

**1) What is the purpose of writing Professional Objectives in Resume?**

Answer:

When you state your professional objective, you answer your reader's questions 'what exactly do you want to do?' your answer can be extremely important to the resume. In contrast, people in other fields such as advertising are accustomed to seeing highly unconventional resumes, perhaps printed on pink paper

**2) . How a message can achieve good organization?**

Answer:

We can achieve good organization by writing clear subject and purpose. All information should be related to the subject and purpose. We can achieve it by putting ideas in grouped and presented in a logical way and by including all necessary information.

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

Answer:

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

- Letter of transmittal
- Title page • Summary
- Table of contents
- List of figures and tables

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

**GOOD NEWS MESSAGE – Bad news – Persuasive messages**

**Answer:**

Establish Sequences 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

**5) What do you know about 'Phantom Readers'?**

**Answer:**

Phantom Readers

In some situations most important readers may be hidden from you.

Written communications addressed to

one person are used by others. These real but unnamed readers are called

phantom readers.

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

**Answer:**

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

**7) Which characteristics are most important part of Correctness?**

**Answer:**

The following things are at the core of concreteness.

- Grammar
- Punctuation
- Spelling

**8) Which characteristics ensure 'Completeness' to a document?**

**Answer:**

Your message is complete when it contains all the facts, readers or listeners need for the reaction you desire.

Communication senders need to assess their message from eyes of the receivers to be sure they have included all the relevant information

**9) Describe and explain any FIVE characteristics of Conciseness.**

**Answer:**

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

**10) What does the phrase 'Readers create Meaning' mean?**

**Answer:**

Instead of receiving the message, people interact with the message to create meaning. While reading, we build larger structures of knowledge from small fragments of sentences. These structures are not the words we have just read but our own creation

**11) 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.

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

**Answer:**

It means Responses to a communication are shaped by a total situation surrounding the message such as factors as their purpose of reading the readers' perceptions of the writer's aims, their personal interest and stake in the subject discussed past relations with the writer

**13) Differentiate between Direct and Indirect Approach?**

**Answer:**

**Direct Approach** (deductive)

Putting the main idea first followed by evidence.

**Indirect Approach** (inductive)

Putting the main idea later and evidences first. Use direct order if the audience's reaction is likely to be positive and indirect order if it is likely to be negative. Short messages follow one of four organizational plans, depending on the audience's probable reaction

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

**Answer:**

The two basic strategies described are:

- The indirect plan, which presents supporting data before the main idea
- The direct plan, which presents the main idea before the supporting data

**15) Define the term 'Stylistic Accuracy'.**

**Answer:**

Stylistic accuracy concerns the careful use of language requires the careful use of paragraph and sentence structure and word choice to describe and analyze your topics effectively. 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

**16) Describe briefly 'structural, stylistic and contextual clarity.**

Answer:

Structural clarity.

At the level of the whole document, you can promote structural clarity, making it easy for the reader to get the large picture. Use abstracts and other forecasting strategies such as introductions that state the purpose and scope of the document

Stylistic clarity

Stylistic clarity is promoted by simple, direct language. Simplicity in language is obtained with directly worded sentences. Using simple sentences and avoiding overloaded sentences and excessive normalization also contributes to clarity. Word choice is a factor in stylistic clarity:

Use simple language wherever possible to counteract the abstract, highly specialized terms of science and technology.

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?

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

Answer:

Readers react on a moment-to-moment basis

On job people react to each part of the memo, report or other business communication as soon as they come to it.

**18) What are Claims and Adjustments?**

**Claims**

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Legal demand or assertion by a claimant for compensation, payment, or reimbursement for a loss under a contract, or an injury due to negligence.

### Adjustments

It is the process of handling and settling claims or the amount requested by a policyholder or claimant because of a loss or damage. Adjustment letter is written to offer brief description of the cause of dissatisfaction and prepare the necessary action.

#### 19) How will you write and plan a sales letter?

Answer:

The three steps involved in planning a sales letter are similar to those involved in planning any other persuasive message

1. Determine the main idea (in sales letters, it revolves around a selling point and related benefits)
2. Define the audience
3. Choose the approach and format.

#### 20) Describe briefly Storyteller's tour.

Answer:

Storytellers on Tour

Have students practice retelling folktales in their classroom. When students feel confident, teams of three or four students at a time can then take their tales to other classes for a storytelling concert. If older students are sent to the younger grades, ask the younger grades to thank the storytellers with drawings inspired by their stories.

#### 21) What do you know about 'Adjustment Requests'?

Answer:

22)

#### Which format one should perceive while writing a report?

Answer:

Responsive format, style and organization: Before you write decide:

Whether to use a letter, memo, or manuscript format

Whether to group your ideas one way or another.

Whether to employ or an informal style.

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

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

23)

**What are Functional Words and which function they perform?**

Answer:

Functional words include:

Conjunctions

Prepositions

Articles

Pronouns

Functional words express relationships among content words.

24) **What is coherence and why is it important?**

Answer:

In a coherent sentence the words are arranged so that the ideas clearly express the intended meaning. Place the correct modifier as close as possible to word it is supposed to modify. In the examples which follow, notice that 'unclear' sentence conveys the wrong meaning.

Example: Unclear

Being an excellent lawyer, I am sure that you can surely help us.

Clear

Being an excellent lawyer, you can surely help us.

25) **What is the difference between Formal and Informal letter?**

Answer:

Formal Writing

Formal writing is often associated with scholarly writing.

Examples

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

The style unconventional, usually impersonal, and contains long and involved sentences.

Informal Writing

This style of writing is more characteristic in business writing.

An example is the communications via E-mail, memos etc.

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

Answer:

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

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Functional words include: Conjunctions Prepositions Articles Pronouns Functional words express relationships among content words

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### 30) What is the difference between Formal and Informal letter? Answer:

Formal Writing Formal writing is often associated with scholarly writing. Examples Doctoral dissertations, scholarly articles, top-level government agreements etc The style unconventional, usually impersonal, and contains long and involved sentences. Informal Writing This style of writing is more characteristic in business writing. An example is the communications via E-mail, memos etc. Question

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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.

**32) What are the characteristics of a well organized message? Answer:**

The subject and purpose are clear. All information is related to the subject and purpose. The ideas are grouped and presented in a logical way. All necessary information is included. Well organized messages are efficient they only contain relevant information, so the audience does not waste time with superfluous information Question

**33) Have you ever heard the term Persuasive message? Define it. Answer:**

The persuasive message influences the audience by informing them and aiding their understanding. Persuasive messages aim to influence audiences who are inclined to resist, so they depend heavily on strategic planning

**34) What is AIDA? Answer:**

AIDA is a plan and it is the specialized version of persuasion It has four phases:

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

**35) What is a business letter? Enlist at least three types of business letter. Answer:**

Business letters are commonly either full-block formatted, with every line starting at the left margin and usually a business letterhead at the top of the page, or modified-block formatted, with the heading and the closing aligned at the center of the page. Types of Letters: The following are some of the most common types of letters written by people in technical fields.

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- Job application letters
- Acceptance letters
- Transmittal letters
- Inquiry letters
- Technical-information letters
- Letters of recommendation

**36) Give the guidelines for 'Positive Close in a bad news message'? Answer:**

Following are the Guideline for positive Close

1. Don't refer to or repeat the bad news.
2. Don't apologize for the decision or reveal any doubt that the reasons will be accepted
3. Don't urge additional
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

**37) Write down FIVE advantages of using 'written medium' in business communication. Answer:**

Written medium is best when you don't need immediate feedback  
Advantages of using "writing medium is:

1. You can Write a detailed and complex messages.
2. You can put a permanent record.
3. You can reach an audience over large distance.
4. You can minimize the distortion when a message is passed from person to person.

**38) (Marks: 2 ) 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

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which to place the larger document and simultaneously gives the sender a permanent record of having sent the material. Resume Resumes objectives require 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.

**39) What are the benefits of Completeness in messages?**

**Answer :**

Benefits of Completeness:

- Complete messages are more likely to bring the desired results.
- They do a better job at building goodwill.
- Communication that seems inconsequential can become very important if information they contain is complete and effective.

**40) What is meant by "concreteness"? Explain it with the help of examples. Answer:**

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.
- 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

**41) 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.

**42) 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.

**43) 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

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**47. 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.

**48. Which components are included in the Front matter of a Proposal? Answer:**

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

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### **52. Which characteristics are most important part of Correctness? Answer:**

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### **Question No: 52 ( Marks: 5 ) Which characteristics ensure 'Completeness' to a document? Answer:**

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### **62. How will you write and plan a sales letter? Answer:**

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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

### **63. 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.

### **64. What are the characteristics of a good interviewer?**

Ans: Asking yourself the following questions will help you prepare for interviews:

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 are your respective roles?

What does this person expect from you?

Is it to your advantage to confirm those expectations?

will you be more likely to accomplish your objective by being friendly and open or by conveying an impression of professional detachment?

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### 65. 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.

### 66. 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.

### 67. 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.

### 68. 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.

### 69. 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.

### 70. 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,

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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.

### **71. 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
- Time or elements in a bibliographic
- To separate titles from subtitles

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