Eng201

Bussiness and Technical English Writing

Midterm Most Repeated Subjective MCQs

- Midterm Short Notes
- Final Term Short Notes
- Mid Term Past Paper
- Final Term Past Paper
- Mega File
- Important Question
- Repeated Question
- Solved Past Paper
- Moaz & Waqar
- Accurate Assignment
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Short Question

2+3 Marks

Question No 1

What does the phrase 'Readers create Meaning' mean?

Answer:-:-

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 2

How many are Delivery Methods?

Answer:-

There are at least four methods

1. Extempore
2. Impromptu
3. Memorization
4. Reading

Question No 3

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.

Question No 4

What are the basic strategies for writing bad-News Messages?

Answer:-:

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 5

Write a Type of sentence?

Answer:-

1. Simple 2. Compound 3. Complex

Question No 6

Define the term 'Stylistic Accuracy'.

Answer:-:

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.

Question No 7

Difference between letter and memorandum?

Answer:-

Letter | Memorandum

Letter are used to Communicate outside the organization

Memorandum are used to Communicate within the organization

Question No 8

Explain the phrase 'Readers react on a moment-by-moment basis'?

Answer:-:

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 9

Write some categories of communication?

Answer:-

1. Written communication
2. Oral communication

Question No 10

Which factors should be kept in mind while editing the message?

Content and Organization

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

Question No 11

What do you know about 'Phantom Readers'?

Answer:-:

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 12

Define Completeness?

Answer:-

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 the eyes of the receivers to be sure they have included all the relevant information.

Question No 13

Define Conciseness?

Answer:-

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

Question No 14

Define the term 'Transitions'.

Answer:-:

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.

Question No 15

What is meant by 'Defining Objective'?

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 16

What is the purpose of writing Professional Objectives in Resume?

Answer:-:

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 17

How a message can achieve good organization?

Answer:-: 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 18

Define correctness?

Answer:-

Correct communication has following features

1. Grammar 2. Punctuation 3. Spelling

Question No 19

Describe briefly Storyteller's tour.

Answer:-:

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

Question No 20

What are the characteristics of a well organized message?

Answer:-:

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 21

Describe the reports?

Answer:-

Reports are documents which present focused, relevant content to a specific audience. Reports are often used to display the result of an experiment, investigation, or an inquiry.

Question No 22

Have you ever heard the term Persuasive massage? Define it.

Answer:-:

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 23

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 24

Which format one should perceive while writing a report?

Answer:-:

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.

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

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

Question No 25

What are Functional Words and which function they perform?

Answer:-:

Functional words include:

Conjunctions

Prepositions

Articles

Pronouns

Functional words express relationships among content words.

Question No 26

What is AIDA?

Answer:-:

AIDA is a plan and it is the specialized version of persuasion

It has four phases:

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

Question No 27

Which components are included in the Front matter of a Proposal?

Answer:-:

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

• Letter of transmittal

• Title page

• Summary

• Table of contents

• List of figures and tables

Question No 28

What are the benefits of Completeness in messages?

Answer:-

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 29

What do you understand by the phrase 'Readers responses are sharpened by Situation'?

Answer:-:

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 30

Which characteristics are most important part of Correctness?

Answer:-:

The following things are at the core of concreteness.

- Grammar
- Punctuation
- Spelling

Long Question

Question No 1

How will you write and plan a sales letter?

Answer:-:

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 2

Describe briefly 'structural, stylistic and contextual clarity.

Answer:-:

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.

Question No 3

Differentiate between Direct and Indirect Approach?

Answer:-:

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 4

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

Answer:-:

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

Question No 5

How will you establish sequence with Organizational patterns of the followings?

GOOD NEWS MEAAAGE – Bad news – Persuasive messages

Answer:-:

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

Question No 6

Which characteristics ensure 'Completeness' to a document?

Answer:-:

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 7

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

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 8

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

Answer:-:

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

Question No 9

Write down FIVE advantages of using 'written medium' in business communication.

Answer:-:

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

Question No 10

What is coherence and why is it important?

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 11

What is the difference between Formal and Informal letter?

Answer:-:

Formal Writing

Formal writing is often associated with scholarly writing.

Examples

Doctoral dissertations, scholarly articles, top-level government agreements etc

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 12

What is a business letter? Enlist at least three types of business letter.

Answer:-:

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 13

What is Indirect plan?

Answer:-

Instead of beginning a business message with a blunt 'no' which might restrain your audience from reading or listening to your reasons, use the indirect plan to ease your audience into the part of your message.

The indirect plan consists of four parts:

a. A buffer
b. Reasons supporting the negative decision
c. A clear, diplomatic statement of the negative decision
d. A helpful, friendly, and positive close

Question No 14

What is direct Plan?

Answer:-

A bad news message organized on the direct plan starts with a clear statement of the bad news, proceeds to the reasons for the decision, and ends with a courteous close.

Stating the bad news at the beginning has two potential advantages:

• It makes a shorter message possible.

• The audience needs less time to reach the main idea of the message, the bad news itself.

Most Repeated & Important Subjective Midterm ENG201

آپ سب سے گزارش ہے پلیز دعاؤں میں یاد رکھیں

مزید ایسی پوسٹ حاصل کرنے کیلئے ہمارا یوٹیوب چینل سبسکرائب کریں

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