

ENG201- Business and Technical English Writing
MCQs and Subjective Questions
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1. The paragraph is one of the most powerful instruments of coherence
 - ▶ True
2. Which of the following indicates Consideration?
 - ▶ Focus on negative aspects of words
 - ▶ Focus on vivid image building words
 - ▶ Focus on denotative rather than connotative words
 - ▶ Focus on 'you' instead of 'I' or 'We'
3. They should have arrived by now. I wonder
 - ▶ What has kept them
4. Misconceptions lead to
 - ▶ Mass communication
 - ▶ Massive communication
 - ▶ miscommunication
 - ▶ All of the above
5. Developing a major speech or presentation is much like writing a
 - ▶ Memo
 - ▶ Informal report
 - ▶ thesis
 - ▶ formal report
6. Choose precise, concrete and familiar word for the term " render assistance to "
 - ▶ Help
 - ▶ Give
 - ▶ Succeed
 - ▶ Proceed
7. What is the main purpose of seven C's in business communication?
 - ▶ To communicate easily and effectively with your readers
 - ▶ To improve non verbal skills
 - ▶ To avoid unnecessary repetition
 - ▶ To eliminate personal view
8. I would be most obliged if you
 - ▶ allow me to pay later
9. Which of the following is a considerate sentence?
 - ▶ Goods in good condition accompanied by bills can be exchanged
 - ▶ Goods in bad condition and without the bill will not be exchanged

10. The oral communication is -----in its nature and brings back immediate result.

- ▶ Conventional
- ▶ **Conversational**
- ▶ Communal
- ▶ Sensational

11. Which of the following indicates consideration?

- ▶ **Focus on 'you' Instead of 'I' or 'we'.**

12. The..... flow of information follows the official chain of command.

- ▶ Verbal
- ▶ Written
- ▶ **Formal**
- ▶ Informal

13. Formal oral reports are usually prepared well in advance of presentation and are, therefore, well-rehearsed

- ▶ **True**

14. An underlying goal of all technical and scientific writing is to get the reader to trust the writer's

- ▶ **credibility**
- ▶ authority
- ▶ authenticity
- ▶ honesty

15. A carefully prepared and researched speech delivered in a conversational style is what type of delivery mode?

- ▶ Impromptu mode
- ▶ Memorized Mode
- ▶ **Extemporaneous mode**
- ▶ Reading mode

16. A _____ is a suggestion separate from the usual definition of a word.

- ▶ **Denotation**
- ▶ Description
- ▶ Connotation
- ▶ Specification

17. Which of the following is an example of negative emphasis?

- ▶ To maintain your good credit rating, follow these
- ▶ **It will be impossible for us to open an account for you until you send us your signature card**
- ▶ Thank you for your help
- ▶ **None of the above**

18. Which type of language is used while talking to a friend?

- ▶ Formal
- ▶ **Informal**

- ▶ Semiformal
- ▶ Academic

19. What kind of paper should be used for a conventional resume?

- ▶ Pink
- ▶ Gold
- ▶ **White**
- ▶ Canary

20. -----possess extensive knowledge about a field in general, but they might be unfamiliar with particular technical terms, specific equipment, or recent advances in your document's subject matter

- ▶ Specific Experts
- ▶ **General Experts**
- ▶ Subject specialists
- ▶ None of the above

21. 'Procedures' and 'work plan' are the sections of-----

- ▶ Inquiry letters
- ▶ **Proposals**
- ▶ Job application letters
- ▶ Resumes

22. When asked to deliver a pre-planned and well-prepared speech, the type of delivery style you will use is -----

- ▶ **Memorization**
- ▶ Impromptu
- ▶ Manuscript
- ▶ **Extemporaneous**

23. Informal oral reports are generally characterized by -----settings with a high degree of audience interaction

- ▶ Large-group, high
- ▶ Small group, low
- ▶ **small-group, high**
- ▶ Large-group, low

24. Our readers feel-----if they know, we as writers understand their needs.

- ▶ **Less threatened**
- ▶ Threatened
- ▶ Exposed
- ▶ None of above

25. Which of the following are real but unnamed readers?

- ▶ **Phantom Readers**
- ▶ Future Readers
- ▶ Complex Readers
- ▶ Technical Readers

26. Which of the following is not a characteristic of correctness?

- ▶ Use the right level of language.

- ▶ **Provide all necessary information**
- ▶ Check accuracy of figures, facts and words.
- ▶ Maintain acceptable writing mechanics

27. The-----communication involves planning and execution of effective presentations, controlling group behavior and conducting effective meetings.

- ▶ **Written**
- ▶ Oral
- ▶ Verbal
- ▶ Business

28. Consideration means preparing every message with the message receiver in mind.

- ▶ **Consideration**
- ▶ Completeness
- ▶ Concreteness
- ▶ Correctness

29. Writing at workplace is very similar to writing at school or college.

- ▶ **False**

30. A group of people who are compelled to assemble and listen to a speaker are known as

- ▶ **Neutral audience**
- ▶ Expert audience
- ▶ Captive audience
- ▶ Free audience

31. In the communication process, a receiver is -----

- ▶ **The person who decodes the message**
- ▶ The person who encodes the message
- ▶ The person who designs the message
- ▶ The person who prepares the buffer

32. The concept of time is -----specific

- ▶ Space
- ▶ **Location**
- ▶ Culture
- ▶ Person

33. Communication that seems inconsequential can become very important if information they contain is

- ▶ Inappropriate but grammatically correct
- ▶ **complete and effective**
- ▶ full of facts and business jargon
- ▶ concise but incomplete

34. Which of the following is associative with scholarly writing?

- ▶ Informal writing
- ▶ **Formal writing**
- ▶ Archaic writing
- ▶ Technical writing

35. stems from a sincere you-attitude. It is not merely politeness with mechanical insertion of

‘please’ and ‘thank you’; although, applying socially accepted manners is a form of it.

- ▶ **Courtesy**
- ▶ Coherence
- ▶ Consideration
- ▶ Complete

36. Fill in the blank with appropriate option to ensure CLARITY

In the-----years, he grew richer

- ▶ **Subsequent**
- ▶ Later
- ▶ Successive
- ▶ Consequent

37. Choose the correct option

How can business messages be more effective?

- ▶ **By being purposeful, audience-centered and concise**
- ▶ By being business-centered and using impressive language
- ▶ By taking a specific point of view and using collaboration
- ▶ By demonstrating that the writer worked hard on the message

38. Solicited and unsolicited are types of

- ▶ Memos
- ▶ Informal reports
- ▶ **Letters**
- ▶ Formal reports

39. are the familiar and concise words for the expression ‘despite the fact that’ and ‘personal option’

- ▶ Although, attitude
- ▶ Although, opinion
- ▶ While, opinion
- ▶ Even though, view

40. Identify the most concise statement from the given options

- ▶ We appreciate the confidence you have reposed in us
- ▶ We appreciate your confidence
- ▶ We want to tell you that your confidence is appreciated
- ▶ Your confidence is appreciated by us

41. is considered to be the best attitude in business environment.

- ▶ We-attitude
- ▶ **You-attitude**
- ▶ I attitude
- ▶ None of the above

42. Grandiloquence is an important aspect of conciseness.

- ▶ **True**
- ▶ False

43. If a memo is typed by a person other than the memo writer, ...should be used.

- ▶ A company logo

- ▶ A personal stamp
- ▶ Reference initials
- ▶ Signature line

44. Creativity is a measure of your believability based on how much trust you evoke and how reliable you are

- ▶ True
- ▶ False

45. Which one of the following is TRUE in a business of professional world?

- ▶ We should let the company just run smoothly and see where it gets without setting the objectives
- ▶ Nothing runs without a plan and a plan cannot run without having its objective set
- ▶ Stating the objective of the way can de-motivate the leaders and their teams if they fail to achieve the desired goals
- ▶ All of above

46. Fill in the gap by adding suitable transitional word
You'd better take a taxi.....you'll arrive late.

- ▶ Consequently
- ▶ Furthermore
- ▶ **Otherwise**
- ▶ Therefore

47. accuracy depends on the writer's conceptual mastery of the subject and its vocabulary, as well as on his or her ability to analyze and shape data with a minimum of distortion.

- ▶ Stylistic
- ▶ Document
- ▶ **Technical**
- ▶ Grammatical

48. use their voices (pitch, rhythm, stress) and their bodies to communicate their message.

- ▶ Writers
- ▶ **Speakers**

49. The job of is to carry out the decisions that have been taken by the executives of an organization.

- ▶ Decision makers
- ▶ Advisors
- ▶ **Implementers**
- ▶ Officials

50. Which role of a reader determines action or reaction of an organization when confronted with a particular situation?

- ▶ Implementer's role
- ▶ Advisor's role
- ▶ **Decision Maker's role**
- ▶ Policy maker's role

51. Which transitional word is used to show comparison and contrast?

- ▶ In other words
- ▶ At the same time
- ▶ Especially
- ▶ Conversely

52. Fill in the gap by adding suitable transitional word.
Phil was not thirsty; -----he drank five glasses of water.

- ▶ **However**
- ▶ Moreover
- ▶ Furthermore
- ▶ Thus

53. and cannot occur together.

- ▶ Clarity, courtesy
- ▶ Clarity, completeness
- ▶ **Vagueness, coherence**
- ▶ Coherence, creativity

54. -----are the type of readers who will be reading the written material after a week, month or year depending on the circulation of the document.

- ▶ Phantom Readers
- ▶ Complex readers
- ▶ **Future readers**
- ▶ Passive Readers

55. Fill in the blank with appropriate option to ensure concreteness.

He will _____ tomorrow

- ▶ Will make payment
- ▶ Will pay
- ▶ Will have paid
- ▶ **Shall make payment**

56. Which of the following statement is a part of persuasion in oral presentation?

- ▶ To explain a process of some topic
- ▶ To inform the audience of some new theory of learning
- ▶ To explain the marketing strategy
- ▶ **Gaining willing acceptance of an idea**

57. Choose the best option for the following statement in terms of conciseness and correctness.

Please find attached the list you requested

- ▶ Please find the list you requested.
- ▶ **The list you requested is attached**
- ▶ Please find attached list you requested
- ▶ Find attach the requested list

58. Revision is a chance for you to look critically at what you have written to see:

- ▶ if it's really worth saying
- ▶ if it says what you wanted to say
- ▶ if a reader will understand what you are saying
- ▶ **All of the above**

59. The first step of audience analysis is to.....

- ▶ Examine the time and place of your speech
- ▶ Examine the speaking occasion
- ▶ Examine the location of your speech
- ▶ **Examine the size of your audience**

60. The purpose of -----is to get the meaning from your head accurately to the reader

- ▶ **Clarity**
- ▶ Coherence
- ▶ Conciseness
- ▶ Unity

61. Table of contents, problem statements, and even strategic repetition promote-----

- ▶ **structural clarity**
- ▶ Document clarity
- ▶ Stylistic clarity
- ▶ None of above

62. In a reader centered approach to writing it is important to identify the -----

- ▶ The questions your readers will ask
- ▶ The strategy to answer all these questions
- ▶ The ways your readers will use your answer
- ▶ **All of the above**

63. Structural Clarity is a way to increase of your document.

- ▶ **Clarity**
- ▶ Courtesy
- ▶ Conciseness
- ▶ Completeness

64. -----means that you must have one main idea in a paragraph. In case of other ideas they must be closely related.

- ▶ Coherence
- ▶ **Unity**
- ▶ Length
- ▶ Consideration

65. Which one of the following establishes a series of observations and emphasizes each element?

- ▶ Exemplification
- ▶ Analysis
- ▶ **Enumeration** pg 42
- ▶ Comparison and contrast

66. Which of the following is a correct length for an average sentence?

- ▶ **17 to 20 words** pg 53
- ▶ 11 to 20 words
- ▶ 20 to 25 words
- ▶ 20 to 30 words

67.

It's getting very late.....

- ▶ I'll have to speed you
- ▶ I'll have to accelerate you

- ▶ **I'll have to hurry**
- ▶ I'll have to push you

68. We're having a barbecue next week,.....?

- ▶ **will you come**
- ▶ did you come
- ▶ do you come
- ▶ were you coming

69. Which of the following is the main task of a Conventional resume?

- ▶ Provide functions and tasks the applicant can perform
- ▶ **Place the name and professional objectives at the top pg20**
- ▶ Put the most important information first
- ▶ Make your name and professional achievements prominent

70. In writing commercial correspondence, it is important to employ a friendly yet efficient -----.

- ▶ Emotion
- ▶ Mood
- ▶ **Tone**
- ▶ Feeling

71. Style guides are widely used in the professions and in organizations to achieve a uniform document look by identifying formal requirements for _____

- ▶ **Document appearance pg 37**
- ▶ Document length
- ▶ Document density
- ▶ All of above

72. I'm giving you your last warning. If you're not ready in five minutes, ...

- ▶ you're on your self
- ▶ **you're on your own**
- ▶ you're on your side
- ▶ you're on your turn

73. The document should include extensive explanations of your conclusions and recommendations to establish _____

- ▶ **Credibility pg 26**
- ▶ Relationship
- ▶ Ownership
- ▶ All of above

74. A message which reinforces an idea in a reliable and competent manner is labeled as a message.

- ▶ **Credible**
- ▶ Courteous
- ▶ Considerate
- ▶ Prosaic

75. -----includes Doctoral dissertations, scholarly articles, top-level government agreements, etc

► **Formal writing**

- Informal writing
- Conventional writing
- Prosaic writing

76. A memorandum report is-----

► **Begun with TO, FROM, DATE, and subject**

- At least ten pages long
- For external distribution only
- Written in a formal style

77. The patient shows normal -----and appears to be psychological stable.

- Effect
- Affect

78. Which of the following is best when you don't need immediate feedback, but you do need speed?

- Written message
- **Electronic message (Pg 49)**
- Oral message
- informal message

79. What is wrong with the following sentence.

since the beginning of this term

- A comma is missing
- "Beginning" is spelled incorrectly
- It is an incomplete sentence
- "Since" should be changed to "at"

80. Mr. Ali our English teacher, believes that students who major in economics or physics-----their imaginations.

- ruins
- **ruin**

81. -----is achieved through a a balance between precise language and familiar language.

- **Clarity**
- Correctness
- Credibility
- Concreteness

82. Generally speaking, in business we communicate-----

- Only to persuade
- Only to entertain
- **To both persuade and inform**
- Only to inform

83. Which of the following you consider while making the framework of your table?

- How to order the rows and columns
- How to align entries in the columns
- Where to place special notes

► **All of them**

84. Which of the following can be achieved by expressing ideas logically and in a specific pattern?

► **Coherence**

85. The man-----my house was a cheat

- To who I sold
- To whom I sell
- To who I sell

► **To whom I sold**

86. In business, oral communication is suitable for-----

- Recording things
- Delaying the decision making
- Discussing things
- Confusing workers

87. The performance of our players was rather-----

- Worst than I had expected
- Bad as I had expected
- Worse than I had expected
- Worse than expectation

88. The reactions of the colleague or a prospective customer's to an incomplete answer are likely to be

► **Unfavorable**

- Furious
- Upset
- violent

89. Which three types of the readers usually exist?

- Phantom Readers, Future readers, Complicated readers
- **Phantom Readers, Future readers, Complex readers**
- Phantom readers, Complex readers, Technical readers
- Future readers, Complex readers, Complicated readers

90. Which of the following is a trait of an ineffective communicator?

- Conciseness
- Completeness
- tactfulness
- **Wordiness**

91. -----is certainly a matter of using words carefully and precisely to describe your topics effectively.

- ▶ Contextual clarity
- ▶ Technical clarity
- ▶ Stylistic accuracy
- ▶ None of the above

92. Which transitional word is used to indicate 'cause or reason'?

▶ **Due to**

- ▶ Consequently
- ▶ Thus
- ▶ Accordingly

93. If your message is general, indefinite and vague, which of the following principle is not used?

- ▶ Completeness
- ▶ Correctness
- ▶ Conciseness
- ▶ **Concreteness**

94. In general, human beings are-----

- ▶ Perfect communicators
- ▶ **Poor communicators**
- ▶ Indifferent communicators
- ▶ Good communicators

95. Which of the following are some of the deceptive actions that unethical communicators might take?

- ▶ Exaggerate benefits
- ▶ Hide negative information
- ▶ Portray graphic data unfairly
- ▶ **All of the above**

96. In a business organization, important observations, suggestions, or objections should be communicated orally rather than in writing.

- ▶ True
- ▶ **False**

97. Identify and label the type of audience:-----has the least technical knowledge and needs explanation.

- ▶ Manager
- ▶ Technician

- ▶ Layperson
- ▶ **Philosopher**

98. You can 'Connect' to your audience in written correspondence by -----

- ▶ Visiting them personally
- ▶ Challenging them to a harder level of reading
- ▶ Adding examples to help readers understand
- ▶ Writing in an unprofessional manner

99. Choose the correct option from the following:

While writing a document ----- is written at the beginning of the document

- ▶ Main Idea
- ▶ **Statement of objective**
- ▶ Reader's interest
- ▶ None of above

100. While writing a document, include extensive explanations of your conclusions if your audience_____

- ▶ Has a trust relationship with you
- ▶ Does not consider you an expert
- ▶ Is easily convincible
- ▶ **Considers you credible**

101. When employees receive appropriate communication from the management, they become motivated and efficient.

- ▶ **Vertical**
- ▶ Horizontal
- ▶ Upward
- ▶ downward

102. Which of the following level of communication is most formal?

- ▶ Group
- ▶ Intrapersonal
- ▶ Interpersonal
- ▶ Public

103. When you turn your ideas into messages, you are the.....

- ▶ Receiver
- ▶ **Encoder**
- ▶ Decoder
- ▶ Analyzer

104. Well, I did say I was sorry and I think.....

- ▶ You're being very indistinct
- ▶ You're being very unclear
- ▶ You're being very unfavorable
- ▶ You're being very unreasonable

105. Consideration simply means that the writer shows.....in his communication style.

- ▶ **Empathy**
- ▶ Sympathy
- ▶ Kindness
- ▶ compassion

106. Which of the following is synonymous to 'implicit'?

- ▶ Unambiguous
- ▶ **Hidden**
- ▶ Precise

107. In which of the following bars are replaced by drawings that represent the thing described?

- ▶ Bio Graphs
- ▶ Line Graphs
- ▶ **Pictographs**
- ▶ Photographs

108. It is the job to carry out the decisions that have been made.

- ▶ Advisor's
- ▶ **Implementer's**
- ▶ Decision maker's
- ▶ All of the above

109.

110. : they worked for Kaufman's,

- ▶ **Did they?**
- ▶ Haven't they?
- ▶ Didn't they?
- ▶ Had they ?

111. Readers consisting of diverse groups with widely varying backgrounds and responsibilities can be named-----readers.
- ▶ Primary
 - ▶ **Complex**
 - ▶ Phantom
 - ▶ Future
112. Here are your shoes. I(just/clean) them
- ▶ Just cleaned
 - ▶ **Have just cleaned**
 - ▶ Had just cleaned
 - ▶ Just clean
113. Complex readers are the readers consisting of ----- groups with widely varying backgrounds and responsibilities
- ▶ Similar
 - ▶ **Diverse**
 - ▶ Confused
 - ▶ Same
114. Messages are also sent to the speaker from the listener. These are called
- ▶ Exchange
 - ▶ **Feedback**
 - ▶ Decoding
115. Howard could not -----the job
- ▶ Except
 - ▶ **Accept**
116. Which of the following is not the purpose of informative speech?
- ▶ Explaining a concept
 - ▶ Instructing an audience
 - ▶ Describing an event
 - ▶ **Changing the attitudes**
117. Recent developments in the -----communication field are changing the ways in which we can communicate
- ▶ Written
 - ▶ Oral
 - ▶ **Electronic**
 - ▶ Pager
118. find the statement which is true for 'oral report'
- ▶ **may be delivered around a small table with just a few listeners or in a large auditorium**
119. Appearance and clothes are important and highly visible part of -----communication.
- ▶ **Non-verbal**
 - ▶ Lateral
 - ▶ Verbal
 - ▶ Circular

120. Identify the correct five 'Ws' of communication process
- ▶ While, what, when, where, why
 - ▶ Which, what, when, where, why
 - ▶ Who, whilst, when, where, why
 - ▶ **Who, what, when, where, why**
121. Karen is rich _____ his cousin Kate is poor
- ▶ but
 - ▶ and
 - ▶ so
 - ▶ **however**
122. Select the option which gives the literal meanings of the word 'revision'
- ▶ Adjustment
 - ▶ Amendment
 - ▶ Organization
 - ▶ **Training**
123. Effective communication is that in which
- ▶ **The receiver understands the message of the sender**
124. Advisors provide information and advice for the
- ▶ **Decision makers**
125. Complete the question tag
Biased language that might offend the audience is based on -----
- ▶ **Cultural bias, gender bias**
 - ▶ Cultural bias, nationality bias
 - ▶ Unity bias, nationality bias
 - ▶ None of them
126. Accuracy refers to the proper coverage of your topics in appropriate detail
- ▶ **Document**
127. We're having lunch next week.....?
- ▶ Do you coming
 - ▶ Are you coming
 - ▶ **Will you come**
 - ▶ Did you come
128. Choose the correct option
At work, your communication should only include the information that your..... Need?
- ▶ Manager
 - ▶ Secretary
 - ▶ Director

► **Readers**

129. While evaluating a document it is important to decide.....
- What to say
 - How to organize the material
 - What to revise
 - Both a and b
130. The readers perform the tasks of locating, understanding and using information in many ways while reading a business document.
- False
 - True
131. Stylistic accuracy is one of the main aspects of written accuracy
- False
 - True
132. A letter in which all parts begin at the left margin are in form
- Semi block
 - **Modified**
 - Full block
 - Semi modified
133. Official communication should be.....
- Random
 - Planned
 - Diverse
 - Creative
134. In.....stage of persuasive plan the reader that you have something useful or interesting for him
- Interest
 - Attention
 - **Desire**
 - Action
135. The second stage reader of your resume includes -----of the department you have to work for.
- Clerks
 - Official workers
 - Officials
 - **Managers**
136. 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.**
 - It refers to general meaning of words.

- ▶ It refers to cognitive meaning of words.
- Solicited and unsolicited

137. **How can we increase the audience's ability to absorb and remember information from a purely practical standpoint?**

- ▶ Audience attention
- ▶ Presentation
- ▶ Speech
- ▶ **The visual aids**

138. **"I am currently studying veterinary medicine, and I am working part-time at an animal clinic." This statement in the introduction of the speech could best be described as:**

- ▶ Gaining attention
- ▶ Revealing the topic
- ▶ **Establishing credibility**
- ▶ Bragging

139. **What is meant by task-facilitating roles?**

- ▶ **Suggesting decision-making procedures that will move the group towards the goal**
- ▶ Drawing out other members by showing verbal support
- ▶ Offering to yield on a point in the interest of reaching mutually acceptable decision
- ▶ Drawing out other members by showing verbal and non verbal support, praise or agreement

140. **Choose the correct sentence.**

- ▶ You may not enter Mr. Harris office without his permission.
- ▶ You may not enter Mr. Harrises office without his permission.
- ▶ You may not enter Mr. Harrises' office without his permission.
- ▶ **You may not enter Mr. Harris's office without his permission.**

141. **Choose the sentence with the correct punctuation.**

- ▶ We ask, therefore; that you keep this matter confidential.
- ▶ We ask, therefore, that you keep this matter confidential.
- ▶ **We ask; therefore, that you keep this matter confidential.**
- ▶ We ask: therefore, that you keep this matter confidential.

142. **Choose the sentence with the correct punctuation.**

- ▶ The order was requested six weeks ago, therefore I expected the shipment to arrive by now.
- ▶ The order was requested six weeks ago, therefore, I expected the shipment to arrive by now.
- ▶ The order was requested six weeks ago: therefore, I expected the shipment to arrive by now.

► **The order was requested six weeks ago; therefore, I expected the shipment to arrive by now.**

143. Choose the sentence with the correct punctuation.

- The American flag has three colors: namely, red, white, and blue.
- The American flag has three colors, namely; red, white, and blue.
- **The American flag has three colors; namely, red, white, and blue.**
- The American flag has three colors namely, red, white, and blue.

144. What is meant by intended reader?

- Simple reader
- Complex reader
- **A member of a target audience**
- Unplanned reader

145. The act of considering or examining something in order to judge its value shows:

- Credibility
- **Evaluation**
- Conciseness
- All of them

146. Which method is a bottom-up or generative approach to research?

- Pattern method
- **Hypothesis method**
- Inductive method
- Deductive method

147. What are the best persuasive messages closely connected to?

- **The indirect approach**
- The positive aspects of your message
- The direct approach
- The desires and interests of the audience

148. Choose the correct option.

A good business letter is simple and straightforward without being harsh or --
-----.

- patriotic
- paternal
- **Patronizing**

- ▶ panoramic

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

- ▶ **Graphics**
- ▶ Projections
- ▶ Handouts
- ▶ Film and video

150. Choose the correct option.

Feasibility reports are used:

- ▶ To analyze problems and predict practical alternatives
- ▶ To control problems, sell products and services
- ▶ **To monitor and control production, sales, shipping, etc.**
- ▶ To solve problems and supply facts

151. What is the typical sequence of interviews?

- ▶ Screening stage and final stage.
- ▶ Screening stage, selection stage, and final stage.
- ▶ Selection stage and final stage.
- ▶ **There is no typical sequence of interviews.**

152. Which one of these words is not a synonym for "business"?

- ▶ **capital**
- ▶ enterprise
- ▶ project
- ▶ venture

153. Which of the following presents the main idea before the supporting data?

- ▶ Strategic plan
- ▶ Indirect plan
- ▶ **Direct plan**
- ▶ Business plan

154. 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.

155. Which question asks for advice?

- ▶ What would you like to know?

► **What should I do with my plastic bottles?**

- I'm afraid I don't know where the entrance is.
- May I help you in any way?

156. **Why style guides are widely used in organizations?**

- To achieve a uniform document
- To achieve consistency of style
- To achieve good results

► **Both i & ii**

157. **Claim letter is also called:**

- Transmittal letter
- Credit refusing letter
- **Adjustment letter**
- Complaint letter

158. **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**
- Consideration
- Credibility

159. **Where we use proper tone from the beginning in a reasonable and understandable way?**

- **Neutral news message**
- Bad news message
- Good news message
- Business message

160. **Which of the following composition process is used in general and specific purpose while developing profile?**

- Composing business message
- Defining objectives
- Bad news message
- **Planning business message**

161. **Something that stands for or represents something else, especially an object representing an abstraction is called:**

- ▶ Pagation
- ▶ **Symbol**
- ▶ Equation
- ▶ Acronyms

162. Choose the correct sentence.

- ▶ Your award is richly-deserved.
- ▶ **Your award is richly deserved.**
- ▶ Your award is richly, deserved.
- ▶ Your award is richly; deserved.

163. Which word in the following sentence should contain an apostrophe?

Phillipa cannot go to her friends party because her parents have no cars.

- ▶ can't not
- ▶ parents'
- ▶ **friend's**
- ▶ car's

164. Choose the correct sentence.

- ▶ The tomatoes whom grow in her garden are unlike those you buy in a store.
- ▶ The tomatoes who grow in her garden are unlike those you buy in a store.
- ▶ The tomatoes that grow in her garden are unlike those you buy in a store.
- ▶ **The tomatoes which grow in her garden are unlike those you buy in a store.**

165. Identify the correct subjects and verbs. The subjects are in bold and the verbs are underlined.

- ▶ In the newspaper, an interesting **article**appeared.
- ▶ In the **newspaper**, an interesting article appeared.
- ▶ In the **newspaper**, an interesting article appeared.
- ▶ In the newspaper, an interesting **article** appeared.

166. Choose the sentence with the correct punctuation.

- ▶ I have been to San Francisco, California, Reno, Nevada, and Seattle, Washington.
- ▶ I have been to San Francisco California; Reno Nevada; and Seattle Washington.
- ▶ I have been to San Francisco, California; Reno, Nevada; and Seattle, Washington.
- ▶ **I have been to San Francisco California, Reno Nevada, and Seattle Washington.**

167. Choose the sentence with the correct punctuation.

- ▶ Clothes are often made from synthetic material; for instance, rayon.
- ▶ Clothes are often made from synthetic material, for instance, rayon.
- ▶ **Clothes are often made from synthetic material, for instance: rayon.**
- ▶ Clothes are often made from synthetic material, for instance; rayon.

168. Choose the correct sentence.

- ▶ The elections will be held on the first Tuesday, of November, 2008.
- ▶ The elections will be held, on the first Tuesday of November 2008.
- ▶ The elections will be held on the first Tuesday of November, 2008.
- ▶ **The elections will be held on the first Tuesday of November 2008.**

169. Choose the correct sentence.

- ▶ I am asking if you would like to rollerblade together tomorrow?
- ▶ I am asking "if you would like to rollerblade together tomorrow"?
- ▶ I am asking "if you would like to rollerblade together tomorrow."
- ▶ **I am asking if you would like to rollerblade together tomorrow.**

170. Choose the correct sentence.

- ▶ Jan asked? "What did Joe mean when he said, 'I will see you later.'"
- ▶ Jan asked, "What did Joe mean when he said, 'I will see you later.'"
- ▶ Jan asked, "What did Joe mean when he said, 'I will see you later'?"
- ▶ **Jan asked, "What did Joe mean when he said, 'I will see you later'?"**

171. Which of the following report is often used when sending information to a reader outside the organization?

- ▶ Letter reports
- ▶ Business reports
- ▶ Formal reports
- ▶ **Informal reports**

172. Choose the correct sentence.

- ▶ That is a problem who can't be solved without a calculator.
- ▶ That is a problem that can't be solved without a calculator.
- ▶ That is a problem whom can't be solved without a calculator.
- ▶ **That is a problem which can't be solved without a calculator.**

173. Which of the following reports represent prefatory parts, text and supplementary parts?

- ▶ **Formal reports**
- ▶ Informal reports
- ▶ Analysis reports
- ▶ Progress reports

174. How many elements are found in general superstructure of reports?

- ▶ Three
- ▶ Two
- ▶ **Six**
- ▶ Five

175. While practicing your speech you should do all of the following except:

- ▶ **Finish your speech without stopping to correct errors or to restart**
- ▶ Practice in a singular setting
- ▶ Keep practice sessions brief
- ▶ Practice in various settings

176. Which of the following proposal section is related to researcher's investigation?

- ▶ Justification of the study
- ▶ **Research question**
- ▶ Definition of terms
- ▶ Purpose of the study

177. How many elements are found in conventional superstructure for instructions?

- ▶ Three
- ▶ Four
- ▶ **Five**
- ▶ Two

178. Choose the correct sentence.

- ▶ You are my friend, however, I cannot afford, to lend you any more money.
- ▶ You are my friend, however; I cannot afford to lend you any more money.
- ▶ You are my friend: however I cannot afford to lend, you any more money.
- ▶ **You are my friend; however, I cannot afford to lend you any more money.**

179. How many elements are found in the conventional superstructure of a progress report?

- ▶ Three
- ▶ Four
- ▶ **Five**
- ▶ Six

180. Which of the following is unsurpassed in its ability to depict the composition of a whole?

- ▶ **Pie Charts**
- ▶ Flow Charts
- ▶ Organizational Charts
- ▶ Schedule Charts

181. Which of the following accurately convey the actual appearance of things?

- ▶ Graphs
- ▶ **Diagrams**
- ▶ Charts
 - ▶ Tables

182. Which of the following are functional units that revolve around a single thought?

► **Paragraphs**

- Passages
- Fragments
- Documents

183. Which of the following aims at gathering specific information?

- Letter of claim
- Letter of request
- **Letter of inquiry**
- Letter of information

184. Which is the most polite expression?

- Can I help you?
- Could I help you?
- **May I help you?**
- Should I help you?

185. Which signature is the most formal?

- Love,
- **Yours faithfully,**
- Best wishes,
- Best regards,

186. How many punctuation styles are usually used in business communication?

- One
- Two
- Three
- **Four**

187. Feeling nervous leads speakers to:

- Improperly evaluate themselves
- **Forget their speech**
- Eliminate their anxiety
- Exaggerate their anxiety.

188. What type of questions is used in both factual information and underlying feelings?

- Multiple questions
- Objective questions
- Subjective questions
- **Open-ended questions**

189. AIDS stands for:

- Attention Immunodeficiency Syndrome

- ▶ Acquired Implement System
- ▶ **Acquired Immunodeficiency Syndrome**
- ▶ Attention Implement System

190. Choose the correct sentence.

- ▶ A friendly-little dog is all I need for company.
- ▶ A friendly little dog is all I need for company.
- ▶ A friendly, little dog is all I need for company.
- ▶ **A friendly; little dog is all I need for company.**

191. Choose the correct sentence.

- ▶ The actresses costumes looked beautiful on them.
- ▶ The actresse's costumes looked beautiful on them.
- ▶ **The actresses' costumes looked beautiful onthem.**
- ▶ The actress' costumes looked beautiful on them.

192. Choose the sentence with the correct comma placement.

- ▶ **We will grant you immunity, if you decide to cooperate with us.**
- ▶ We will grant you immunity, if you decide, to cooperate with us.
- ▶ We will grant you immunity if you decide, to cooperate with us.
- ▶ We will grant you immunity if you decide to cooperate with us.

193. Which of the following punctuation refers to explain some points within the sentence?

- ▶ Dash
- ▶ **Colon**
- ▶ Semicolon
- ▶ Ellipsis

194. Choose the sentence with the correct punctuation.

- ▶ I need a few items at the store clothespins, a bottle opener, and napkins.
- ▶ **I need a few items at the store; clothespins, a bottle opener, and napkins.**
- ▶ I need a few items at the store: clothespins, a bottle opener, and napkins.
- ▶ I need a few items at the store, clothespins, a bottle opener, and napkins.

195. Identify the correct subjects and verbs. The subjects are in bold and the verbs are underlined.

- ▶ The insurance agent gave her sound advice.
- ▶ **The insurance agent** gave her sound advice.
- ▶ The insurance agent gave her sound advice.

- ▶ The insurance agent gave her sound advice.

196. **Choose the correct sentence.**

- ▶ Please contact me, if you have any questions.
- ▶ **If you have any questions, please contact me.**
- ▶ Please contact me if you have any questions.
- ▶ If you have any questions; please contact me.

197. **Choose the correct sentence.**

- ▶ Wherever we go people recognize us.
- ▶ Wherever we go, "people" recognize us.
- ▶ **Wherever we go; people recognize us.**
- ▶ Wherever we go, people recognize us.

198. **Software functional specs usually contain:**

- ▶ Assumptions, resources
- ▶ Cost target, Maintenance
- ▶ **A & b - correct**
- ▶ Orientation specs and Functional specs

199. **Choose the correct sentence.**

- ▶ "Your right to be concerned" said one veterinarian. "I would like to take a look at your dog."
- ▶ "Your right to be concerned, said one veterinarian, "I would like to take a look at your dog."
- ▶ "You're right to be concerned" said one veterinarian. "I would like to take a look at your dog."
- ▶ **"You're right to be concerned," said one veterinarian. "I would like to take a look at your dog."**

200. **Which of the following mechanics are used to shorten phrases in order to save space or to avoid awkward repetition of phrases?**

- ▶ Abbreviations
- ▶ Capitalizations
- ▶ **Acronyms**
- ▶ None of the above

201. **Which of the following mechanics is used to denote a number of things on a list one by one?**

- ▶ Symbols
- ▶ Equations
- ▶ Acronyms
- ▶ **Enumeratio**

202. The Introduction of a report answers:

- ▶ Proposal
- ▶ Facts of report
- ▶ Conclusions and Recommendations
- ▶ **Reader questions**

203. Which one of the following is an example of a progress report?

- ▶ Bid to write training manuals for a health care corporation.
 - ▶ Presentation of the policies and procedures required by a health care corporation.
 - ▶ .Report on research done to ascertain whether online multimedia training for health care professionals is a viable option.
 - ▶ **Summary of the end-of-year-one status of a two-year project to develop multimedia-based training modules for healthcare professionals.**

204. Choose the sentence with the correct punctuation.

- ▶ I wanted a cup of coffee not a glass of milk.
- ▶ I wanted a cup of coffee: not a glass of milk.
- ▶ **I wanted a cup of coffee, not a glass of milk.**
- ▶ I wanted a cup of coffee; not a glass of milk.

205. Choose the correct sentence.

- ▶ One-third of the eligible population tend not to vote in national elections.
- ▶ One-third of the eligible population are tending not to vote in national elections.
- ▶ One-third of the eligible population have tended not to vote in national elections.
- ▶ **One-third of the eligible population tends not to vote in national elections.**

206. Which one of the following component is not a part of planning written message?

- ▶ Developing the main idea
- ▶ Construct an outline
- ▶ Estimate the appropriate length
- ▶ **Handle audience's questions effectively**

207. Which one of the following questions that produce specific information, save time, requires less effort to answer, and eliminate bias and prejudice in answers?

- ▶ Open-ended questions
- ▶ **Close-ended questions**
- ▶ Subjective questions
- ▶ Objective questions

208. Which of the following messages aim to influence audiences who are inclined to resist, so they depend heavily on strategic planning?

- ▶ Considerate messages

- ▶ Courteous messages
- ▶ Informative messages
- ▶ **Persuasive messages**

209. Which form is correct in most situations?

- ▶ **Could you help me?**
- ▶ Help me?
- ▶ Excuse me; I was wondering if you could possibly help me?
- ▶ I need help.

210. Choose the correct sentence.

- ▶ He is a happily-married man.
- ▶ **He is a happily married man.**
- ▶ He is a happily, married man.
- ▶ He is a happily; married man

211.

In

the following sentence, which word is there a missing apostrophe?

My parents and their friends often visit each others houses.

- ▶ House's
- ▶ Parent's
- ▶ **Other's**
- ▶ Friend's

212. What punctuation mark should complete the following sentence?

John was angry and shouted at his son, "Go to your room now!"

- ▶ Question mark
- ▶ Full stop
- ▶ **Speech mark**
- ▶ Comma

213. Which of the following proposal section refers to discussion of results?

- ▶ **Conclusion**
- ▶ Budget
- ▶ Procedure
- ▶ None of the above

214. Which of the following speech offers a verbal explanation of a complex process?

- ▶ Explanatory speech
- ▶ Instructional speech
- ▶ Demonstration speech

► **Oral briefing**

215. is a matter of grouping or clustering ideas clearly.

► **Visualization**

- Simplification
- Effective organization
- Word choice

216. Which of the following would be unethical to use in a persuasive message?

- Consideration of audience needs
- The "you" attitude

► **Manipulation**

- Persuasion

217. Choose the correct sentence.

► **Carl worried about the hurricane; but tried to stay calm and help his family.**

- Carl worried about the hurricane; but tried to stay calm, and help his family.
- Carl worried about the hurricane but tried to stay calm and help his family.
- Carl worried about the hurricane but tried to stay calm, and help his family.

218. Choose the sentence with the correct comma placement.

- You are I am sure, telling the truth.
- You are I am sure telling, the truth.
- You are, I am sure, telling the truth.
- **You are, I am sure telling the truth.**

219. Which is farthest in the past?

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

220. Which phrase should be used while making a presentation ?

- **Please feel free to interrupt me with questions.**
- Don't disturb me while I'm presenting these statistics.
- No, you're wrong. We need more staff.
- Please! No interruptions during the presentation.

221. 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**

222. Which of the following aspect represents a series of events that tells the reader what happened?
- ▶ Description
 - ▶ Analysis
 - ▶ **Narration**
 - ▶ Improved version
223. Which of the following feature should be placed either immediately before or immediately after the noun?
- ▶ Adverb modifiers
 - ▶ Dependent clause
 - ▶ None of them
 - ▶ **Modifiers of noun**
224. What is meant by attitudes?
- ▶ Judgments of right and wrong
 - ▶ **Observable actions**
 - ▶ Statements of approval or disapproval
 - ▶ Statements of truth
225. Which of the following element refers to brief overview of report's most important point?
- ▶ Synopsis
 - ▶ **Executive Summary**
 - ▶ Contents
226. **Bibliograph**What should be the purpose of visual aids?
- ▶ To make the document interesting
 - ▶ To provide information
 - ▶ To simplify the data
 - ▶ **All of the above**
227. What is the last thing you need to do before you get ready to distribute your document?
- ▶ Designing
 - ▶ Revising
 - ▶ **Proofreading**
 - ▶ All of the above
228. Which one of the following should be placed either immediately before or after the noun?
- ▶ Misplaced Modifiers
 - ▶ **Modifiers of Nouns**

- ▶ Adverb Modifiers
- ▶ Dangling Modifiers

229. What are Proposals?

Answer: 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

Proposal Structure:

- Front matter
- Body
- Introduction
- Technical approach
- Management requirements
- Work plan
- End matter

230. Why Proposals

are written?

Ans: Proposals:

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.

231. What are the characteristics of a good interviewer?

Ans:

Good interviewers are good at collecting information, listening, and probing, so you should develop a set of interview questions and decide on their sequence. If you're the interviewer, responsibility for planning the session falls on you. On the simplest level, your job is to schedule the interview and see that it's held in a comfortable and convenient location.

Good interviewers are good at collecting information, listening, and probing, so should develop set of interview questions and decide on their sequence

What is the problem with a double negative in a sentence?

Answer:

Use only one negative word to express a negative idea. In English, using two negative words to express one negative idea creates a positive rather than a negative interpretation.

How do Visual Aids support your arguments?

Answer:

Use your visual aids to maintain and revive audience interest. Visual aids, especially those involving color and movement, are much better at getting back the audience's attention than any words you may have for them. Keep going, and things usually get better. Things usually get

better, and your audience will silently be wishing you success.

232. **What is**

Analogy?

Definition

An analogy is a comparison of certain similarities between things which are otherwise unlike.

Discussion

In education, teachers commonly use analogies to introduce something new to students. They compare the new material to something the students already know and understand.

Example

Here is an example of an analogy:

- A Street light is like a star. Both provide light at night, both are in predictable locations, both are overhead, and both serve no function in the daytime.

233. **What are the general rules for capitalizing letters? Answer:**

Rules for Capitalizing Multiple-Word Titles and Proper Names Unless you are following a documentation style that specifies otherwise, observe the following rules for capitalizing multiple word titles and proper nouns. Capitalize all nouns, pronouns, verbs, adjectives, adverbs, and subordinating conjunctions. 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.

234. **What is coherence and why is it important?**

Ans:

Coherence underlies a variety of physical phenomena, such as interference and diffraction. Coherence is also responsible for many of the remarkable properties of laser radiation; laser light is coherent, which is to say that the light waves from a laser are all in phase.

235. **Differentiate between Graphic visual aids and Text visuals.**

Ans:

Two types of visual aids are used to supplement speeches and presentations Text visuals consist of words and help the audience follow the flow of ideas. Because text visuals are simplified outlines of your presentation, you can use them to summarize and preview the message and to signal major shifts in thought.

On the other hand, graphic visual aids illustrate the main points they help the audience grasp numerical data and other information that would be hard to follow if presented orally.

236. **Write down the five purposes of using Colons.**

Ans:

Colons:

Use colons for the following purposes:

- To introduce and emphasize lists, quotations and explanations and certain appositional

elements (see Layout)

- To express ratios
- To separate numbers signifying different nouns, such as in separating units of
 - Time or elements in a bibliographic citation
- To separate titles from subtitles

237. What is meant by Organizational

Logic? Answer:

Organizational logic is the single most important issue in writing a report or article about technology. It is the first thing a person needs to look for when editing document. The ideas in a report or article should be interrelated--seamlessly.

They should form a sequence of information that will appear to be predictable or inevitable to readers. In other words, a topic or an idea should anticipate topics or ideas that follow it. As I have said before, a document should have no surprises and no areas of confusion that the readers have to puzzle out for themselves.

Edgar Allan Poe, referring to the writing of short stories, gave some advice to writers which we can very well borrow for the writing of reports and articles about high technology. He said that authors should include nothing that does not advance the topic toward its inevitable end. Any thing else is tangent that readers will wander down with the writer and become lost together.

238. Write down the structure of Short Formal Report.

Memo The most common format for short informal reports within an organization. Memos have four headings: To, From, Date and Subject.

Manuscript For a formal approach, manuscripts range from a few pages to several hundred pages.

Establishing a Basic Structure:

Choice of a structure involves three decisions:

What to say?

Direct or indirect

Topical or logical organization ?

239. How can we make analysis report purposeful?

Analysis Reports: The important thing to remember is that no report format is perfect. Company documentation standards attempt to resolve the issue by prescribing a format into which all analysis reports are poured. Report design should be flexible enough to meet a variety of writer purposes and audience needs.

Title page: A title page should be designed with visual order in mind. It should be balanced from top to bottom and from left to right. It should provide enough information for readers to be able to tell what the context of the report is and what the report is about.

Abstracts: Abstracts are condensation of entire reports, focusing on the main issues: what was done, what was found out, and its significance. Abstracts are self-sufficient. The procedure for many companies is to take the abstract from the analysis report, copy it a number of times, circulate it to readers, and allow readers to order the full report if they feel like they need the information.

Table of contents: 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. It should be made up of headings and subheadings of the report, word-for-word, with the accompanying page numbers.

List of symbols: This is an optional addition to the front matter of an analysis report. Include it if you think the readers will need to have symbols defined. The same thing applies to the inclusion of a glossary.

Introduction: This is the place for the three-part purpose statement introduction. It will orient readers to the main issue of the report, to the technical issues or specifics which are important to the report, and to what the report is intended to accomplish.

Discussion: The discussion contains an analysis of the technical issues important to the report. It supports the main issue to the report by providing evidence and explanations. It should be subdivided into topics, each with a subheading.

Conclusion: This section presents the results of the analysis, the evaluation of what was presented in the discussion. Sometimes listing the conclusion is a good way to organize them. It calls attention to the conclusion individually, but still enables writers to explain them as is necessary.

Recommendations: Recommendations are optional, not all analysis reports have them. Those reports that do have recommendations, tell the readers what to do with the information provided in the report.

Appendix: Usually this 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.

240. Which phases are involved in decision making of a meeting?

Group decision making

Groups usually reach their decision in a predictable pattern.

The process can be viewed as passing through four phases: Orientation phase Conflict phase Emergence phase Reinforcement phase In the orientation phase, group members socialize, establish their roles, and agree on their reason for meeting. In the conflict phase members begin to discuss their positions on the problem. If group members have been carefully selected to represent a variety of viewpoints and expertise, disagreements are a natural part of this phase. At the end of this phase, group members begin to settle on a single solution to the problem. In the emergence phase members reach a decision. Those who advocated different solutions put aside their objection, either because they're convinced that the majority solution is better or because they recognize that arguing is futile.

Finally, in the reinforcement phase, group feeling is rebuilt and the solution is summarized. Members receive their assignments for carrying out the group's decision and make arrangements for the following up on these assignments.

241. Differentiate between Informal and Analytical Assignments.

Analytical Assignments: Why are we having trouble hiring secretaries? Salaries are too low. What do we pay our secretaries? What do comparable secretaries pay their secretaries? How important is pay in influencing secretaries' job choices?

Why are we having trouble hiring secretaries? • Our location is poor. • The supply of secretaries is diminishing

Informational Assignments: Studies that emphasize the discovery and reporting of facts may

be factored by sub-topic.

In order of Importance Say you are reviewing five product lines. You might organize your study in the increasing order of the amount of revenue they generate.

Sequentially If you are studying a process, present your information step by step

- 1, 2, 3,

Chronology When investigating a chain of events, organize the study according to what happened in January, what happened in February and so on. **Spatially** If you are studying a physical object, study it left to right, top to bottom, inside to outside.

Geography If the location is important, factor your study geographically. **Categorically** If you are asked to review several distinct aspects of a subject, look at one category at a time, for example sales, profit, or investment.

242. **What are the purposes of using Colons? Give details.**

Colons: Use colons for the following purposes:

- To introduce and emphasize lists, quotations and explanations and certain appositional Elements (see Layout)
- To express ratios
- To separate numbers signifying different nouns, such as in separating units of
- Time or elements in a bibliographic citation
- To separate titles from subtitles

To set off and emphasize lists—The market for photovoltaic power systems includes The following items: intrusion alarms, flood monitors, calculators, and telephone call boxes.
OR

The market for photovoltaic power systems includes the following items:

- Intrusion alarms
- Flood monitors
- Calculators
- Telephone call boxes

To set off and emphasize quotations—

The contract reads: "DL-400 coaxial cable shall be used for all platform instrument installations at Site 5, unless a specific exception is justified in the approved work order." Kulik noted: "Even potatoes are probably much better guarded today than radioactive materials." Phil Williams, and Paul N. Woessner, "The Real Threat of Nuclear Smuggling," Scientific American
(Place colons outside quotation marks.)

To set off and emphasize explanations and appositional elements—

In designing the tachometer, the team first posed a question: What operations are needed on the input signal in order to generate the desired output?

To express ratios—

- The ratio of drag torque to bearing friction torque cannot exceed 3:1.
- The anti-GAP 43, anti-MAP 2, and anti-synaptophys in antibodies were diluted 1:1000, 1:300, and 1:100, respectively, in phosphate-buffered saline containing 10% bovine serum albumin. Andreas Schwarz et al., "A Regulatory Role for Sphingolipids in Neuronal Growth," Journal of Chemical Biology

To separate units of time—

- The main thruster engines ignited at 7:05 a.m. EDT.
- Thu Mar 16 03:21:44 1995
- To separate elements in a citation (in certain documentation styles)
- E. F. Lyon, "Airport Surface Traffic Automation," Lincoln Laboratory Journal 4:151 (1991).

Suppose you are a Market Surveyor, you were asked by your Manager to evaluate the feasibility of opening a restaurant in Wapda Town community. Write a short memo report in response to the given task

**Define value chain management and what is goal of value chain management.
Discuss 10 medium of advertising.**

Define retailing?

Discuss distribution mix and party involve in distribution.

Define communication and how it occurs in management?

Discuss product lay out and its process?

243. What are Analytical

assignments? Analytical assignments:

These assignments are written to analyze any problems such as why a company is having problems in hiring secretaries, low wage, location of office etc.

244. What is the disadvantage of close-ended questions?

Answer:

The close-ended questions require yes or no answers. Questioner does not receive full response but just a short response.

245. Elaborate a few sources of Writer's Block.

Answer:

Few sources are lack of information, lack of confidence, not having a well defined objective.

246. How can visual aids be helpful in oral presentation?

Answer:

Visual aids help in delivering the speeches and to accommodate audience's questions and help audiences in understanding the purpose of the presentation.

247. How Fog Index should be used? Explain with examples.

Answer:

This is a simple formula aimed at locating the audience on a grade scale which is supposedly based on their reading abilities. • Select a part of the text which is approximately 100 words long, to the nearest period. Introductions, leads, and conclusions usually exhibit slightly different communication techniques which will skew the accuracy of this test. • Count the number of sentences in the selected text. • Determine the average length of sentences by dividing the number of words in the text by the number of sentences. • Count the number of words which have three or more syllables. But do not count words which are capitalized, words which have three syllables because prefixes or suffixes have been added, or words which are combinations of

one- or two-syllable words. • Add the number for the average sentence length to the number of three-syllable words in the text. • Multiply this sum by .04. • The result is the Fog Index. If you place it on a scale of 1-20, you will be able to have the approximate reading level required to understand the text.

248. What are the Functions and Contents of a Progress Report?

To report your progress on any specific work or project.

To report your progress on all activities whole year and by the end of year.

Answer:

Progress reports are prepared in two types of situations. In the first, you tell your readers about your progress on one particular project. As a geologist employed by an engineering consulting firm, Lee must do this. His employer has assigned him to study the site that a large city would like to use for a civic center and large office building. The city is worried that the site might not be geologically suited for such construction. Every two weeks, Lee must submit a progress report to his supervisor and to the city engineer. Lee's supervisor uses the progress report to be sure that Lee is conducting the study in a rapid and technically sound manner. The city engineer uses the report to see that Lee's study is proceeding according to the tight schedule planned for it. She also uses it to look for preliminary indications about the likely outcome of the study. Other work could be speeded up or halted as a result of these preliminary findings. In the second type of situation, you prepare progress reports that tell about your work on all your projects. Many employers require their workers to report on their activities at regular intervals all year round, year in and year out. Jacqueline is a person who must write such progress reports (often called periodic reports). She works in the research division of a large manufacturer of consumer products, where she manages a department that is responsible for improving the formulas for the company's laundry detergents—making them clean and smell better, making them less expensive to manufacture, and making them safer for the environment. At any one time, Jacqueline's staff is working on between ten and twenty different projects.

249. How can we overcome common writing problems in business communication?

Answer:

Writer's Block:

Writer's block is what we call the experience of getting stuck while writing. Although the results are the same, there are many sources of writer's block: lack of information, lack of a well defined purpose, poor knowledge of the audience, lack of confidence.

Lack of Information:

If it is the result of poor research, then you will have to stop writing and do more information gathering. If you find yourself doing this often, you might correctly guess that you have a problem in defining your communication purpose.

Lack of a Well-Defined Purpose:

A poorly defined purpose of your communication will inevitably make writing more difficult, and may block it altogether. Sometimes you will experience this as a lack of information; often you will notice it as paragraphs, sections, or entire reports or papers that shift topic in the middle. For any case of poorly defined purpose, the solution is the same. Develop a three-part purpose statement for the communication, and develop an outline of topics sentences based on the purpose statements.

Poorly Analyzed Audience:

Audience analysis that is performed poorly or not at all can be the source of writer's block. At such times you find yourself staring at the video display screen wondering who is going to read your report and what on earth they want from it.

Lack of Confidence:

A lack of confidence in your abilities as a writer is a common source of writer's block, and it is usually self-fulfilling. If you do not think you can communicate effectively, you will not be able to practice your systematic approaches of writing problems is the solution to this problem.

Organizational Problems:

Organizational problems are discovered during the editing phase. Finding and fixing these problems is what makes editing important. If they are not fixed, readers experience organization problems as complete breakdowns in communication.

Punctuation Problems:

Accurate punctuation does not ensure accurate communication, but accurate communication is tremendously enhanced by accurate punctuation. Take the following punctuation test, without first looking at the correct version which follows, to see how well you know punctuation. The test focuses on the most common punctuation problems in technical writing.

250. What is the difference between Alphanumeric and Decimal System?

Enumeration:

Of the two general enumeration systems widely used, the numerical system is clearer than the alphanumeric system. In the numerical system, the reader can always locate his or her place in the document from the single decimal number.

251. Define the term

“Pagination”. Pagination:

Number the front matter in italic lowercase roman numerals (i, ii, iii, iv, and so on). Normally, number the pages in the body of the document with Arabic numerals, starting with page 1. Numbers sequentially through page 'n' at the end of the text, including all back matter.

252. Define the term Syllable.

A **syllable** is a basic unit of written and spoken language. It is a unit consisting of uninterrupted sound that can be used to make up words.

For example, the word hotel has two syllables: ho and tel.

253. What do you know about Hardware Functional Specifications?

Answer:

Hardware functional specifications as a rule contain the following:

- Functional description
- Configuration specification
- Electrical description
- Physical characteristics
- Standards
- Environmental requirements
- Diagnostic requirements
- Power requirements
- Cost target
- Maintenance cost target
- Resource requirements •

Documentation • Risks

254. Why do we use Semicolons?

Answer:

Semicolons:

- Use semicolons to join two independent clauses or to separate parts of a sentence that have commas in them.
- To Join Two Independent Clauses
- The system has three beam launchers; two are in the two-tube combiner, and one is in the OP receiver.
- To Separate Sentence Elements with Commas Italicize titles of journals, books, newsletters, and manuals; letters, words, terms, and equation symbols; foreign words; and names of specific vessels.

255. Explain 'Title fly and Title Page'.

Answer:

Title fly and Title Page: The title fly is a plane sheet with only the title of the report on it. The title report includes four blocks of information: The title of the report The name, title and address of the person that authorized the report The name, title and address of the person that prepared the report The date on which the report was submitted.

256. How Formal Speeches and Presentations can be developed?

Answer:

Developing formal speeches and presentations:

Developing a major speech or presentation is much like writing a formal report, with one unique 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.

257. What is Conventional Superstructure for Instructions and why is it important in Technical English?

Answer:

Conventional Superstructure for Instructions

The conventional superstructure for instructions contains five elements • Introduction

- Description of the equipment (if the instructions are for running a piece of equipment)
- Theory of operations
- Lists of material and equipment
- Guide to trouble shooting

The simplest instructions contain only directions.

Most complex instructions contain some or all of the other five elements, the selection depending upon the aims of the writer and the needs of the readers. Many instructions also contain elements found in longer communications such as reports and proposals. Among these elements are cover, title page, table of contents, appendixes, list of references, glossary, list of symbols and index.

Because these elements are not particular to instructions,

258. Is poorly organized structure basic drawback in writing problem? Do you agree?

Answer:

Organization is the structural framework for constructing a piece of writing. It is the logical

progression and completeness of ideas in a text. Organization is important to effective writing because it provides readers with a framework to help them fulfill their expectations for the text. A well-organized piece of writing supports readers by making it easy for them to follow, while a poorly organized piece leads readers through a maze of confusion and confounded expectations.

259. Write a detailed note on Delivering the Speech.

Answer:

Delivering the speech:

When its time to deliver the speech, you may feel a bit of stage fright.

Most people do even professional actors. A good way to overcome your fears is to rehearse until you're thoroughly familiar with your material. Communication professionals have suggested other tips, which we will now go over: Prepare more material than necessary. Extra knowledge, combined with a genuine interest in the topic, will boost your confidence. Think positively about your audience, yourself, and what you have to say. See yourself as polished and professional, and your audience will too. Be realistic about stage fright. After all, even experienced speakers admit that they feel butterflies before the y address an audience. Tell yourself you're ready. Use the few minutes while you're arranging your materials, before you actually begin speaking, to tell yourself you're on and you're ready. Before you begin speaking, take a few deep breaths. It will help you calm down and improve your delivery. Have your first sentence memorized. Having your opening on the tip of your tongue helps you get started, and everything else starts falling into place. If your throat is dry, drink some water. Tension often causes your mouth to become dry. It is best to have a few sips of water before you begin.

260. What is formal document?

Answer:

A document that is written in formal style and uses formal language is called a formal document such as circulars, business letters and CVs etc.

261. Explain the term 'Abstract'. Answer:

Abstracts are condensation of entire reports, focusing on the main issues: what was done, what was found out, and its significance. Abstracts are self-sufficient. The procedure for many companies is to take the abstract from the analysis report, copy it a number of times, circulate it to readers, and allow readers to order the full report if they feel like they need the information.

262. What is the goal of Content Listening?

The goal of content listening is to understand and retain information that is delivered by a speaker. Moreover, your job is to identify the key points of the message.

263. What is an "Empirical Research Report"? Answer;

Superstructure for Empirical research Reports: To answer the readers typical questions about empirical research reports, writers use a substructure that has the following elements.

- Introduction
- Objectives of research
- Methods Results
- Discussion

- Conclusions
- Recommendation

264. What do you know about Task-facilitating roles in meeting?

Answer:

Task facilitating roles' as the name shows make the meeting process well planned and smooth.

'Task facilitating roles' in meeting include the following:

- Initiating: getting the group started on a line of inquiry.
- Information giving or seeking: offering (or seeking) information relevant to questions facing the group.
- Coordinating: showing relationships among ideas, clarifying issues, summarizing what the group has done.
- Procedure setting: suggesting decision-making procedures that will move the group toward the goal.

265. Explain the terms 'Chronology' and 'Spatially'. Answer:

When investigating a chain of events, organize the study according to what happened in January, what happened in February and so on.

Spatially If you are studying a physical object, study it left to right, top to bottom, inside to outside.

266. Explain the term Budget

Statement. Answer:

A budget statement is a table that shows how money will be gained or spent. It may be very simple or very elaborate depending on your reader's needs. On the job, you can use budget statements in the following situations:

- To explain the expenses involved with a project purchase
- To summarize the savings to be realized by following a recommendation you are making
- To report the costs that have been incurred by a project for which you have responsibility
- To explain the sources of revenue associated with some project or activity.

267. What are the Functions and Contents of a Progress Report?

Answer:

Superstructure for Progress Reports To answer your readers' questions, you can use the conventional superstructure for writing progress reports, which has the following elements:

1. Introduction
2. Facts
3. Discussion
4. Conclusions
5. Recommendations

What is the difference between Feasibility Report and Proposal?

Answer:

Proposal: A document that offers a solution to a problem or a course of action in response to a need. Typically, organizations advertise a need for proposals and consulting engineers respond to the need.

However, an engineer has to determine that a problem exists, and therefore, proposes solutions to an organization. In this case, he must first convince the agency that the problem exists before proposing his solutions.

Feasibility report: Feasibility Reports studies a situation (forexample, a problem or opportunity) and a plan for doing something about it and determines whether that plan is "feasible". It determines whether it is technologically possible and whether it is practical (in terms of current technology, economics, social needs, and so on). The feasibility report answers the question "Should we implement Plan X?" by stating "yes," "no," but more often "maybe." Not only does it give a recommendation, it also provides the data and the reasoning behind that recommendation.

268. What are the basic divisions of a long report?

Ans:

- The Report Proper O
Introduction
- Report Findings with Footnotes
§ (Two or more divisions)
- Summary Conclusion, & Recommendation
Organization and Content
- Appended Parts
- Bibliography
- Appendix

269. What is Narration?

Answer:

Narration, in literature, is the telling of the story through one or more viewpoints.

Different viewpoints include:

- First person: uses first person pronouns "I", "me", "myself";
- Third person: uses pronouns "he", "she", "they," "them", etc. without directly referring to the narrator.
- Third person omniscient means the narrator, or author, can "get in the heads" of all characters and narrate what is happening at all times in the story rather than having one first person narrator telling about only what happens to him or herself.

270. What is the purpose of using Equations?

Answer:

There are numerous mathematical relationships that have been established in science, finance and other areas. Examples include the relationship between force and acceleration, conversion of centimeters to inches, and determining the payments on a loan with a given interest rate.

The purpose of Algebra is to make it easy to state the relationship by using letters to represent entities as a form of shorthand. The relationship is then called an equation. Algebra then allows

you to substitute values for entities in order to determine the value of other items. Finally, you can manipulate the equations to solve for the various items or unknown quantities.

Questions you may have include:

How a relationship is stated using letters?

- How are values substituted?
- How are equations manipulated?

271. Which Formats are generally used for a Progress Report?

Answer:

A progress report is an intermediate report designed to communicate information, usually to your

A progress report usually summarizes work within each of the following:

- Work accomplished in the preceding period(s)
- Work currently being performed
- Work planned for the next period(s) To:

From:

Date:

Subject:

Introduction:

Facts:

Discussion:

Conclusions:

Recommendations:

Progress report Task 1

Work completed

Current work Planned

work Task 2

Work completed

Current work Planned

work

Task 3

Planned work

272. How common mistakes can be avoided while constructing a Bar Graph?

Answer:

When constructing a bar graph with negative values, you follow the steps outlined in the last unit on Constructing Bar Graphs, paying close attention to the scale of the frequency axis.

Since there are negative values, the scale of this axis will not start at zero.

273. What are the various purposes of Abbreviations?

Answer:

The shortening of words and phrases (kilogram to kg, Imperial Chemical Industries to ICI) and a result of such are shortening (MA for Master of Arts, sitcom for situation comedy).

For the purpose of taking notes, a student should feel free to create his own abbreviations,

provided he can remember later what the abbreviation stood for.

Providing summary information abbreviations usually need to be concise, convenient, and easy to remember, they do not need to be fully understood to serve their purpose.

People literate in English can work successfully with such formulas as e.g. and q.v. whether or not they know their full Latin forms *exempli gratia* (for the sake of example) and *quod vide* (which see).

The more familiar and successful the short form, the less need for the full form, which may in course of time be forgotten.

The full forms of *mob* (Latin *mobile vulgus* the fickle crowd) and *radar* (radio detection and ranging) have no functional value in the 1990s, and many are entirely unaware that these words are (or were) abbreviations. The members of organizations usually have little difficulty with the abbreviations they use, because of sheer familiarity, but people who are not part of the in-group may regard their use as (sometimes frustrating and provocative) jargon.

274. How does Editing help to improve a document?

Answer:

To re-structure the leaflets, manuals, standard letters or customer service letters, to make them concise, clear and effective.

Editing gives documents an indispensable proofreading tool that not only catches plagiarism, grammar and style mistakes, but also delivers instructional feedback that serves to make students better writers

You are working in a company which has dealings in foreign exchange. Your company has seen the effects of recent exchange fluctuations and its impact on business. Your Managing Director has asked you to write a brief Report on the subject along with your suggestions and recommendations. Give a detailed note on Interview Structure. Types of report

Following are different types of report:

- Feasibility report
 - Empirical research report
 - General report
 - Progress report
 - Analysis report
- ‘Who’ is a subject pronoun like "he," "she" and "we". We use "who" to ask which person does an action.

Examples:

- Who made the birthday cake?
 - Who is in the kitchen?
- ‘Whom’ is an object pronoun like "him," "her" and "us." We use "whom" to ask which person receives an action.

Examples:

- Whom are you going to invite?

- Whom did he blame for the accident?
 - Whom did he hire to do the job?
- ‘That’ is a demonstrative adjective. It usually points out noun in a sentence. It always answer the question which one?
- Let’s play this game and later watch that movie.
- ‘Which’ is an interrogative adjective and it is used with nouns to ask questions. For example:
- Which leaves turn color first?

275. What is coherence and why is it important?

Ans:

Coherence underlies a variety of physical phenomena, such as interference and diffraction. Coherence is also responsible for many of the remarkable properties of laser radiation; laser light is coherent, which is to say that the light waves from a laser are all in phase

- 276. Which one of the following component is not a part of planning written message?**
- ▶ developing the main idea
 - ▶ Construct an outline
 - ▶ Estimate the appropriate length
 - ▶ **Handle audience’s questions effectively**
- 277. Which of the following speech offers a verbal explanation of a complex process?**
- ▶ Explanatory speech
 - ▶ Instructional speech
 - ▶ Demonstration speech
 - ▶ **Oral briefing**
- 278. Which of the followings are like good mail order forms, although they also provide more room for explaining special needs?**
- ▶ **Order letters 156**
 - ▶ Adjustment letters
 - ▶ Inquiry letters
 - ▶ Deposit letters
- 279. Which of the following sentences gives instructions?**
- ▶ **Open your book and turn to page twenty-five.**
 - ▶ You open your book and turn to page twenty-five.
 - ▶ Do you open your book and turn to page twenty-five.
 - ▶ Can you open your book and turn to page twenty-five.
- 280. 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.**

- ▶ You must follow the rules.
- ▶ Follow the rules.

281. Which of the following is a nonverbal communication conveyed by posture and movement?

- ▶ Expressions
- ▶ **Body language**
- ▶ Nodding of head
- ▶ Smile

282. How will you define building credibility?

- ▶ Try to earn confidence of strangers especially those predisposed to be skeptical or antagonistic.
- ▶ Giving your audience a preview what's ahead add to your authority and more importantly, helps people understand your message.
- ▶ Arousing audience's interest
- ▶ **The relationship you have with your audience (not sure)**

283. When analyzing an audience during the speech, the first thing the speaker should be aware of is the audience's:

- ▶ Evaluation
- ▶ Understanding Motivation
- ▶ **Attention (not sure)**

What is meant by self-oriented roles?

- ▶ **Showing relationship among ideas (not sure)**
- ▶ Calling attention to oneself and demanding recognition from others
- ▶ Drawing out other members by showing verbal and non verbal support, praise or agreement
- ▶ Suggesting decision-making procedures

284. ---is used to enclose one or more entire sentences that add relevant but not essential detail to the main discussion.

- ▶ Ellipses
- ▶ Exclamation marks
- ▶ **Parentheses 145**
- ▶ Brackets

285. Choose the correct sentence.

- ▶ Whenever, Cheryl, is in town she visits her sister.
- ▶ Whenever Cheryl, is in town she visits her sister.
- ▶ Whenever Cheryl is in town she visits her sister.
- ▶ **Whenever Cheryl is in town, she visits her sister**

286. Choose the correct sentence.

- ▶ That is a promise that cannot be broken.
- ▶ That is a promise who cannot be broken.
- ▶ That is a promise whom cannot be broken.
- ▶ **That is a promise which cannot be broken.**

287. **Choose the correct sentence.**
- ▶ The alarm clock went off at 4:00 o'clock.
 - ▶ The alarm clock went off at four p.m. o'clock.
 - ▶ **The alarm clock went off at four o'clock.**
 - ▶ The alarm clock went off at four o'clock p.m.
288. **Choose the correct sentence.**
- ▶ She will go to her grave with some secrets said Wendy.
 - ▶ **"She will go to her grave with some secrets," said Wendy.**
 - ▶ "She will go to her grave with some secrets" said Wendy.
 - ▶ "She will go to her grave with some secrets." said Wendy.
289. **Choose the correct sentence.**
- ▶ When I noticed that our dog cut it's paw, I called the veterinarian right away.
 - ▶ When I noticed that our dog cut its paw; I called the veterinarian right away.
 - ▶ **When I noticed that our dog cut its paw, I called the veterinarian right away.**
 - ▶ When I noticed that our dog cut its paw; I called the veterinarian right away.
290. ----- is a list of source materials on a particular subject.
- ▶ **Index**
 - ▶ Bibliography
 - ▶ Appendixes
 - ▶ Glossary
291. **Choose the correct sentence.**
- ▶ As the invitation stated, we'll see you on the tenth for our reunion.
 - ▶ **Like the invitation stated, we'll see you on the, tenth for our reunion.**
 - ▶ As the invitation stated, we'll see you the: tenth for our reunion.
 - ▶ Like the invitation stated, we'll see you: the tenth for our reunion.
292. **Which of the following aspect denotes the necessary research and organizing ideas?**
293. Informal letter
- ▶ **Report production**
 - ▶ Manuscript
 - ▶ None of them
294. **How many types of criteria are used in proposal?**
- ▶ **Two**
 - ▶ Three
 - ▶ **Four**
295. **Which of the following statement does not apply to the element of "discussion" in a report?**
- ▶ It should be consistent with the study results.
 - ▶ It should not go beyond the study results.
 - ▶ **It should generally be distinct from the results.**
 - ▶ In qualitative studies, keeping it distinct from results is difficult.
296. **Which one of the following is more effective Technical Communication?**

- ▶ Oral communication
- ▶ Mata communication
- ▶ Non verbal communication
- ▶ Written communication

297. Choose the correct sentence.

- ▶ A friendly-little dog is all I need for company.
- ▶ **A friendly little dog is all I need for company. - correct**
- ▶ A friendly, little dog is all I need for company.
- ▶ A friendly; little dog is all I need for company.

298. Choose the sentence with the correct punctuation.

- ▶ I need a few items at the store clothespins, a bottle opener, and napkins.
- ▶ I need a few items at the store; clothespins, a bottle opener, and napkins.
- ▶ **I need a few items at the store: clothespins, a bottle opener, and napkins.**
- ▶ I need a few items at the store, clothespins, a bottle opener, and napkins.

299. The act of considering or examining something in order to judge its value shows:

- ▶ Credibility
- ▶ **Evaluation - correct**
- ▶ Conciseness
- ▶ All of them

300. Whose needs are most important to be fulfilled while composing a document?

- ▶ speakers'
- ▶ **readers'**
- ▶ listeners'
- ▶ writers'

301. Which of the following significantly improves the interest of a presentation?

- ▶ Illustration
- ▶ **Visual aids**
- ▶ Image
- ▶ Reflection

302. A suggestion or intention, especially one put forward formally or officially denotes.....

- ▶ Conclusion
- ▶ Recommendation
- ▶ Resources
- ▶ **Proposals**

303. How can we make visual aids easy to understand?

- ▶ By Informative titles
- ▶ By using appropriate objects
- ▶ By removing unnecessary details
- ▶ **All of them**

304. Choose the best option for the following statement in terms of Conciseness.

‘The reports are to be submitted by employees prior to 5:00 pm at which time they will be received by Ali.’

- ▶ Your reports will not be accepted after 5:00 pm.
- ▶ Ali will receive reports before 5:00 pm.
- ▶ Employees should submit reports to Ali.
- ▶ **Please submit your reports to Ali by 5:00 pm.**

305. Which of the following is used as brief, informal reports within an organization?

- ▶ Letter
- ▶ **Memo**
- ▶ Proposal
- ▶ Report

306. Which of the followings appear at the end of the report?

- ▶ **Citations**
- ▶ Footnotes
- ▶ Endnotes
- ▶ All of the above

307. What do you mean by oral communication?

- ▶ **The way a word or a language is customarily spoken.**
- ▶ Memorizing some facts
- ▶ Identifying audience type
- ▶ Generalizing communication process

308. How can we hold audience's attention?

- ▶ Plan to devote half of your time on audience's behavior
- ▶ Present every point in light of audience's needs and values
- ▶ **By changing tone of voice**
- ▶ None of them

309. "You now know that the three steps in making a cake are gathering the materials, mixing the batter, and baking the cake."

This statement in the conclusion of a speech could best be described as:

- ▶ signaling the end of the speech
- ▶ A dissolve ending
- ▶ A crescendo ending
- ▶ **Reinforcement of the central idea**

310. What is meant by group-maintenance roles?

- ▶ Offering to yield on a point in the interest of reaching mutually acceptable decision
- ▶ Drawing out other members by showing verbal support, praise or agreement
- ▶ Drawing out other members by showing non verbal support, praise or agreement
- ▶ **Suggesting decision-making procedures that will move the group towards the goal**

311. Which type of sequential number is given to pages in a book or document?

- ▶ Number
- ▶ Enumeration
- ▶ Symbol

▶ **Pagination**

312. Choose the sentence with the correct comma placement.

- ▶ She left Albany New York, on January 18 of that year.
- ▶ She left Albany, New York on January 18, of that year.
- ▶ She left, Albany New York, on January 18 of that year.
- ▶ **She left Albany, New York, on January 18 of that year.**

313. Which types of problems are discovered during the editing phase?

- ▶ Writing problems
- ▶ **Organizational problems**
- ▶ Stylistic problems
- ▶ Abstract problems

314. Abstract stands for:

- ▶ Condensation of entire reports
- ▶ Focusing on the main issues
- ▶ **a & b**
- ▶ Writing problems

315. Choose the correct sentence.

- ▶ **▶ Just to be sure, I called three more D.V.M.s' offices.**
- ▶ Just to be sure, I called three more D.V.M.s offices.
- ▶ Just to be sure, I called three more, D.V.M.'s offices.
- ▶ Just to be sure, I called three more D.V.M. offices'.

316. Choose the correct sentence.

- ▶ **I have learned that it's better to be proactive than to have regrets.**
- ▶ I have learned that its better to be pro-active than to have regrets.
- ▶ I have learned that its better to be proactive than to have regrets.
- ▶ I have learned that it's better to be pro-active than to have regrets.

317. Choose the correct sentence.

- ▶ **Whom are you voting for?**
- ▶ Who are you voting for?
- ▶ For who are you voting?
- ▶ Whomever are you voting for?

318. Which of the following factor is discussed in the data analysis section?

- ▶ The budget
- ▶ How the data will be collected?
- ▶ Results and findings
- ▶ **All of the above**

319. Which of the following mark is used to separate parts of sentence and indicates a pause longer than a comma but shorter than a period?

- ▶ Colon

- ▶ Brackets
- ▶ Hyphen
- ▶ **Semicolon**

320. Which of the following quality signifiers on an absolute scale?

- ▶ Fake attention
- ▶ Resist difficult expository
- ▶ **Good listener**
- ▶ All of the above

321. Which of the following problem refers to non alphabetical symbols which are used to make the meaning clear?

- ▶ Functional problem
- ▶ **Punctuation problem**
- ▶ Writing problem
- ▶ None of the above

322. Why effective communication is important to your success in today's business environment?

- ▶ It increases productivity.
- ▶ It improves professional image.
- ▶ It forges stronger business relationships.
- ▶ **All of the above**

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

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

324. 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

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

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

326. Describe how an organization produces formal reports.

Answer:

Formal reports usually include:

**Research work,
Collecting ideas,
Visual aids,
Writing the material
And formatting**

327. 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)**
328. 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
329. Which section of a resume creates most disagreements among experts about its relative advantages and disadvantages?
- ▶ Skills
 - ▶ Work experience
 - ▶ **Career objective (Page 14)**
 - ▶ Education
330. 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
331. Which one of the following options should be used during business correspondence?
- ▶ Choppy sentences
 - ▶ Passive sentences
 - ▶ **Bias-free language (Page 58)**
 - ▶ Cliches
332. 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
333. Which of the following suggests 'Implication of a word or a suggestion separate from the usual definition'?
- ▶ Denotation

► **Connotation** (Page 57)

- Implementation
- Abstraction

334. 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

335. Which of the followings are real but unnamed readers?

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

336. How many aspects does Accuracy have?

- 6
- 5
- 4
- **3** page 27

337. 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

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

- Enquiries letter
- Curriculum Vitae
- **Memo**
- Complaint letter

339. 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)

340. Which of the followings are usually more vivid than long ones and improve the readability of a document?

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

341. Which format should be used if the document will be sent to outside individuals?

- **Letter** (Pg 67)

- ▶ Presentation
- ▶ Memorandum
- ▶ Manuscript

342. Which of the following is promoted by simple, direct language?

- ▶ Structural clarity
- ▶ **Stylistic clarity (Page 27)**
- ▶ Contextual clarity
- ▶ Textual clarity

343. 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.

344. 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

345. 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

346. To whom usually good will letters are written?

- ▶ **Customer**
- ▶ Manager
- ▶ Director
- ▶ Chairman

347. If your message is specific, definite and vivid; which of the following principle has been applied?

- ▶ Completeness
- ▶ Correctness
- ▶ Conciseness
- ▶ **Concreteness (Pg 35)**

348. 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)**

349. Which of the following factors enables you to evaluate the effectiveness of your message?

- ▶ **Feedback (Page 127)**
- ▶ Encoding
- ▶ Transmission
- ▶ Decoding

350. 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

351. What is meant by the term 'Denotative'?

- ▶ **It refers to the literal meaning of a word.**
- ▶ It refers to the surface meaning of the word.
- ▶ It refers to cognitive meaning of words.
- ▶ It refers simple meaning of words.

352. Where can we apply seven C's?

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

353. 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

354. 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

355. 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?

- ▶ Job application letter
- ▶ **Acceptance letter (Page 64)**

- ▶ Inquiry letter
- ▶ Transmittal letter

356. **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**

357. **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

358. **How many steps are essential for successful oral statement?**

- ▶ Five
- ▶ Six
- ▶ **Seven (Page 31)**
- ▶ Eight

359. **Which of the following is the primary vehicle for communication within an organization?**

- ▶ Letter
- ▶ Report
- ▶ **Memorandum (Pg 63)**
- ▶ Proposal

360. **Which phrase is correct?**

- ▶ **When were you born?**
- ▶ When you are born?
- ▶ When are you born?
- ▶ When you born?

361. **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

362. **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

363. **Which of the following is best when you want immediate feedback?**

► **Oral medium (Page 49)**

- Written medium
- Electronic medium
- All of the above

364. 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.

365. 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

366. Which of the following is achieved through a balance between precise language and familiar language?

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

367. 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)**

368. 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

369. Which of the following should be essentially considered during speeches and presentations?

- Dress
- **Time**
- Appearance
- Microphone

370. Which of the followings use Salutations?

- Memorandums
- **Letters (Page 63)**
- Informal speech

- ▶ Proposals

371. **What strategies should be opted for writing to Technicians?** Keep introductions and background information brief

- ▶ Make information accessible
- ▶ Provide short definitions or explanations of any unfamiliar term
- ▶ **All of the above (Page 17)**

372. **Which of the followings are an essential component of employment process?**

- ▶ Reflections
- ▶ **References (Page 68)**
- ▶ Fractions
- ▶ Recommendations

373. **Which of the following is the basis of Courtesy?**

- ▶ Inclined attitude
- ▶ Biased attitude **You-attitude (Page 44)**
- ▶ Offensive attitude

374. **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

375. **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

376. **Why Comparison is useful for paragraph development?**

- ▶ **It emphasizes similarities (Page 29)**
- ▶ It emphasizes differences
- ▶ It emphasizes advantages
- ▶ It emphasizes disadvantages

377. **Which of the following complimentary close is accurate in general letter writing?**

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

378. **In which of the following message categories would you place sales and marketing messages?**

- ▶ **Persuasive (Page 77)**
- ▶ Positive

- ▶ Negative
- ▶ Routine

379. 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)**

380. 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

381. Which of the following you should avoid when writing a claim letter?

- ▶ Direct request
- ▶ Professional tone
- ▶ **A complaining tone**
- ▶ Specific details

382. 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

383. Which of the following is the process of drafting your message?

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

384. A sentence consists of two parts; one is a subject which is the second one?

- ▶ preposition
- ▶ **predicate**
- ▶ adjective
- ▶ adverb

385. Which of the following ensures success to message by leaving audience with a feeling of their personal welfare in mind?

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

386. 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?

387. 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.

388. 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

389. Which one is not an optional part of a letter?

- ▶ Attention line
- ▶ Subject Line
- ▶ Enclosure
- ▶ Salutation

390. 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)**

391. Communication can be defined as---

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

392. Describe briefly
Storyteller's tour.

Answer: Page 49

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

393. What do you know about 'Adjustment

Requests'? **Answer: Page 72**

394. Which format one should perceive while writing a report?

Answer: Page 78

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.

395. Describe briefly
Storyteller's tour.

Answer: Page 49

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<http://www.storyarts.org/lessonplans/lessonideas/index.html>

396. What do you know about 'Adjustment

Requests'? **Answer: Page 72**

397. Which format one should perceive while writing a report?

Answer: Page 78

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

398. What are Functional Words and which function they perform?

Answer: Page 56

Functional words include:

Conjunctions

Prepositions

Articles

Pronouns

Functional words express relationships among content words.

399. What is the difference between Formal and Informal letter?

Answer: Page 41

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.

400. Write down the techniques that are used to get the reader's attention or interest.

Answer: Page 53

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.

401. What are the characteristics of a well organized message?

Answer: Page 51

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

402. Have you ever heard the term Persuasive message? Define it.

Answer: Page 76

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

What is AIDA?

Answer: Page 76

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

It has four phases:

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

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

Answer: Page 63

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

404. Give the guidelines for 'Positive Close in a bad news

message'? **Answer: Page 75**

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
- 7.

405. using 'written medium' in business

Write down FIVE advantages of communication.

Answer: Page 49

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.

406. **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.

407. **What are the benefits of Completeness in messages?**

Answer : (Page 31)

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.

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

Answer: Page 35

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 your message will be interpreted the way you intended

409. What is meant by ‘Defining Objective’?

Answer: Page 13

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.

410. Define the term ‘Transitions’.

Answer: Page 80

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.

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

Answer: Page 74

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

412. What is the purpose of writing Professional Objectives in Resume?

Answer: Page 14

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.

413. How a message can achieve good organization?

Answer: Page 50

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.

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

Answer: Page 62

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

415. How will you establish sequence with Organizational patterns of the followings? GOOD NEWS MESSAGE – Bad news – Persuasive messages

Answer: Page 53

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

416. What do you know about 'Phantom Readers'?

Answer: Page 23

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.

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

Answer: Page 56

Content and Organization

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

418. Which characteristics are most important part of Correctness?

Answer: Page 41

The following things are at the core of concreteness.

- Grammar
- Punctuation
- Spelling

419. Which characteristics ensure 'Completeness' to a document?

Answer: Page 31

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

420. Describe and explain any FIVE characteristics of Conciseness.

Answer: Page 33

Conciseness:

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. It increases emphasis in the message. It shows respect for the recipient, by not cluttering them unnecessary information.

To achieve conciseness, observe the following suggestions
Eliminate wordy expressions

Include only relevant material
Avoid

unnecessary repetition.

Eliminate wordy expressions

Use single-word substitutes instead of phrases whenever possible without changing meaning

421. What does the phrase ‘Readers create Meaning’ mean?

Answer: Page 4

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

422. 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.

423. What do you understand by the phrase ‘Readers responses are sharpened by Situation’?

Answer: Page 4

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

424. Differentiate between Direct and Indirect Approach?

Answer: Page 4

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

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

Answer: Page 74

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

426. Define the term ‘Stylistic Accuracy’.

Answer: Page 27

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. As a writer, you gain command of accuracy by studying the elements of style and by learning to apply those elements to your drafting, revising, editing, and proofreading. Stylistic accuracy is also a matter of using words precisely

427. Describe briefly ‘structural, stylistic and contextual clarity.’

Answer: Page 27

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.

Contextual clarity

Contextual clarity, in which the importance, authorization, and implications of your work are made available, also contributes to ease of understanding. All work has context, and your readers want to understand what the context of your document is:

- What prompts you to write?
- What is your purpose?
- Whose work proceeds has influenced yours?
- What is the organizational and intellectual context of your problem?

428. Explain the phrase ‘Readers react on a moment-by-moment basis’?

Answer: Page 5

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.

429. How will you write and plan a sales letter?

Answer: Page 77

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