Communication is_____way process

- One
- Two
- Four
- Six

Globalization means that for a Company to survive, it must establish markets not only in its own country

- two countries
- Six countries
- Many countries
- Whole World

_____means that msg is specfic definite and vivid.

- Concreteness
- Completeness
- Consideration
- Conciseness

All things beings equal, break the ice ,business as usualetc

- Cliches
- Unit

What are the main points which should be kept in mind while writing a message carefully. **(Marks: 10)**

Write in more concise form:
"Your order that you placed on 25th Sep, has been received by us and we have shipped it on 28th Sep. So it will reach you soon. Please inform us, when you receive it." **(Marks: 2)**

What is the difference between inquiry and general request letter, and what are the approaches used in both forms **(Marks: 2)**

Write a note on Editing and Proofreading **(Marks: 5)**

What are the main points to be kept in mind about a close paragraph **(Marks: 3)**

Editing is done on:

- final draft
- rough draft
- final form

In order to get promotion to an executive, it is necessary to have

- communication skills
- oral communication
- written communication
- presentation skills

Which one of the followings is not aspect of the AIDA plan?

► Attention
► Interest
► Desire and action
► Skill

It has been in use since 1950. It uses full–block form and open punctuation. No salutation or complimentary close is used. Reader's name, is used in the first and last sentences. Subject and writer's name are typed in capitals.

Match the above with one of the followings:

► The Block-form / Modified – Block
► Full-Block
► The Semi-Block
► AMS (Administrative Management Society)

It does not mean that the use of old-fashioned expressions such as 'your kind enquiry', 'thank you' and 'please'. Rather, it grows out of respect and concern for others. It is a quality that enables a request to be refused without killing all hope of future business.
Match this statement with one of the following principles of communication:

► Conciseness
► Courtesy
► Consideration
► Completeness

Which one of the followings is not the purpose of communication?

► To initiate some action
► To impart information, ideas, attitudes, beliefs or feelings.

► To establish, acknowledge or maintain links or relations with other people.
► To make the people fool and sell your products.

Globalization means that for a Company to survive, it must establish markets not only in its own country but also in----------.

► two countries
► six countries
► many countries
► the whole world

The last paragraph should be---------- for an effective business message.
► concise, correct
► long, concrete
► long, verbose
► concise, long

To communicate easily and effectively with your readers, how many number of principles of communication are applied:

► Nine
► Seven
► Eleven
► Six

In---------- characteristics such as body shape, body odors and skin color are included.

► Mental
► Physical
► Spiritual
► verbal

Selecting some details and omitting others is a process called:

► Abstracting
► Extracting
► Attracting
► Fascinating

A letter that completes a valid contract between a buyer and a seller is called:

► An order letter
► An acknowledgement letter

► An inquiry letter
► A sales letter

As good-news plan is similar to direct-request plan, so is persuasive plan to---------- plan.

► good news
► bad news
► pleasant news
► moderate news

---------- is often effective for getting a motivational message out to a large number of people.

► Groupware
► Videotape
► Software
► Teleconferencing

Communication is the process by which individuals share:

► Coordinate activities,and make decisions
► Body movements
► Techniques
► Skills

'AMS' is the abbreviation of:

► Administrative Management Society
► Alcholical Member Society
► Advanced Management Society
► Asian Management Society

Sometimes an extra message is added at the end of a letter and is known as:

► Postscript
► Attention line
► Subject line
► Copy notation

----------is included to remind the reader to check for additional pages of information.

► Copy of notation
► Enclosure

► Subject line
► Attention line

Write a note on different punctuation styles. **( Marks: 2 )**

Rephrase the following letter body: **( Marks: 2 )**
"Will you ship us some time, anytime during the month of October would be fine, or even November if you are rushed (November would suit us just as well, in fact a little bit better) 300 of the regular Dell Computers.
Thank you in advance for sending these along in parcel post, and not in express, as express is too expensive."

Point out some barriers in communication which arise due to attitude and value differences of sender and receiver. **( Marks: 3 )**

Write short notes on the following: **( Marks: 5 )**

1- Importance of communication in your career 2- Developing the right attitude

What is meant by Globalization? The implications of globalization on organizational behavior is profound and direct.Comment on this statement. **( Marks: 10 )**

Define globalization? Implication of globalization on Organization behavior? **(10)**

Beginning ending of business msg should be effective? Plz comment. **(5)**

Communication is lifeblood for every organization discuss it **(5)**

what should be the important points for writing letter

importance of artifacts

explain guestware **(2)**

1) Is Effective communication is essential part of promotion in business world? Discuss (10)

2) What is the difference between inquiry and request letter? (5)

3) Write six points which best for letter writing. (3)

4) What purpose term artifact is used? (2)

Define Clarity?

Brief note on Buffer?

What Is main idea?

List different parts of a letter?

Monthly Market Report is an analysis of business done during the
Select correct option:

Whole day
Whole week
**Whole month**

In claim letter the initial statement should contain:
Select correct option:

**Good news.**
Bad news.
Mixed news
Ambiguous

A standing committee is one that operates permanently:
Select correct option:

Month after month.
Week after week.
**Year after year.**
After six months

Classification of Report is:
Select correct option:

Informal reports, Short reports
Formal reports ,Long reports
**Formal or Informal reports , Short or Long Reports**
Informal repots, Long repots

---------- include investigation of an issue or problem or Calculation of financial ratios of a company.
Select correct option:

Formal report
**Analytical Letter Reports**
Scientific Reports
Informational Letter Reports

Prefatory parts are __ in number.
Select correct option:

6
7
**8**
9

are ___ basic parts of a formal report.
Select correct option:

**3**
4
5
6

1. Prefatory Parts

2. Text Parts

3. Supplementary Parts

are usually short messages with natural, casual use of language.
Select correct option:

Formal reports
**Informal reports**
Short reports
Progress report

Sales letters start with:
Select correct option:

An easy and effective way.
**An attention-getting device.**

A smooth story.
Buffer

Getting Attention
Sales letters start with an attention-getting device.

Circular letters are used:

Select correct option:

To send information to two people.

**To send the same information to a number of people.**

To communicate to other company.

To send information inside a company.

Question # 2 of 10 ( Start time: 08:38:00 AM ) Total Marks: 1

Complaint letter should be called----------.

Select correct option:

Persuasive letters

**Claim letter**

Inquiry letters

Sales letters

Letter refusing adjustment is written when:

Select correct option:

**The buyer is at fault.**

The seller is at fault.

When the third party is at fault.

When nobody is at fault.

Task force is ---------- after solving a specific problem, assigned to them.

Select correct option:

Engaged to other problems.

**Disbanded.**

Engaged to routine work.

Sent on leave

There are _____ basic parts of a formal report.

Select correct option:

3

4

5

6

Classification of Report is:

Select correct option:

Informal reports, Short reports

Formal reports ,Long reports

**Formal or Informal reports , Short or Long Reports**

Informal repots, Long repots

Which writing style characterizes the memos?

Select correct option:

**Informal**

Formal

Impersonal tone.

Neutral

**Informal reports** are usually short messages with natural, casual use of language. The internal

memorandum generally can be described as an informal report.

- ---------- letter is the reply to complaint.

Select correct option:

**Adjustment**

An inquiry

Collection

Sales

An adjustment letter is the reply to a complaint (called a claim letter). In general, the best attitude is to give the customer the benefit of the doubt. Most persons are honest in their claims, and it is usually better to make the desired adjustment than to risk losing a customer

In claim letter the initial statement should contain:

Select correct option:

**Good news.**

Bad news.

Mixed news

Ambiguous

The following organizational plan is suggested for answering claim letters.

**A. Initial Statement of the Good News or Main Idea**

1. State immediately your willingness to honour the reader's claim.

2. Accept your reader's account as entirely accurate unless good business reasons demand a different interpretation of some points.

3. Adopt a tone of consideration and courtesy; avoid being defensive.

4. Thank the reader for taking the time to write.

In circular letters personal interest is created by using the word ----------.

Select correct option:

**you**

our customers

every body

dear customers

Minutes, which tell more of the ‘story of what happened and who said what at a meeting are?

Select correct option:

Resolution minutes

**Narrative minutes**

Formal minutes

Informal minutes

*Narrative Minutes( fuller picture & view)*

Sometimes referred to as minutes of narration, narrative minutes tell more of the ‘story of what happened and who said what at a meeting. The main points of the background and discussion leading to a decision are recorded, and

Another name of a synopsis is:

Select correct option:

Report

Letter

**Abstract**

Text

**Synopsis or Executive Summary**

A synopsis is a brief overview (one page or less) of report's most important point. It is also called abstract. Executive summary is a fully developed mini version of the report and is comprehensive.

----------are routine reports prepared at regular time interval-daily, weekly, monthly quarterly or annually.

Select correct option:

**Periodic Reports**

Formal Reports

Progress Reports

Conference Reports

Solicited Sales letters are written:

Select correct option:

**In response to an inquiry.**

To sell a product or service.

To persuade buyer to buy a product.

To increase marketing of a product.

There are -------- kinds of Sales letters.

Select correct option:

Three

Four

**Two**

Five

There are two kinds of sales letters:

**(i)** Solicited letter (the organization is invited to respond to sales messages.)

**(ii)** Unsolicited letter (the organization sends out uninvited messages to sell a product or service) Writing whatever type of sales letter, follow these principles.

Collection letter should be written with the assumption that most of the people will:

Select correct option:

**Pay.**

Ignore.

Not pay.

Delay

Reports, which show “progress,” accomplishments, or activities over time or at a given stage of a major assignment are known as ----------.

Select correct option:

Periodic Reports

Conference Reports

**Progress Reports**

Feasibility report

Progress reports show, “progress,” accomplishments, or activity over time or at a given stage of a major assignment. The organizational plan is usually inductive, including topics similar to these.

The role of the Chairman as a Committee Member is:

Select correct option:

To monitor the financial activities

**To coordinate the work of the committee. Leader, guide, umpire etc**

To carry out the administrative work of the committee

To communicate positively.

Letter reports are of ---------- types:

Select correct option:

**Two**

Three

Four

Five

Letter reports are of two types:

1. Informational Letter Reports

2. Analytical Letter Reports

The place where we go to buy or sell commodities is commonly known as _____ .

Select correct option:

Gym

**Market**

Cafe

Village

Weekly Market Report gives the condition of the commodities for the past ____.

Select correct option:

**6 days**

6 weeks

7 days

7 weeks

Collection letter should be:

Select correct option:

**Persuasive.**

Demanding

Critical

Emotional.

---------- are usually short messages with natural, casual use of languag

Select correct option:

Formal reports

**Informal reports**

Short reports

Progress report

---------- include investigation of an issue or problem or Calculation of financial ratios of a company.

Select correct option:

Formal report

**Analytical Letter Reports**

Scientific Reports

Informational Letter Reports

Written summary of a meeting's business is called:

Select correct option:

**Minutes**

Motion

Agenda

Circular

- ---------- letter is the reply to complaint.
Select correct option:

**Adjustment**
An inquiry
Collection
Sales

Collection letter are usually written in:
Select correct option:

Serial.
Line.
Steps
**Series**

A _____ Proposal is usually academic in nature.
Select correct option:

Marriage

A _____ Proposal is usually academic in nature.
Select correct option:

Marriage
**Research**
Business

None of all

Memorandum is used to:
Select correct option:

Inform someone not related to your company.
**Communicate to someone within your own company.**
Communicate to other company.
Communicate to the general public

Another name of a synopsis is:
Select correct option:

Report
Letter
**Abstract**
Tex

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