64 _____ is an automatic psychological process of receiving aural stimuli

- ☒ Listening
- ✓ Hearing
- ☒ Speaking
- ☒ None of these

65 A thesis statement is a _____ in sentence form

- ✓ Declarative statement
- ☒ Direct statement
- ☒ Indirect statement
- ☒ Straight statement

66 Where does immediacy come from during a presentation?

- ☒ Looking at your notes
- ☒ Standing
- ☒ Dressing with authority
- ✓ Making eye contact



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

- ✓ Listening
- ☒ Hearing
- ☒ Filtering
- ☒ Speaking

88 Mediated communication occurs through:

- ✓ Letters, reports, forms and interoffice memoranda
- ☒ Letters, newspapers and radio
- ☒ Newspapers, books and TV
- ☒ TV, radio and wall chalking

89 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:

- ☒ Photographic slides
- ☒ Chalk or dry-erase boards
- ✓ Transparencies
- ☒ CD-ROM or DVD

90 Which one of the following statement defines Environmental psychological context of interpersonal communication?

- ☒ It concerns your reactions to the other person.
- ☒ It deals with the psycho-social "where" you are communicating.
- ✓ It deals with the physical "where" you are communicating.

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

- ☒ Problem/solution order
- ✓ Cause/effect order
- ☒ Deductive order
- ☒ Inductive order

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

- ☒ Radio
- ☒ Television
- ☒ Film
- ✓ Brochure

93 In word Audience C stands for

- ☒ Creativity
- ✓ Customize
- ☒ Care
- ☒ None of given



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94 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?
- ☒ Is the sequence of the topics likely to add clarity to my message?
- ☒ Are related topics properly sequenced?

95 To select a good topic of speech one should keep in mind all of the following, EXCEPT:

- ☒ A topic should be intriguing
- ☒ A topic should be appealing
- ☒ A topic should not tell too much about a speech
- ✓ A topic should be too vague

96 Which of the following is a type of nonverbal communication derived from the sound of the speaker's voice?

- ☒ Paralegalism
- ☒ Parallelism
- ☒ Paradigm
- ✓ Paralanguage

97 All of the following reduces communication apprehension, except:

- ☒ Rehearsing your presentation
- ☒ Speaking more often
- ☒ Taking speech courses and workshops
- ✓ Concentrating on your nervousness

98 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

99 All of the following are the types of periodical except: Select correct option:

- ☒ Journals
- ☒ Magazines
- ☒ Newspapers
- ✓ Note-cards

100 Supporting material can serve which of the following?

- ☒ Apply clarity
- ☒ Increase interest
- ☒ Provide proof
- ✓ All of the given options



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101 Which one of the following arrangement is a modification of conventional classroom seating?

- ☒ U-formation
- ☒ T-formation
- ☒ Modified T-formation
- ✓ V-formation (ANS)

102 Which one of the following refers to the seating arrangement in which people in the audience are seated in rows and columns without tables?

- ✓ Theater-style arrangement (ANS)
- ☒ Conventional classroom style
- ☒ Modified T-formation
- ☒ V-formation

103 In a comfortable setting, people in the audience can do all of the following, EXCEPT:

- ☒ See clearly
- ✓ Hear on edge (ANS)
- ☒ Sit comfortably
- ☒ Focus attentively

104 Tributes, acceptance, inspiration, speaking after-dinner, & master of ceremonies are examples of:

- ☒ Informative speech
- ✓ Ceremonial speech
- ☒ Informative speech
- ☒ None of the above

105 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.

- ☒ 400
- ✓ 500
- ☒ 600
- ☒ 650

106 Which one of the following seating is the most common for proactive presentation delivered to large audiances?

- ✓ Conventional Theater Style
- ☒ Conventional Classroom Style
- ☒ Modified T-Formation
- ☒ V-Formation



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107 Which of the following method of outlining topic involves presenting a general statement first, followed by specific supporting statements:

- ✓ Direct Method
- ☒ Indirect Method
- ☒ Supporting Method
- ☒ Sustaining Method

108 Business Associates can be helpful source for:

- ✓ Identifying robable questions and objections
- ☒ Can reveal questions and concerns
- ☒ It is helpfull to recall the question
- ☒ None of the given option

109 Which of the following can help the presenter to avoid a computer catastrophe?

- ☒ Have a contingency plan
- ☒ Have back-up technical support available
- ☒ Use the internet in real time
- ✓ Have a contingency plan and back-up technical support available

110 Visual aids perform which of the following functions?

- ☒ Emphasizing important points
- ☒ Illustrating how things work
- ☒ Illustrating how things related to one another
- ✓ All of given option

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

- ✓ Mostly long sentences
- ☒ Personal pronouns freely
- ☒ Active voice
- ☒ Contractions often

112 BPC is an abbreviation of which of the following :

- ✓ Blind Photo Copy
- ☒ Blind Paper Copy
- ☒ Blind Person Copy
- ☒ Blind Pasted Copy

113 All of the following are the common reasons for disruptive behavior EXCEPT one. Which one is that?

- ☒ Resistance to change
- ☒ Resentment of the presenter
- ☒ Repetition of behavior that is successful for the detractor
- ✓ Reappearance of the presenter



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114 If your objective is to try to change what an audience thinks or does, what should be your goal or general purpose?

- ☒ To inform
- ✓ To persuade
- ☒ To teach
- ☒ To entertain

115 All of the steps are essential to an effective response of questions Except :

- ☒ Listen
- ☒ Discern
- ☒ Anticipation
- ✓ Answer

116 While preparing for effective business writing Planning Stage involves all of the following EXCEPT:

- ✓ Choosing appropriate cloths
- ☒ Considering your reader
- ☒ Determining the appropriate content
- ☒ Determining your purpose

117 BCC stands for

- ✓ Blind carbon copy
- ☒ Blind compiled copy
- ☒ Branded carbon copy
- ☒ Branded compiled copy

118 In written communication active verbs help make sentences more

- ✓ Specific
- ☒ Concise
- ☒ Empathetic
- ☒ All of the given options

119 Which one of the following options refer to the complimentary close ?

- ☒ Dear Sir/Madam
- ✓ Yours Sincerely
- ☒ Confidential
- ☒ Head, Communication Dept.

120 Which of the following is most appropriate sequence for effective writing?

- ☒ Planning > Drafting > Organizing > Editing > Proofreading
- ☒ Planning > Organizing > Drafting > Proofreading > Editing
- ✓ Planning > Organizing > Drafting > Editing > Proofreading
- ☒ Planning > Drafting > Editing > Organizing > Proofreading



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121 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?

- ✓ His GPA was 3.9 on a four scale point
- ☒ His GPA was good in 2000
- ☒ He got a good score in his MBA Program
- ☒ All of the given options

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

- ✓ Make sure the beginning is appropriate for the situation.
- ☒
- ☒



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The Manuscript Speech?

Manuscript means "handwritten or typed". It is the most formal type of speech if you want to have control on your speech. It is also helpful when you are going to talk on sensitive subject and have precise control over words.

When giving a manuscript speech, a speaker reads from a prepared document or teleprompter. The speech is delivered exactly as it is presented in the text. Speaker has little chance to have eye contact with the audience. It limits to observe the audience and evaluate feedback and adjust your message accordingly.

You need to observe the following points if going to deliver Manuscript Speech:

1 Write a draft outlining the speech.
2 Type text in large letters with double or triple space with wide margins and single side of the page.
3 Read sentence by sentence and make adjustment.
4 Practice several times in front of mirror or friend to improve the delivery and to have better eye contact.
5 Mark the points where to stop, look at the audience and have nonverbal expression.

The Memorized Speech?

A memorized speech is a speech that is recited from memory rather than reading from cue cards or of notes. It is not highly recommended method. Unless if your are a trained speaker and delivering that speech again and again.

It is the poorest delivery of method. The speaker always focus on his memorized sentences and have fear to forget some points. In this mode speech is delivered at robotic tone. The disadvantages of memorized speech are:

1 Difficult to memorize speech.
2 Possibility of forgetting speech or its important points.
3 Loses the conventional method to deliver the speech.

What is Impromptu Speech?

An impromptu speech means "Unexpected Speech". This is a speech that has no advanced planning or practice. You don't have time to analyze your audience, organize your speech. Speakers needs to be fast thinker to deliver his speech. It is common for impromptu speeches to be given at meetings, gatherings or events by prominent members.

Points to remember when delivering Impromptu Speech.

- Find out the topic hint and write them on a paper if you have time.
- Begin to apply the guidelines while walking or turning to face the audience.
- Find out an introductory sentence and ending line of your speech. Fill in the middle space with many points you can add according to the topic.
- Move directly to the topic, objective, & key points.
- Try to get the audience involved and always make eye-contact with them.
- Watch for feedback to know what to repeat or clarify.



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What is Extemporaneous Speech?

Extemporaneous Speaking provides 30 minutes of preparation time, followed by a seven-minute speech. When preparation starts, speakers are offered three questions to answer.

The extemporaneous speech is a perfect balance. This speech involves the speaker's use of notes and some details to deliver a speech.

- A speaker uses note cards.
- Create speech by writing outline with key points.
- Following key words and points on the cards and explain in his words.
- No need to memorize to use fix words.
- Have time to practice before facing audience.
- Natural way of action with full interaction with audience.

What is Communication?

Communication is derived from the Latin word 'Communico' which means "To Share". Hence the word "communication" means: The Process of Sharing Information – ideas, dealings, thoughts, needs, etc. Communication is a process, which involves sharing of information between people through a continuous activity of speaking, listening, and understanding.

The Communication Process or Cycle

Communication is the only source in todays life for a successful person to send his message to others and get their feedback. For this we need to communicate effectively and learn how to ***Talk Well and Talk Wise.*** Problems arises when communication process fails. Basically the sender exchange information with receiver through channels. Other person must be able to receive the information properly and understand as required by the sender.

Communication is a Process which means we need to follow certain rules with particular order to get results. The main steps involved in the communication process are Idea, Encoding, Channel, Decoding and Feedback.

1. Idea

Information exists in the mind of the sender (who is the source). This can be a concept, idea, information, or feelings. The sender first develops the idea in his brain and thinks what type of information wants to send. This is called the planning stage.

2. Encoding:

Encoding means converting the idea into message that can be communicate to others. The source initiates a message by encoding the idea (thought) in words or symbols and sends it to a receiver.

The message is the actual physical product from the source encoding. The message can be oral, written, symbolic or nonverbal. For example, when we talk, speech is the message; when we write, the words and sentences are the message; when we give gesture, movements of our arms and face expression is the message; when a child cries, the crying is the message. Remember message could be in one form or combination of more than one forms.



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3. The Channel

Channel is the medium (link) of sending message to receiver. This link could be oral or written or gesture. It is the next step to take, once sender convert its idea/ thought into message.

The sender chooses the channel (method) suitable to convey message to the receiver according to his requirement. It is called transmission of message.

Some of the channels used for communication are:

Telephone/Video Phone: If feedback is required immediately and verbally.
Immediate transmission of written message (Emails, Scanned Copies)
Written Message: To make permanent record of the message (Letters)
Personal Meeting: If needs to persuade or negotiate (Face-to-Face)
Letters: For remote/wide area with personal touch. (Decisions, Information)
Contract: Written on paper for agreement. (Mutual Agreements)

4. Receiving

Once sender send the message the receiver must be able to receive the message properly. The message can be received in the form of writing, hearing, seeing, feeling (or combinations of some or all). If a message is verbal and the receiver is unable to listen it is no use.

5. Decoding

Once message received, the receiver interprets the message and try to understand according to his abilities. Thus act of understanding messages (Sound, Words, Gestures or Symbols) is called Decoding. Therefore, Listeners, Viewers and readers are called Decoders.

Effective communication takes place when sender and receiver both understand the same meaning.

Feedback

The final step of communication process is feedback. This feedback will tell the sender that the message is received and understood by the receiver with its importance. It increases the effectiveness of communication.

Feedback is a two-way communication. We can also say that while effective communication is taking place, the user and sender both are involved in Intra-Personal Communication and Inter-Personal Communication. Because at the same time they are sender as well as receiver. They are talking to themselves and others also.

Intra-personal (Intrapersonal) Communication

Intra-personal Communication means "talking to yourself". Intra means "within" and Intra-Personal "within the person". When we think, initiate, send and receive messages, we are talking to our self.



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Interpersonal Communication

Interpersonal communication occurs when two (or a few) people talk face to face. An activity where we exchange views with each other's. Conversation, dialogue, interviews or group discussion are called Interpersonal Communication.

Each person also operates Intra-personally during the exchange.

An exchange with just two people involves at least three communication elements – the unique thinking done by each person and the overriding process created by the interpersonal exchange.

Behaviors determine the quality of interpersonal relationship. Behavior is the reflection of our thoughts, feelings and emotions. Motive controls our behavior.

How to access others behavior?

To access others behavior we made following errors:

- We assume that people would behave the same way in every situation.
- We try to put everyone into consistent categories.
- We are too influenced by first impressions.
- We are positively influenced where we have common characteristics with other people, e.g. same school, same function.
- We are too influenced by apparent negative points.
- We make constant errors because of our own limited frames of reference and self-concept.

NOISE

It is anything which interfere in the sending, receiving or interpreting of a message. Noise may be internal (poor language, misprinted text, or maybe a typographical mistake) or external (environment noise, fault in tools used for communication). It can hinder the development of thought, make encoding faulty, interruption in transmission or inaccurate reception.

What is Mediated Communication?

When two or few people communicate with each other with the use of information communication technology . It could be a use of mechanical or electrical channel to transmit or receive messages, e.g. telephone, radio, TV etc.

Drawback of Mediated Communication

- This level of communication occurs when two (or a few) people use some intermediate means for carrying their messages. They do not communicate face to face and thus do not have direct feedback.
- Mediated communication often uses a mechanical or electrical device to transmit or receive messages.
- Examples include the telephone, closed-circuit television, radio, radar, and the communication satellite.
- Mediated communication also occurs through letters, reports, forms, and interoffice memorandum.



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What is Mass Communication?

Mass communication is the process by which a person, group of people or an organization create a message and transmit through some type of medium to a large, anonymous, unknown people regardless of their age, gender, culture boundaries.

What is Mass Media?

Mass Media are the mediums or media used for mass communication like newspaper, magazine, radio, television, Internet, Mobile, etc.

What basic characteristics distinguish nonverbal from verbal communication?

The foundation of any successful relationship is a good communication whether personal or professional. Nonverbal communication is an interpersonal communication through nonlinguistic means and in verbal communication we use words (in writing or spoken) to communicate.

Our nonverbal communication plays an important role—our facial expressions, gestures, eye contact, posture, and tone of voice—that speaks loudly. If there is contradiction, the nonverbal message expresses true feelings more accurately describe the person than its verbal message.

Define Citation?

A "citation" is the way you inform your readers that certain material in your work came from another source. It also inform your readers that from where this piece of information came, including:

- information about the author
- the title of the work
- Information about the Publishing Company that published the source
- Date of Publication of your information
- Reference to page numbers of the material you are borrowing

What is the body?

Before you select the body of your speech, you need to make outline your information. Once you select the topic, prepare your thesis and select the main points the necessary work is done.

Now create an outline. An outline serves three purposes for a speech:

1. Put your information in order
2. Work as a model to check your work.
3. Serves as a guide according which you deliver speech.

Next step is to select the specific organizational pattern. That will help create meaning for your audience.

- Spatial
- Chronological
- Topical
- Logical



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Spatial Order

In this pattern items are arranged according to their physical position or relationship of your topic. For instance, if your are going to describe a building, you might start from roof to the basement or from basement to the roof. It means organizing the information while keeping its physical properties in mind.

If you are throwing light on a trend, or a movement, you might arrange your information describing the movement that it came from east to west or from north to south. For example:

Topic: Accents
Thesis: Accents are different throughout the country.

Spatial order:
I. Accents in the East have certain characteristics.
II. Accents in the West have certain characteristics.
III. Accents in the North have certain characteristics.
IV. Accents in the South have certain characteristics.

Chronological Order

The arrangement of things following one after another in time. Like Information about historical movement in a time sequence.

Topic: History of Lahore
Thesis: Rapid change in Lahore over the period of last ten years

I. Major roads were reconstructed 10 years ago.
II. Connected to the motorways five Five years ago.
III. It is the busiest city of the country today.

Topical Order

Method of arranging information according to its main topics and subtopics, following by logical steps or categories.

Topic: Earth quake victims
Thesis: The Band-Aid Benefit Concert helped a lot towards the rehabilitation
I. 1st main point discusses Band-Aid administration
II. 2nd main point discusses performers
III. 3rd main point discusses sponsors
IV. 4th main point discusses audience

Logical Order

This method is effective if you want to persuade your audience that a problem exists and you talk about its causes and possible solutions. At the end you propose the best solution.

There are several types of logical order:

- Problem/solution
- Cause/effect
- Deductive
- Inductive



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The following steps are involved in problem/solution organization:

I. Define the problem.
II. Show the possible solutions.
III. Propose the best solution to the problem.

Topic: Fad Diets
Thesis: Fad diets can be dangerous to your health.
I. Fad dieting is a serious, widespread problem affecting people's health.
II. There are alternative solutions to the problem of being overweight.
III. People should seek professional medical advice in selecting the best way for them to lose weight.

Faulty Communication causes the most problems Discuss

Most of the problems arises in an organization are the result of failing to communicate. Faulty communication is the main reason to most of the problems and it create confusion and mislead people.

Communication is sharing information and ideas from one person to another person. It involves sender, encoding, channel, receiver and decoding. Effective communication occurs only when the receiver understands the message exactly as send by sender and the message delivered without any hindrance in the channel or noise.

Difference between informative speech and persuasive speech

Informative Speech

In Informative Speech you get time for research, organizing contents and practice your writing and speaking skills. A speaker learn how to find out the information, divide into sub categories, sort out relevant points clearly according to his topic. This practice will help him to become an effective "Speaker"during his speech and it will help him in his career also.

The main purpose is to provide audiences useful, interesting and uniques information which create interest and make positive impact on the audience as well as help you to succeed in your career.

Persuasive speech

Persuasion is a psychological process and it is designed to change the audience thinking or action. The ability to persuade others help speaker in his daily life from personal relations to his career development.

When you try to persuade your audience, basically your are advocating your point of view on certain topic in his favour or completely opposing. It is a challenging and complex process. Audience analysis must be considered in this process. You speech must be on realistic grounds. If your audience do not have firm believe on the subject, you will be able to convince most of them. If they oppose your idea, some of them must consider your thoughts.

A speaker must have a strategy to win the audience to his side.



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Define Critical Listening

Critical listening is a form of listening when we want to make analysis, critical thinking and judgment. It is needed when suspect a biased source of information. Critical listening is also associated to detect propaganda devices used by a communicator.

It occurs when you still want to understand what the other person is saying, but also have some reason or responsibility to evaluate what is being said to you and how it is being said. For example, if there's an upcoming election and you need to decide who to vote for, you probably use some form of critical listening when you watch a televised debate. You listen, AND you evaluate.

Guidelines for critical listening

- Recognize your own biases.
- Keep your mind open and avoid filtering out unwanted information
- Listen carefully and critically when you need to make evaluations and judgments.
- Analyze the audience and adapt the message to the listeners.
- Clearly organize the speech so that the listeners can follow the train of thought.
- What is the speaker motive and what he is looking from the audience? Is he giving you information or trying to persuade?
- Must be active listener, knows different meanings of the words and be able to read between the lines
- Is the message supported by evidence, reasoning, clearly and logically stated?
- Does the speakers verbal and nonverbal messages are matching with each other?

What is Introduction to speech?

Every speech is organized in three parts:
1. Introduction
2. Body
3. Conclusion

Every speech, no matter how poorly constructed and poorly organized, has some kind of introduction (you have to begin), some middle section (the body), and some kind of conclusion (at some point in time you have to finish).

Introduction

An introduction is a beginning. It is a very important part of the speech process because it is during the introduction that the audience first sees you and learns about your topic. At what point does an introduction begin? It begins the moment you address the audience. The moment you turn to look at the audience and utter your first sounds or communicate something nonverbally, you have: begun your introduction. In the introduction phase, the audience may decide if you are credible and if your speech will be worth their attention.

Your introduction should have four purposes:



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1. Getting the audience's attention
2. Introducing your thesis
3. Adapting to the audience
4. Establishing your rapport or credibility with the audience

Discus the Barriers to Communication

Barriers that stop you from communicating with people around you. Here is a list of barriers to communication, or reasons why we sometimes find it difficult to take the risk and communicate our true attitudes and feelings to one another.

- Fear of appearing low in the listener's eyes.
- Fear of exposing your feelings and weaknesses.
- Fear of hurting others or getting hurt.
- Fear of being rejected, blamed, or condemned.
- Fear of not receiving a positive response.
- Fear of a potential conflict.
- Fear of risking self-disclosure.
- Fear of appearing self-centre.
- Fear of appearing stupid.
- Fear of not being taken seriously.
- Fear of not getting the help you think you need.
- Fear of ruining a good situation.

In order to find a topic of speech one has to follow some rules for selection of the topic. Discuss those different rules that are used to select the topic.

In real life the topic of a speech is given to you or selected on the circumstances. Product Launch Ceremony, Award Ceremony or General meetings are some of the situations. Following rules must be considered while selecting the topic:

1) Begin early: As early you select the topic it will give you more time to work on it. Outline its main points and support them with details.
2) Topic of your interest: Choose the topic you have interest in it. If you have interest, it will be shown from your way of delivering the speech. People will be interested because of your passion and emotion.
3) Topic of your knowledge: Your topic must be based on some research and knowledge you have. You can easilyexplain to your audiances.
4) Research and info material: Your speech must be based on the research findings and supported by fact. People should know that the words coming out from your mouth has a solid evidence. Information material easily available in the form of internet, magazines, journals, and books.
5) Organized and updated info. You speech must be organized. You should know from where to start, what are the main points requires audiances attentions, how to fill the body and where it reqeires ending. Make sure that audiance interest will be maintained.



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Write about importance of Listening skills

Listening is key to all effective communication. It prevents miscommunication and help to receive and interpret message accurately. It is a skill that is required for all types of communication.

If you want to communicate well you must be a good listener. With good listining skills you will have benefits in your personal and professional life. It will help you in day to day life, among friend, family, office. It will help to build good self-esteem, maximizing productivity, improve relationship and help you to become a better speaker. It is diffrerent than hearing. It requires focus and attention the use of language, voice and tone levels. The basic and most powerful way to connect to another person is to listen.

We spend a lot of time in Listening. We are engaged 70% of our time in communication and out of this 45% is spent on listening compared to 30% speaking and 16% reading and 9% writing. A good listner will not only listen what is being said but also pay attention to the body language and non verbal communication.

Why is it necessary to know the audience knowledge about the topic?

Audiance knowledge about the topis is very imporatant step. Audiance will show interest if the delivered speech directly relate to them. It is vital for successfull speech to be "Audience-Centered".

Audiance presence is a proof that the delivered speech will be directly affecting them. So you the good speeker always consider the following point:

1) Age group
2) Education Level
3) Occupation
4) Gender
5) Marital Status
6) Religion beliefs
7) Cultural and Ethnic background
8) Group affiliation

Do you think the ineffective communication of the employees can dmage the positive image of the organization. Give an argumentative answer.

Effective communication bemefits the organization in many ways, Unfortunately, ineffective communication can damage the positive image of the organization.

The negative image of an organization in people some times because of ineffective communication- Some times employess knowingly use ineffective communication and sometimes they do not realize that what they say or write produces damaging results.

Cost increase

If employee prepares a letter and that is not with proper language and context it wil be written again and again and consume more time thus compnay profatibility is reduced.



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Employees low morale

Some times the seniors are the reason in the lack of confidence and low moral because the fail to communicate effectively- It shows the seniors does not care for juniors and it deteriorates their moral.

Employees productivity

Organizations fail to communicate their expectations to their employees and does not pay attention what they want and how to get them trained or required to follow some specific procedure to improve productivity.

Explain steps required to become effective listener.

Receiving, understanding, remembering, evaluating, and responding.

1. Receiving:

This is the first and most important step because your are going to obsorbing the information sent to you verbally and non verbally.

• Stop talking • Pay attention • Avoid distractions. • Don't interrupt

2. Understanding

Once your received the information, interpret properly. You can ask questions to understand better and avoid miscommunication. It will show your activeness and help you to understand the points.

3. Remembering

You must remember what is being said to you. For this you need to pay attention and retain that information. You must identify the key points and be familiar with the message.

4. Evaluating

Once you receive the information, understand properly and remember what is said, it time to evaluate the message. What was speaker's intent? Is speaker explainging facts or openion? Is his non verbal communication complimenting his verbal communication?

5. Responding

Now you will address the speaker's important points. You will know the circumstances and context and reply accordingly. Remember, responding is the part of active listining. Do not try to complete the sentence of the speaker assuming that you understood what is the message.

If you've completed the receiving, understanding, remembering, and evaluating portions of the listening process, responding should be easier than ever. You'll be prepared to address the speaker's most important points, with an awareness of the circumstances and context surrounding their words.

Listening is the most important part of communication, because if you fail to understand the message being expressed to you, you will also fail in providing a substantial and meaningful response. This is the root cause of many arguments, misunderstandings, and complications, whether at home, school, or work.



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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.

2 Which of the following is NOT a form of nonverbal communication?
- ☒ Gestures
- ☒ Facial expressions
- ☒ Appearance
- ✓ A radio interview

3 In USA, maintaining eye contact while talking with elders show confidence, in Pakistan, it shows disrespect. What does this example depict?
- ☒ The interpretation of body language is universal
- ✓ The interpretation of body language is not universal
- ☒ The interpretation of body language is same worldwide
- ☒ The interpretation of body language is global.

4 Which of the following is correct about human memory?
- ☒ Not very sharp
- ✓ Reconstructive
- ☒ Poorly developed
- ☒ All of the given options

5 All of the following are the purposes of introduction except :
- ☒ Getting the audiences's attention
- ☒ Introducing your thesis
- ☒ Establishing your rapport or credibility with the audience
- ✓ Avoid the audience

6 In USA, maintaining eye contact while talking with elders show confidence, in Pakistan, it shows disrespect. What does this example depict?
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7. Telephone is and example of which form of communication?
- ☒ Interpersonal communication
- ☒ Intrapersonal communication
- ✓ Mediated Communication
- ☒ Mass Communication



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8 Jumping to conclusions is a:
- ✓ Listener barrier
- ☒ Sender barrier
- ☒ Physical barrier
- ☒ Noise

9 Which of the following could not be an appropriate beginning of speech?
- ☒ Appropriate quotation
- ☒ Asking a rhetorical question
- ✓ An ordinary story
- ☒ A startling statement

10 When a quotation is quite long for the introduction of speech, it is suggested that the presenter may:
- ☒ Use it as it is at the beginning of the presentation
- ☒ Use it as it is at the conclusion of the presentation
- ✓ Paraphrase the quotation to avoid confusion and/or boredom
- ☒ Decide not to take advantage of the quotation

11 All of the following statements are the purposes of forming an outline for a speech EXCEPT one. Which one is it?
- ☒ 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 confidence for the listeners

12 Which of the following is a skill of speaking in distinct syllables?
- ✓ Articulation
- ☒ Fillers
- ☒ Inflection
- ☒ Monotone delivery

13 Improper formulation and presentation of messag refers to which of the following barrier?
- ☒ Loss in Transmission
- ✓ Badly Expressed Message
- ☒ Differing Status
- ☒ Prejudice

14 Which of the following statement is true for the pauses in speech?
- ☒ A pause in speech shows that speaker is not well prepared
- ✓ A pause gives an opportunity to listeners to digest what they've heard.
- ☒ Pauses drag the speech.
- ☒ Pauses cannot be used in business talks.



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15 Which of the following ways can be used to achieve vocal emphasis?

- ☒ Going from loud to soft
- ☒ Getting louder
- ✓ Using graphics
- ☒ Adopting a soft tone

16 Which type of communication it would be when co-workers attempt to coordinate their individual tasks with each other?

- ☒ Upward
- ☒ Internal
- ☒ Downward
- ✓ Lateral

17 Listening process does not involve which of the following actions?

- ☒ Hearing
- ☒ Filtering
- ☒ Remembering
- ✓ Feed back

18 Which of the following are identified from citation in periodical indexes?

- ✓ Articles
- ☒ Stories
- ☒ Features
- ☒ Columns

19 Which of the following type of listening is used when we suspect that we may be listening to a biased source of information?

- ☒ Empathic listening
- ✓ Critical listening
- ☒ Active listening
- ☒ Preferential listening

20 All of these are the purposes of introduction in thesis except:

- ☒ Getting the audience's attention
- ✓ Introducing your target audience
- ☒ Adapting to the audience
- ☒ Establishing your rapport or credibility with the audience

21 Which of the following begins with a general statement that is commonly accepted by the audience and then introducing more specific?

- ☒ Problem/solution order
- ☒ Cause/effect order
- ✓ Deductive order
- ☒ Inductive order



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22 Excess of information bombarded on the listener is termed as:

- ☒ Information bulk
- ✓ Information load
- ☒ Information mass
- ☒ Information volume

23 Which of the following may Not be considered as a language barrier in communication?

- ☒ Differences in interpretation of statements
- ☒ Inadequate vocabulary
- ✓ Proper level of language
- ☒ Good health

Questions in Midterm Fall 2016

Q1 We should keep in mind the nature of audience... agree or not.. Discuss?

Q2 In which sitting plane audience sit in columns and rows without chairs.

Q3 Why peer to peer discussions is always easy in friends. Discuss?

Q4 U transmission is good for informative and informal Discuss?

Q5 Reading from manuscript seriously limits your ability to exhibit a natural style, maintain eye contact, observe and evaluate feedback, and adjust the messages Discuss.

Q6 Language itself is probably the most common barrier to effective communication. Discuss.

Q7 Describe any common misconception of communication in our life in your Words. (5 Marks)

Q8 Badly Expressed Message in presentation? Mark3