

MAHMOOD RANA
MSc Mass Communication
Spring 2016

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



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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.

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



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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

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

Q1 What do you understand by the term mediated communication? Give examples.

Q2 Why is it necessary to know the audience knowledge about the topic?

Q3 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.

Q4 Reading from manuscript seriously limits your ability to exhibit a natural style, maintain eye contact, observe and evaluate feedback, and adjust the messages Discuss.