

**FINALTERM EXAMINATION**  
**Spring 2009**  
**ENG201- Business and Technical English Writing (Session - 2)**

**Time: 120 min**  
**Marks: 75**

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

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

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

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

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

- ▶ Bar graphs
  
- ▶ Line Graphs
  
- ▶ Pictographs
  
- ▶ Photographs

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

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**Which of the following presents the main idea before the supporting data?**

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

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

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**Which question is used to ask about residential status?**

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

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

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**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?

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

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**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

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

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**Claim letter is also called:**

- ▶ Transmittal letter
- ▶ Credit refusing letter
- ▶ Adjustment letter
- ▶ Complaint letter

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

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**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

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

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**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

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

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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

**Question No: 11 ( Marks: 1 ) - Please choose one**

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

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

**Question No: 12 ( Marks: 1 ) - Please choose one**

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Choose the correct sentence.

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

**Question No: 13 ( Marks: 1 ) - Please choose one**

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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

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

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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.

**Question No: 15 ( Marks: 1 ) - Please choose one**

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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.

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

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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.

**Question No: 17 ( Marks: 1 ) - Please choose one**

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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.

**Question No: 18 ( Marks: 1 ) - Please choose one**

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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.

**Question No: 19 ( Marks: 1 ) - Please choose one**

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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.

**Question No: 20 ( Marks: 1 ) - Please choose one**

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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'?"

**Question No: 21 ( Marks: 1 ) - Please choose one**

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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

**Question No: 22 ( Marks: 1 ) - Please choose one**

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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.

**Question No: 23 ( Marks: 1 ) - Please choose one**

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

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

**Question No: 24 ( Marks: 1 ) - Please choose one**

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How many elements are found in general superstructure of reports?

- ▶ Three
- ▶ Two
- ▶ Six
- ▶ Five

**Question No: 25 ( Marks: 1 ) - Please choose one**

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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

**Question No: 26 ( Marks: 1 ) - Please choose one**

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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

**Question No: 27 ( Marks: 1 ) - Please choose one**

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How many elements are found in conventional superstructure for instructions?

- ▶ Three
- ▶ Four
- ▶ Five
- ▶ Two

**Question No: 28 ( Marks: 1 ) - Please choose one**

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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.

**Question No: 29 ( Marks: 1 ) - Please choose one**

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How many categories of role playing are used in meetings?

- ▶ Three
- ▶ Two
- ▶ Four
- ▶ Five

**Question No: 30 ( Marks: 1 ) - Please choose one**

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

- ▶ Three
- ▶ Four
- ▶ Five
- ▶ Six

**Question No: 31 ( Marks: 2 )**

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**What are Proposals?**

**Question No: 32 ( Marks: 2 )**

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**What is meant by Organizational Logic?**

**Question No: 33 ( Marks: 2 )**

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**What are the characteristics of a good interviewer?**

**Question No: 34 ( Marks: 3 )**

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**Write down the structure of Short Formal Report.**

**Question No: 35 ( Marks: 3 )**

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**How can we make analysis report purposeful?**

**Question No: 36 ( Marks: 3 )**

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**Which phases are involved in decision making of a meeting?**

**Question No: 37 ( Marks: 5 )**

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**Differentiate between Informal and Analytical Assignments.**

**Question No: 38 ( Marks: 5 )**

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

**Question No: 39 ( Marks: 10 )**

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**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**

**Question No: 40 ( Marks: 10 )**

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**What is the difference between Feasibility Report and Proposal?**

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 it process?