

ENG 201 SUBJECTIVE PAST PAPER FILE PREPARED BY ASIF IQBAL

What is difference between memo and letter? 2marks

Answer: Page 173

Use letters to communicate outside your organization. Whereas the memorandum is the primary vehicle for communication within an organization,

The difference between memo and letter is that letter is used to communicate outside the organization whereas memo is used to communicate inside the organization.

Write any two rules for capitalization? 2 marks

Answer: Page 146 file

1. Capitalize the first words of sentences, including sentences cited in quotations.
2. Capitalize all nouns, pronouns, verbs, adjectives, adverbs, and subordinating conjunctions.
3. Capitalize proper names, including any particular person, object, place, project, institution, river, vessel, genus, culture, ethnic group, or formal job title.
4. The letter I, when used as a pronoun referring to yourself must always be written as a capital letter

Write any two rules to create visual aids in your communication? 2 marks

Answer: Page10

1. Use color on your slides but avoid orange and yellow which do not show up very well when projected. For text only, white or yellow on blue is pleasant to look at and easy to read.
2. Typically use a minimum 18pt Times Roman on OHPs, and preferably larger. A guideline is: if you can read the OHP from a distance of 2 meters (without projection) then it's probably OK

Explain dangling modifier? 2 marks

Answer: Page 132 file

A modifier whose connection to the sentence is implied or intended but not actually made explicit is said to dangle. Dangling modifiers detract from the clarity of your writing, so you should make sure your modifiers are properly connected to the words they modify

What is Basic difference between vague and ornate language? 2 marks Answer: Page 136

Use the simplest most direct words possible.

Used for their own sake, ornate words simply distract the reader from your main point.

Vague Language: Although the amount of detail your writing will depend on your audience use specific facts whenever possible. These facts make the difference between vague assertions and accurate scientific reporting

What are you know about open-ended question? 3 marks

Repeated

**How can we create a pie chart? Answer: Page 118 file
3 marks**

To create a pie chart, you draw a circle and draw lines that slice it into wedges. Each wedge occupies a portion of the circle's circumference proportional to the amount of the total pie that the wedge represents. Arrange the wedges in a way that helps your audience determine the rank order of the wedges and compare the relative sizes of particular wedges

Define the proposal? 3 marks

Answer: Page 61 file

In a proposal, identify a specific problem and state how you will solve that problem. Most organizations rely on successful proposal writing for their continued existence. You will most likely spend a major part of your professional life writing proposals.

Write your comments “biased language has bad impression on business writing 5 marks

What are the basic purposes of business message? 5 marks

Answer: Page 47

Common purpose of Business

Business messages have the following general purposes:

Inform

Persuade

Collaborate

How can you conducting interview on job? 5 marks

Answer: Page 152

Conducting interviews on the job:

The conversation bounces back and forth from interviewer to interviewee. Although the interviewer guides the conversation, the interviewee may also seek to accomplish a purpose, perhaps to:

- obtain or provide information,

- solve a problem
- to create goodwill
- persuade the other person to take action.

What are the basic purposes of reference in resume?

5 marks

FINAL TERM EXAMINATION

There are how many uses of a question mark?

Answer: (Page 140) file

In 3 ways Question Marks can be used.

Use a question mark to end an interrogative sentence. Have past efforts to develop an AIDS vaccine been based on the wrong approach?

Use a question mark to change a declarative or imperative sentence into a question.
Their testing of the system was exhaustive? [declarative changed to interrogative] Start production on Friday? [imperative changed to interrogative]
When a directive or a command is phrased as a question, a question mark is optional.

Describe Types of oral communication.

Answer: (Page 172) file

Types of Oral communication

- Extempore
- Impromptu
- Memorization
- Reading
- Modes of deliver
- Delivery guidelines

How to develop formal speeches and presentations?

Answer: (Page 163) file

Developing a major speech or presentation is much like writing a formal report, with one important difference: you need to adjust your technique to an oral communication channel. This is both an opportunity and a challenge. The opportunity lies in the interaction that's possible between you and the audience.

Briefly describe correctness in written communication.

Answer: Page 41

The following things are at the core of concreteness.

- Grammar
- Punctuation
- Spelling

The term correctness applied to business messages, also means the following characteristics. Use the right level of language. Check accuracy of figures, facts and words. Maintain acceptable writing mechanics

“Oral communication has less chances of misunderstanding as compared to written communication” please give your comment.

Briefly describe Tables in visual aids.

Answer: Page 117

The table is one of the most versatile and widely used visual aids. Tables are used so often because they can help writers achieve several common objectives. For example they are an excellent tool for groups of detailed facts in a concise and readable form.

FINAL TERM EXAMINATION**1. Pictographs? Answer: Page 118**

You will find pictographs especially useful where you want to do one or both of the following: • Emphasize the

practical consequences of the data represented. • Make your data visually interesting and memorable.

2. Enumeration? Answer: Page 148

Use enumeration in reports and other documents to identify sequences of chapters, sections, page numbers, figures and tables, equations, footnotes, and appendixes. Lengthy reports may contain and enumerate all these items. Any technical or scientific document of more than one page, however, will at least enumerate its pages, as well as any other of these elements that are present.

3. Commas?**Answer: Page 138**

In HTnumbers with five or more digits, Anglo-American usage dictates that there should be commas before groups of three digits, counting from the right, except for a group of three digits at the beginning of the number. Example Customers reported a total of **212,413** hardware malfunctions. In **1994, 212** cases had been diagnosed.

4. 4. Line graph?

Answer: Page 118

A line graph shows how one quantity changes as a function changes in another quantity. You can use line graphs in many ways, including the following:

–*To show trends and cycles*: When you want to show a pattern of change over time, line graphs can be very helpful – especially when compared with a table.

–*To compare trends*: Line graphs are also very useful for showing readers how two or more trends compare with one another.

–*To show how two or more variables interact*: Line graphs are well-suited to display interactions between variables.

5. Buffer? Answer: Page 74

6. What is a sentence fragment? Answer: Page 130

Sentence Fragments: A sentence fragment is missing a subject, a HverbH, or both, but is punctuated as if it were a complete sentence.

7. What are the important points of instructions for any documents?

Answer: Page 111

Points to Remember When writing instructions, you should keep in mind three points: instructions shape attitudes, good visual design is essential, and testing is often indispensable. Each of these points is discussed briefly in the following paragraphs.

8. What the role of persuasive speaking?

Answer: Page 7 file

Persuasive Speaking is used to influence what an audience thinks or does. Some of the goals of persuasive speaking include:

- to reinforce the attitudes, beliefs, and values an audience already holds
- to inoculate an audience against counter persuasion
- to change attitudes

- to motivate an audience to act

9. Writer's Block?

Answer: Page 124 file

There are many sources of writer's block, some of them are

1. Lack of information

2. Lack of a well defined purpose
3. Poor knowledge of the audience
4. Lack of confidence.

10. Open ended question?

11. Narrate difference purpose of conducting interview on a job?

12. Explain

- **Open ended question? Answer: Page 154**

To obtain both factual information and underlying feelings, you'll probably use various types of questions. Open-ended questions invite the interviewee to offer an opinion, not just a yes, no, or one- word answer You can learn some interesting and unexpected things from open-ended questions, but they may diminish your control of the interview.

The other person's idea of what's relevant may not coincide with yours, and you may waste some time getting the interview back on track.

Use open-ended questions to warm up the interviewee and look for information when you have plenty of time to conduct the conversation.

- **Close ended question?**

Answer: Page 155

Closed-ended questions require yes or no answers or call for short responses. For example "Did you make a reservation for the flight?"

Questions like these produce specific information, save time, require less effort to answer, and eliminate bias and prejudice in answers.

The disadvantage of such questions is that they limit the respondent's initiative and may prevent important information from being revealed.

They're better for gathering information than for prompting an exchange of feelings

FINAL TERM EXAMINATION

- **Write a note on correctness principle of communication? 2 Answer:-Page 41**

The following things are at the core of concreteness.

- Grammar
- Punctuation

- Spelling

- **Difference between letter and memorandum? 2 Answer:-**

The difference between memo and letter is that letter is used to communicate outside the organization whereas memo is used to communicate inside the organization.

- **What are organizational charts? 2 Answer: Page 119**

An organizational chart uses rectangles and lines to represent the arrangement of people and departments in an organization. It reveals the organization's hierarchy, indicating how the smaller units are combined to create larger units. It also indicates who reports to whom and who gives direction to whom.

- **How will you make favorable response to claim and adjustment request? 3 Answer: Page 72**

Don't blame an individual or a specific department, and avoid such lame excuses as "Nobody's perfect" or "Mistakes will happen.'

- **The Rules of Capitalizing Multiple -Words Tittles and proper names? 3 Answer:- Page 146**

1. Capitalize all nouns, pronouns, verbs, adjectives, adverbs, and subordinating conjunctions.
2. Capitalize any word, regardless of the part of speech, if it is the first or last word of the title or subtitle or a proper name or if it follows a punctuation mark indicating a break in the title

- **What problems do we face while using staked modifies and nouns, and how can we over comes then? 3**

Answer: Page 130

Avoid using long strings of modifiers or nouns. These stacked modifiers and nouns can be hard to read and sometimes create ambiguity. Add a few words (especially prepositions and conjunctions) to make the relationships between nouns clear to the reader.

- **How is a diagram created? 3 Answer:-119**

- Decide exactly what you want to show.
- Create an appropriate means to represent your subject with geometric shapes, or perhaps sketches that suggest their appearance.
- Provide the explanations people need in order to understand your diagram as a separate key, in the title or as part of the diagram itself.

- **Difference b/w consideration and courtesy? 5 Answer:-**

The difference between consideration and courtesy is the feeling that goes behind it. Consideration is more compassionate and has more depth because when you are considerate of another person's needs or feelings you care and are concerned about what to do concerning that person. On the other hand, courtesy is mainly because you feel like it's the right thing to do, you don't care as much or you don't have much attachment to why you are doing it.

- **Difference b/w Table of content and appendix of a report? 5 Answer:-Page123**

The table of contents provides an outline of analysis reports for readers who do not wish to read the entire report or flip through it looking for the section which contains what they are looking for. On the other hand, appendix would include derivations of equations, tables of raw data, sample equations, and so forth. But the only way to be certain that what is placed in the appendix belongs there is to assess it within the context of audience needs.

- **The Qualities of a good manuscript? 5**

Answer:-Page 126

A manuscript should be visually attractive. This means that it should be orderly, that there should be obvious divisions and subdivisions. A manuscript should invite readership. The type should be clear in a manuscript, and the production should not be sloppy. A report or paper must be sufficiently detailed. There should be enough detail, though, to satisfy the projected readers' needs for information. After this, the document

must be proofread, which should not be confused with editing. While editing requires being judgmental, proofreading is a quick checking for errors.

- **what is the common ways establishing credibility while organizing a business message? 5 Answer:- Page 54**

Establish Credibility

Don't make a false promise. People are more likely to react positively to your message when they have confidence in you. Example Instead of this We hope this recommendation will be helpful. Use this We're glad to make this recommendation.

Be Polite:-

Try to express facts in a kind and thoughtful manner. Use extra tact when writing and when communicating with higher-ups. Promptness is a form of courtesy.

Prepared by Asif Iqbal

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