MIDTERM EXAMINATION
Spring 2010

ENG201- Business and Technical English Writing (Session - 3)

Question No: 1 (Marks: 1) - Please choose one

Which of the following have both; a denotative meaning and a connotative meaning?

- ► Closed words
- ► **Content words (Page 57)**
- ► Structure words
- ► Strong words

Question No: 2 (Marks: 1) - Please choose one

Which of the following can be defined as "the words one chooses to state one's message, say much more than their dictionary definitions"?

- ► **Semantics (Page 76)**
- ► Phonetics
- ► Synonyms
- ► Phonemes

Question No: 3 (Marks: 1) - Please choose one

Which of the following concerns the careful use of language to express meaning?

- ► **Stylistic accuracy (Page 27)**
- ► Stylistic clarity
- ► Contextual clarity
- ► Contextual accuracy

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Question No: 4 (Marks: 1) - Please choose one

If you are writing a persuasive message, what are the common ways of establishing your credibility?

- ► naming your sources when you use information from others
- ► Demonstrating expertise
- ► supporting your message with factual evidence
- ► **All of the above (Page 76)**

Question No: 5 (Marks: 1) - Please choose one

How can you make your messages effective?

- ► Make them practical and factual but not persuasive.
- ► Make them practical and factual but include your impression.
- ► **Make them practical, factual, concise, clear, and persuasive.**
- ► Omit key facts

Question No: 6 (Marks: 1) - Please choose one

Which section of a resume creates most disagreements among experts about its relative advantages and disadvantages?

- ► Skills
- ► Work experience
- ► **Career objective (Page 14)**
- ► Education

Question No: 7 (Marks: 1) - Please choose one

Which of the following should be done when writing recommendation letters?

- ► **Include only relevant and factual information. (Page 69)**
- ► Avoid value judgments.
- ► Balance criticisms with favorable points.
- ► All of the above

Question No: 8 (Marks: 1) - Please choose one

Which one of the following is more effective Technical Communication?

- ► **Oral communication (Pg 1)**
- ► Mata communication

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► Non verbal communication
► Written communication

Question No: 9 (Marks: 1) - Please choose one

Which one of the following options should be used during business correspondence?

► Choppy sentences
► Passive sentences
► **Bias-free language (Page 58)**
► Cliches

Question No: 10 (Marks: 1) - Please choose one

Which one of the following can create immense difference between class room communication and job communication?

► Age of audience
► Behavior of audience
► **Size of audience (Pg 3)**
► None of the above

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

Question No: 1 (Marks: 1) - Please choose one

Which of the following suggests 'Implication of a word or a suggestion separate from the usual definition'?

► Denotation
► **Connotation (Page 57)**
► Implementation
► Abstraction

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Question No: 2 (Marks: 1) - Please choose one

Which of the following is generally organized by direct approach and receives a favorable reaction?

- ► Business message
- ► Bad news message
- ► **Good news message Page 53**
- ► **Routine message**

Question No: 3 (Marks: 1) - Please choose one

Which of the followings are real but unnamed readers?

- ► **Phantom Readers Page 23**
- ► Future Readers
- ► Complex Readers
- ► Technical Readers

Question No: 4 (Marks: 1) - Please choose one

How many aspects does Accuracy have?

- ► 6
- ► 5
- ► 4
- ► **3 page 27**

Question No: 5 (Marks: 1) - Please choose one

What can be considered as the heart of a report?

- ► **The introduction of a report Page 79**
- ► A variety of components
- ► Introduction, body, and a close
- ► Only the body of the report

When your report focuses on analysis as the heart of the report, or you need to emphasize the discussion in order to justify the conclusion, or if the reader is likely to be hostile to your conclusion and you need to change the reader's attitude to the subject before presenting the conclusion, then the following structure is appropriate.

Question No: 6 (Marks: 1) - Please choose one

What is the last thing you need to do before you get ready to distribute your document?

- ► Designing

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► Revising
► **Proofreading** **Page 60**
► All of the above

Question No: 7 (Marks: 1) - Please choose one

Which of the following is not used in external business communication?

► Enquiries letter
► Curriculum Vitae
► **Memo Page 63**
► Complaint letter

Question No: 8 (Marks: 1) - Please choose one

Choose the correct option.

To decode a message is to:
► reject a message
► translate ideas into code
► evaluate a message
► **interpret a message (Page 44)**

Question No: 9 (Marks: 1) - Please choose one

Which type of Visual aid is the most difficult to execute effectively?

► Graphics
► Projections
► **Handouts**
► Film and video

MIDTERM EXAMINATION
ENG201- Business and Technical English Writing

Question No: 1 (Marks: 1) - Please choose one
Which of the followings are usually more vivid than long ones and improve the readability of a document?

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► **Short words (Pg 57)**
► Content words
► Structure words
► Practical words

Question No: 2 (Marks: 1) - Please choose one
Which format should be used if the document will be sent to outside individuals?

► **Letter (Pg 67)**
► Presentation
► Memorandum
► Manuscript

Question No: 4 (Marks: 1) - Please choose one
Which question is used to ask about residential status?

► What's your address?
► **Where are you from?**
► Where do you belong to?
► Please sign here.

Question No: 5 (Marks: 1) - Please choose one
How can you make the following statement Concise?
'There are only four rules of our company and every employee is bound to follow these rules.'

► Four rules must be observed.
► **There are four rules that must be observed. (Pg 33)**
► You must follow the rules.
► Follow the rules.

Question No: 6 (Marks: 1) - Please choose one
Which of the following is promoted by simple, direct language?

► Structural clarity
► **Stylistic clarity (Page 27)**
► Contextual clarity
► Textual clarity

Question No: 7 (Marks: 1) - Please choose one
Which of the following is used as brief, informal reports within an organization?

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► Letter
► **Memo (Page 61)**
► Proposal
► Report

Question No: 8 (Marks: 1) - Please choose one
Select the statement about the communication process that is NOT true.
► Communication takes many forms-oral, written and computer.
► Communication is vital to every part of business.
► **Your performance in business will not be judged by your communication ability.**
► Performance is judged by communication ability.

Question No: 9 (Marks: 1) - Please choose one
Biased language that might offend the audience is based on ----------

► **Cultural bias, gender bias (Page 58)**
► Cultural bias, nationality bias
► Unity bias, nationality bias
► None of them

Question No: 10 (Marks: 1) - Please choose one
Why important observations, suggestions, or objections should be written?

► To persuade the reader
► **To create permanent records (Page 20)**
► To make communication more effective
► To establish credibility

Question No: 11 (Marks: 1) - Please choose one
Which Three types of readers usually exist?

► Phantom Readers, Future Readers, Complicated Readers
► Future Readers, Complex Readers, Complicated Readers
► Future Readers, Complex Readers, Technical Readers
► **Phantom Readers, Future Readers, Complex Readers (Page 23)**

Question No: 12 (Marks: 1) - Please choose one
To whom usually good will letters are written?

► **Customer**
► Manager
► Director

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► Chairman

Question No: 13 (Marks: 1) - Please choose one
If your message is specific, definite and vivid; which of the following principle has been applied?

► Completeness
► Correctness
► Conciseness
► **Concreteness (Pg 35)**

Question No: 14 (Marks: 1) - Please choose one
Which guideline should be followed to ensure Courtesy?

► Be sincerely tactful, thoughtful and appreciative
► Use expressions that show respect
► Omit irritating expressions
► **All of the above (Pg 38)**

Question No: 15 (Marks: 1) - Please choose one
Which of the following factors enables you to evaluate the effectiveness of your message?

► **Feedback (Page 127)**
► Encoding
► Transmission
► Decoding

Question No: 16 (Marks: 1) - Please choose one

Which of the following can make a meeting unsuccessful?
► Deciding on purpose before the meeting
► Selecting participants for the meeting
► **Holding a meeting when a memo or other business message would have done the job (Pg 158)**
► All of the above

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MIDTERM EXAMINATION
ENG201- Business and Technical English Writing

Question No: 1 (Marks: 1) - Please choose one
What is meant by the term 'Denotative'?

► **It refers to the literal meaning of a word.**
http://www.eng.fju.edu.tw/English_Literature/terms/denotation.htm
► It refers to the surface meaning of the word.
► It refers to cognitive meaning of words.
► It refers simple meaning of words.

Question No: 2 (Marks: 1) - Please choose one
Where can we apply seven C's?

► To Non verbal communication
► To Oral communication
► To Written communication
► **To written and oral communication (Page 31)**

Question No: 3 (Marks: 1) - Please choose one
How the credibility of the communicator can be systematically analyzed?

► Through written communication
► **Through communication probe (Page 32)**
► Through oral communication
► Through non verbal communication

Question No: 4 (Marks: 1) - Please choose one
While writing persuasive messages which four things should be kept in mind about your audience?

► Main idea, consideration, needs and appeals, logic
► Semantics, emotion and logics, clarity, consideration
► **Needs and appeals, emotion and logic, credibility, semantics (Page 76)**
► Credibility, logics, main idea, emotion

Question No: 6 (Marks: 1) - Please choose one
Which type of letter not only conveys information, but also establishes a contractual relationship between you and the organization or person offering you the position?

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► Job application letter
► **Acceptance letter (Page 64)**
► Inquiry letter
► Transmittal letter

Question No: 7 (Marks: 1) - Please choose one
Why do Experts read technical and scientific documents?

► To maintain and expand their own general expertise
► To obtain specific answers to their own research and writing
► To evaluate a document's technical or scientific content.
► **All of the above Pg 17**

Question No: 8 (Marks: 1) - Please choose one
What is the emphasis of a Functional resume?
► Place the name and professional objectives at the top
► **Provide functions and tasks the applicant can perform (Page 13)**
► Put the most important information first
► Make your name and professional achievements prominent

Question No: 9 (Marks: 1) - Please choose one
How many steps are essential for successful oral statement?

► Five
► Six
► **Seven (Page 31)**
► Eight

Question No: 12 (Marks: 1) - Please choose one
Which of the following is the primary vehicle for communication within an organization?

► Letter
► Report
► **Memorandum (Pg 63)**
► Proposal

Question No: 13 (Marks: 1) - Please choose one
Which phrase should be used while making a presentation ?

► **Please feel free to interrupt me with questions.**

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► Don't disturb me while I'm presenting these statistics.
► No, you're wrong. We need more staff.
► Please! No interruptions during the presentation.

Question No: 14 (Marks: 1) - Please choose one
Which phrase is correct?

► **When were you born?**
►When you are born?
► When are you born?
► When you born?

Question No: 15 (Marks: 1) - Please choose one
Which of the following is best when you don't need immediate feedback, but you do need speed?

► Written massage
► **Electronic message (Pg 49)**
► Oral massage
► informal massage

Question No: 16 (Marks: 1) - Please choose one
Which of the following suggests the following statement?
"First group the ideas and then put them in sequence."

► Revising a message
► Editing a message
► **Organizing a message (Page 52)**
► Planning a message

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

Question No: 1 (Marks: 1) - Please choose one
A letter or report to a customer from an employer belongs to which kind of communication?

► **official communication (Page 4)**
► officer communication
► administrator communication
► manager communication

Example If you write a letter or report to a customer, the customer views it as an official communication

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Question No: 2 (Marks: 1) - Please choose one
Which of the following aims at gathering specific information?

► Letter of claim
► Letter of request
► **Letter of inquiry (Page 66)**
► Letter of information

Question No: 3 (Marks: 1) - Please choose one
Which of the following is best when you want immediate feedback?

► **Oral medium (Page 49)**
► Written medium
► Electronic medium
► All of the above

Question No: 5 (Marks: 1) - Please choose one
Which is farthest in the past?

► couple of days
► last week
► a day before yesterday
► **a month ago**

Question No: 6 (Marks: 1) - Please choose one
Which phrase is used during a presentation?

► Thanks for giving me a hand.
► **Thank you very much for your time today.**
► Thank you for your quick response.
► Thank you for your corporation.

Question No: 7 (Marks: 1) - Please choose one
Which of the followings are included in Functional words?

► Conjunctions, prepositions, nouns, pronouns
► **Conjunctions, prepositions, articles, pronouns (Page 56)**
► Conjunctions, prepositions, articles, adjectives
► Conjunctions, interjections, articles, pronouns

Question No: 8 (Marks: 1) - Please choose one
Which of the following is achieved through a balance between precise language and familiar language?

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► **Clarity (Page 36)**
► Correctness
► Concreteness
► Conciseness

Question No: 9 (Marks: 1) - Please choose one
Letters are usually just one page and consist of three sections ----------

► Salutation, subject matter, references
► Front matter, summary, conclusion
► Body, references, end matter
► **Front matter, body, end matter (Page 64)**

Question No: 10 (Marks: 1) - Please choose one
Which of the following is used in a letter to emphasize a point or to include a brief personal message?

► Foot notes
► Post script
► **End notes (Page 59)**
► All of the above

Question No: 11 (Marks: 1) - Please choose one
Which of the following should be essentially considered during speeches and presentations?

► Dress
► Time
► Appearance
► Microphone

Question No: 12 (Marks: 1) - Please choose one
Which of the followings use Salutations?

► Memorandums
► **Letters (Page 63)**
► Informal speech
► Proposals

Question No: 13 (Marks: 1) - Please choose one
What strategies should be opted for writing to Technicians?

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► Keep introductions and background information brief
► Make information accessible
► Provide short definitions or explanations of any unfamiliar term
► **All of the above (Page 17)**

Question No: 14 (Marks: 1) - Please choose one

Claim letter is also called:
► Transmittal letter
► Credit refusing letter
► Adjustment letter
► **Complaint letter (Page 71)**

Question No: 16 (Marks: 1) - Please choose one
Which of the following can be defined as follows
"It is not merely politeness with mechanical insertion of 'please' and 'thank you', rather it is politeness that grows out of respect and concern for others."

► Clarity
► **Courtesy (Page 38)**
► Consideration
► Credibility

MIDTERM EXAMINATION
ENG201- Business and Technical English Writing

Question No: 1 (Marks: 1) - Please choose one
Which of the followings are an essential component of employment process?

► Reflections
► **References (Page 68)**
► Fractions
► Recommendations

Question No: 2 (Marks: 1) - Please choose one
Which of the following is the basis of Courtesy?

► Inclined attitude
► Biased attitude

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► **You-attitude (Page 44)**
► Offensive attitude

Question No: 4 (Marks: 1) - Please choose one
A fault in the communication procedure where the meaning of the message is lost 'in translation' from intention to language or from language to understanding is called.....

► **Distortion**
► Noise
► Redundancy
► Feedback

Question No: 6 (Marks: 1) - Please choose one
What is the goal of a Non-conventional resume?
► Provide functions and tasks the applicant can perform
► Place the name and professional objectives at the top- Correct
► **Put the most important information first (Page 13)**
► Make your name and professional achievements prominent

Question No: 8 (Marks: 1) - Please choose one
Why Comparison is useful for paragraph development?

► **It emphasizes similarities (Page 29)**
► It emphasizes differences
► It emphasizes advantages
► It emphasizes disadvantages

Question No: 9 (Marks: 1) - Please choose one
Which of the following complimentary close is accurate in general letter writing?

► Yours sincerely,
► Sincerely,
► Yours respectfully,
► **All of the above (Page 64)**

Question No: 11 (Marks: 1) - Please choose one
What is meant by the term 'Connotative'?

► It refers to the literal meaning of words.
► **It refers to the associations that are connected to a certain word. (Pg 57)**

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► It refers to general meaning of words.
► It refers to cognitive meaning of words.

Question No: 12 (Marks: 1) - Please choose one
In which of the following message categories would you place sales and marketing messages?

► **Persuasive (Page 77)**
► Positive
► Negative
► Routine

Question No: 13 (Marks: 1) - Please choose one
Which plan or model is mostly used in business messages?

► The logical plan or its variation
► The emotional appeal or its variation
► The AIDA model or its variation
► **All of the above (Page 76)**

Question No: 15 (Marks: 1) - Please choose one
When you are writing a routine message, what kind of approach will be used?
► **The direct approach (Page 53)**
► The indirect approach
► The long approach
► None of the above

Question No: 16 (Marks: 1) - Please choose one
Which of the following you should avoid when writing a claim letter?

► Direct request
► Professional tone
► **A complaining tone**
► Specific details

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

Question No: 1 (Marks: 1) - Please choose one
Which one of these words is not a synonym for "business"?

- **Capital**
- Enterprise
- Project
- Venture

Question No: 2 (Marks: 1) - Please choose one
Which of the following gives you an opportunity to get your message across to a skeptical or hostile audience?

- Direct approach
- **Indirect approach (Page 53)**
- Persuasive approach
- Instructive approach

Question No: 3 (Marks: 1) - Please choose one
Which of the following is the process of drafting your message?

- Planning
- **Composing (Page 53)**
- Editing
- Revising

Question No: 4 (Marks: 1) - Please choose one
A sentence consists of two parts; one is a subject which is the second one?

- preposition
- **predicate** http://www.onlinemathlearning.com/parts-of-sentence.html
- adjective
- adverb

Question No: 5 (Marks: 1) - Please choose one
Which of the following ensures success to massage by leaving audience with a feeling of their personal welfare in mind?

- Abrupt close
- Polite close
- **Courteous close (Page 72)**

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- Gradual close

Question No: 7 (Marks: 1) - Please choose one
Which of the following should NOT be used while answering the phone?

- Ken speaking
- This is Ken
- **What do you want?**
- Can you hold on?

Question No: 10 (Marks: 1) - Please choose one
Select the statement about the communication process that is NOT true.

- Communication is vital to every part of business.
- **Your performance in business will not be judged by your communication ability.**
- Performance is judged by communication ability.
- Communication takes many forms-oral, written and computer.

Question No: 12 (Marks: 1) - Please choose one
What is the extremely important implicit goal of a business document?

- To provide information
- **To establish a relationship (Page 18 and 19)**
- To give instructions
- To persuade the reader

Question No: 13 (Marks: 1) - Please choose one
Which one is not an optional part of a letter?

- Attention line
- Subject Line
- Enclosure
- Salutation

Question No: 14 (Marks: 1) - Please choose one
Which of the following three steps are involved in planning a sales letter?

- Main idea, needs and appeals, logics
- Define the audience, emotion and logic, main idea
- Needs and appeals, chose the format, emotion and logic
- **Determine the main idea, define the audience, chose the format (Page 77)**

Question No: 15 (Marks: 1) - Please choose one
Communication can be defined as----------

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- A sense of unshared understanding
- The process of attempting to drop information
- **The activity of conveying information**
- Replacement of something

Question No: 16 (Marks: 1) - Please choose one
Where can we apply seven C's?

- To Non verbal communication
- To Oral communication
- To Written communication
- **To written and oral communication (Page 31)**

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