

ENG 201

FINAL TERM PREPARATION

IMP MCQS + SHORT NOTES

BY

VU LEARNING ZONE

YOUTUBE VIDEO LINK

<https://youtu.be/23nbgSYjaVs>

WHATSAPP GROUP FOR FILES

<https://chat.whatsapp.com/JZ8MypU1DUdDLZME4psaKL>

OBJECTIVE

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

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**

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

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

Complete the question tag: they worked for Kaufman's,

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

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

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

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

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

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

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

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

"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

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

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

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

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.

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

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.

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

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.

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

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.

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

What is meant by intended reader?

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

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

The act of considering or examining something in order to judge its values shows:

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

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

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

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

Question No: 16 (Marks: 1) - Please choose one 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
- Question No: 17 (Marks: 1) - Please choose one
-

Choose the correct option.

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

- ▶ patriotic
- ▶ paternal
- ▶ **patronizing**
- ▶ panoramic

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

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

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

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

**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

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

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.

Question No: 1 (Marks: 1) - Please choose one
Which one of these words is not a synonym for "business"?

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

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

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

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 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 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?

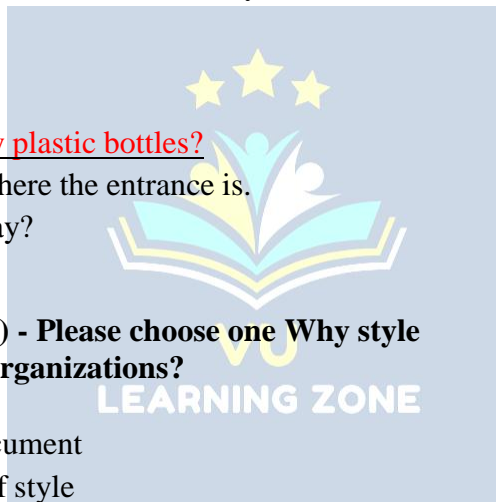
Question No: 6 (Marks: 1) - Please choose one Why style guides are widely used in organizations?

- ▶ 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 Claim letter is also called:

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

Question No: 8 (Marks: 1) - Please choose one Which of the following can be defined as follows



“It is not merely politeness with mechanical insertion of ‘please’ and ‘thankyou’, 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

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

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

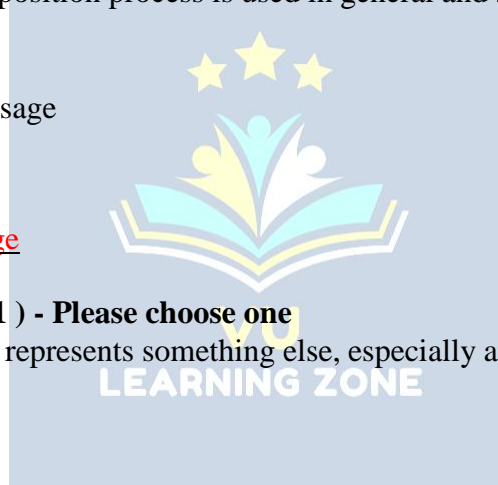
Something that stands for or represents something else, especially an object representing an abstraction is called:

- ▶ Pagination
- ▶ Symbol
- ▶ Equation
- ▶ Acronyms

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

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

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

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

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

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

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

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**

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

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

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

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

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

How many elements are found in general superstructure of reports?

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

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

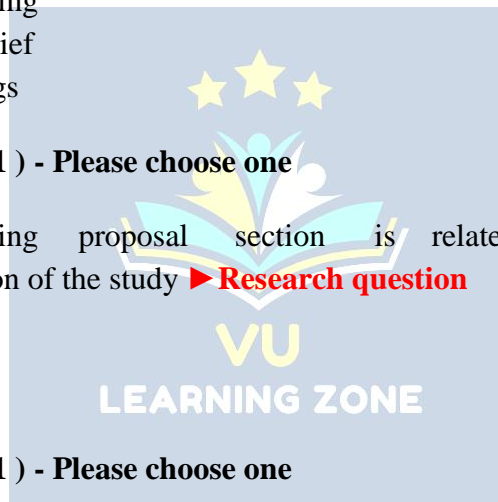
While practicing your speech you should do all of the following except:

- ▶ **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

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

How many elements are found in conventional superstructure for instructions?

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

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

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 anymore money.**

Question No: 29 (Marks: 1) - Please choose one How many categories of role playing are used in meetings?

▶ Three

▶ Two

▶ Four

▶ Five

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

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

▶ Three

▶ Four

▶ Five

▶ Six

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

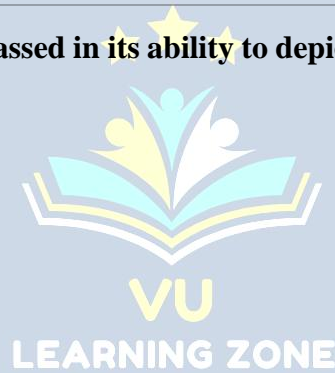
Which of the following is unsurpassed in its ability to depict the composition of a whole?

▶ Pie Charts

▶ Flow Charts

▶ Organizational Charts

▶ Schedule Charts



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

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

▶ Graphs

▶ Diagrams

▶ Charts

▶ Tables

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

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

▶ **Paragraphs**

- ▶ Passages
- ▶ Fragments
- ▶ Documents

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

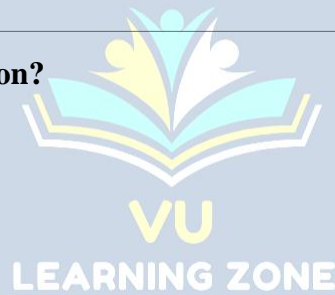
Which of the following aims at gathering specific information?

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

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

Which is the most polite expression?

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



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

Which signature is the most formal?

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

- ▶ Best regards,

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

How many punctuation styles are usually used in business communication?

- ▶ One
- ▶ Two
- ▶ Three
- ▶ Four

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

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.

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

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: 10 (Marks: 1) - Please choose one

Feeling nervous leads speakers to:

- ▶ Improperly evaluate themselves
- ▶ Forget their speech
- ▶ Eliminate their anxiety

- ▶ Exaggerate their anxiety.

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

_____ "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

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

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

- ▶ Multiple questions
- ▶ Objective questions
- ▶ Subjective questions
- ▶ Open-ended questions

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

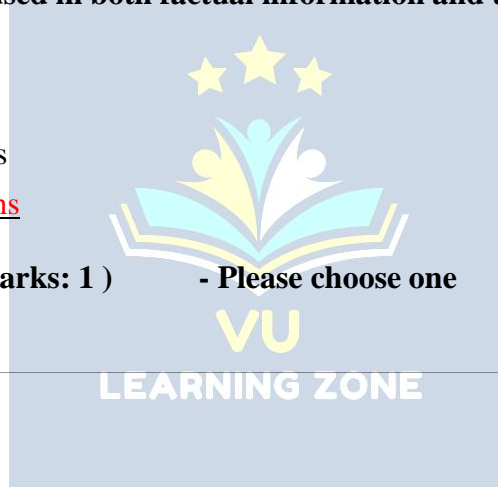
_____ AIDS stands for:

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

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

_____ Choose the correct sentence.

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



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

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

Choose the correct sentence.

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

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

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.

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

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

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

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

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.**

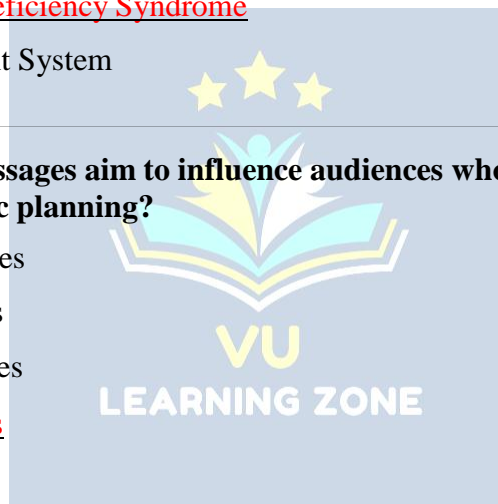
- ▶ I need a few items at the store: clothespins, a bottle opener, and napkins.
 - ▶ I need a few items at the store, clothespins, a bottle opener, and napkins.
 - ▶ Open-ended questions
 - ▶ Close-ended questions
 - ▶ Subjective questions
 - ▶ Objective questions
-

AIDS stands for:

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

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



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.
-

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

_____ 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

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

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

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

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

- ▶ Explanatory speech
 - ▶ Instructional speech
 - ▶ Demonstration speech
 - ▶ Oral briefing
-

_____ is a matter of grouping or clustering ideas clearly.

▶ Visualization

- ▶ Simplification
- ▶ Effective organization
- ▶ Word choice

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

- ▶ Consideration of audience needs
- ▶ The "you" attitude
- ▶ Manipulation
- ▶ Persuasion

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.

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.

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.
-

Which is farthest in the past?

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

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.
-

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
-

Which of the following aspect represents a series of events that tells the reader what happened?

- ▶ Description
- ▶ Analysis
- ▶ Narration
- ▶ Improved version

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

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 togethertomorrow.

Reference

Since it is you doing the talking you do not need to quote yourself. You are making a statement and not asking a question, so the question mark is not necessary, just a period. If you were to say, "Would you like to rollerblade together tomorrow?"; without the 'I am asking' then it becomes a question. The fact that you omitted the period in the last statement could be cited as an error.

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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'"?

What is meant by attitudes?

- ▶ Judgments of right and wrong

▶ Observable actions

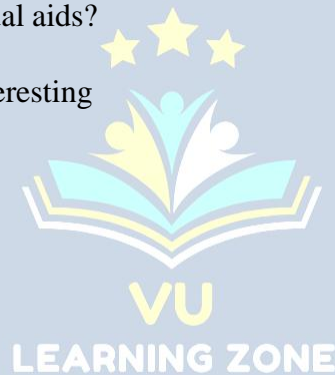
- ▶ Statements of approval or disapproval
- ▶ Statements of truth

Which of the following element refers to brief overview of report's most important point?

- ▶ Synopsis
- ▶ Executive Summary
- ▶ Contents
- ▶ Bibliography

What should be the purpose of visual aids?

- ▶ To make the document interesting
- ▶ To provide information
- ▶ To simplify the data
- ▶ All of the above



What is the last thing you need to do before you get ready to distribute your document?

- ▶ Designing
- ▶ Revising
- ▶ Proofreading
- ▶ All of the above

Which one of the following should be placed either immediately before or after the noun?

- ▶ Misplaced Modifiers
- ▶ Modifiers of Nouns
- ▶ Adverb Modifiers
- ▶ Dangling Modifiers

ENG201 SUBJECTIVE

Q: Difference between letter and memorandum?

Answer:-

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

Q: Write a note on correctness principle of communication?

Answer:-Page 41

The following things are at the core of concreteness. • Grammar • Punctuation • Spelling

Q: What are organizational charts?

Answer: Page 119

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

Q: How will you make favorable response to claim and adjustment request?

Answer: Page 72

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

Q: What are the general rules for capitalizing letters?

Answer: Page 146

1. Capitalize the first words of sentences, including sentences cited in quotations.
 2. Capitalize all nouns, pronouns, verbs, adjectives, adverbs, and subordinating conjunctions.
 3. Capitalize proper names, including any particular person, object, place, project, institution, river, vessel, genus, culture, ethnic group, or formal job title.
 4. The letter I, when used as a pronoun referring to yourself must always be written as a capital letter.
 5. 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
-

Q: What problems do we face while using stacked modifiers and nouns, and how can we overcome them?

Answer: Page 130

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

Q: How is a diagram created?

Answer:-119

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

Q: Difference b/w consideration and courtesy?

Answer:-

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

Q: Difference b/w Table of content and appendix of a report?

Answer:-Page123

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

Q: The Qualities of a good manuscript?

Answer:-Page 126

A manuscript should be visually attractive. This means that it should be orderly, that there should be obvious divisions and subdivisions. A manuscript should invite readership. The type should be clear in a manuscript, and the production should not be sloppy. A report or paper must be sufficiently detailed. There should be enough detail, though, to satisfy the projected readers' needs for information. After this, the document must be proofread, which should not be confused with editing. While editing requires being judgmental, proofreading is a quick checking for errors.

Q: what is the common ways establishing credibility while organizing a business message?

Answer:- Page 54

Don't make a false promise. People are more likely to react positively to your message when they have confidence in you. Example Instead of this We hope this recommendation will be helpful. Use this we're glad to make this recommendation. Be Polite: Try to express facts in a kind and thoughtful manner. Use extra tact when writing and when communicating with higher-ups. Promptness is a form of courtesy.

Project the Company Image: Subordinate your own style to that of the company

Q: Write any two rules to create visual aids in your communication?

Answer: Page10

1. Use color on your slides but avoid orange and yellow which do not show up very well when projected. For text only, white or yellow on blue is pleasant to look at and easy to read.

2. Typically use a minimum 18pt Times Roman on OHPs, and preferably larger. A guideline is: if you can read the OHP from a distance of 2 meters (without projection) then it's probably OK

Q: Explain dangling modifier?

Answer: Page 132

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

Q: What is Basic difference between vague and ornate language?

Answer: Page 136

These facts make the difference between vague assertions and accurate scientific reporting. In ornate language Use the simplest most direct words possible. Used for their own sake, ornate words simply distract the reader from your main point.

Vague Language: Although the amount of detail in your writing will depend on your audience use specific facts whenever possible.

Q: How can we create a pie chart?

Answer: Page 118

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

Q: What are the basic purposes of business message?

Answer: Page 47

Common purpose of Business messages: Inform Persuade Collaborate

Q: How can you conducting interview on job?

Answer: Page 152

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

- obtain or provide information,
- solve a problem
- to create goodwill
- persuade the other person to take action.

Q: 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.

Q: What is Analogy?

Answer:

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.

Q:What is coherence and why is it important?

Answer:

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; laserlight is coherent, which is to say that the light waves from a laser are all in phase.

Q; 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 informationthat would be hard to follow if presented orally.

Q:Define the term Diagram.

Answer: Page 119

A diagram is much like a drawing except that drawings accurately convey the actual appearance of things, diagrams depict subjects more abstractly.

Q:Define the term Conflict Phase.

Answer: Page 157

In the conflict phase members begin to discuss their positions on the problem

Q: How Line Graph is constructed?

Answer: Page 118

In line graphs, you generally show how variation in dependent variable is affected by variation in the independent variable. Line graphs almost always show the dependent variable on the vertical axis and the independent variable on the horizontal one. Time is usually treated as an independent variable so it goes on the horizontal axis. Mark off eachaxis at regular intervals, using labeled tick marks.

Q:What is the purpose of using Quotation Marks?

Answer: Page 141

1. To enclose the names of articles, short reports, and other brief documents cited in your document o
2. To indicate direct quotations of speech or excerpts from other documents.

Q: What are the major components of Letter of Recommendation?

Answer: Page 174

Major Components of a letter of Recommendation are: • Head • Body • Footer • Headings

Q: In how many ways Question Marks are used?

Answer: Page 140

In 3 ways Question Marks can be used.

1. Use a question mark to end an interrogative sentence. Have past efforts to develop anAIDS vaccine been based on the wrong approach?
2. Use a question mark to change a declarative or imperative sentence into a question. Their testing of the system was exhaustive? [declarative changed to interrogative] Startproduction

on Friday? [imperative changed to interrogative]

3. When a directive or a command is phrased as a question, a question mark is optional. -

Q: Which steps should be followed while writing Persuasive Messages?

Answer: Page 77

Following steps are involved in writing persuasive messages.

1. Determine the main idea.
 2. Define the audience.
 3. Choose the approach and format.
-

Q: What is Ownership of a writer's work? Explain with an example.

Answer: Page 4

Ownership of a writer's work is very important. While at school your communication only belongs to you, at work however, your communication will belong only partly to you. They will belong to your employer. What you write at work represents not only you but also your department or your employer. Example If you write a letter or report to a customer, the customer views it as an official communication from your employer. If you write a proposal, your employer will get the contact - or lose it. Employees often work on committees that write reports, proposals, and other documents collaboratively. The final version cannot be accredited to only one individual. People often write communications that are sent under someone else's name. It is common for departmental reports to be signed by Head of Department, even though are written by staff members.

Q: Which steps should be followed while addressing a large audience?

Answer: Page 163

While addressing a large audience, you'll want to establish a more formal atmosphere. Hold the presentation in an auditorium or in Hall. Show slides on films to dramatize your message. Ask people to hold their questions until after you've completed your remarks.

Q:) Name the 'Specifications' that are commonly used in computer industry.

Answer: Page 121

Specifications which are commonly used in computer industry are:

- Requirement specs • Functional specs • Design specs • Test specs

Q: How does Lack of a Well-Defined Purpose make writing difficult?

Answer: Page 124

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.

Q: How can listening skill be improved?

Answer: Page 151

You can improve your listening ability by becoming more aware of the habits that distinguish good listeners from bad. In addition, put nonverbal skills to work as you listen:

- Maintain eye contact
 - React responsively with head nods or spoken signals
 - Pay attention to the speaker's body language You might even test yourself from time to time: when someone is talking, ask yourself whether you're actually listening to the speaker or mentally rehearsing how you'll respond.
-

Q: What is the difference between Formal and Informal letter?

Answer:

1. A formal letter is a letter written to a business, a college, or any professional that is not considered friends or family. While an informal letter is a letter you would write to a friend of family member. It doesn't necessarily need a format, but there is a standard.
 2. A formal greeting would include a title such as Mr. or Mrs. an informal would be addressing them by first name or nickname, i.e. Dear Susie instead of Dear Mrs. Smith.
-

Q:Which points should be kept in mind while composing the ‘Title Page’ of aReport?

Answer: Page 123

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

Q:What are Group Interviews?

Answer

In this type of interview interviewees meet several candidates simultaneously. This is thebest type of interview to judge the inter-personal skills of a candidate.

Q:Name the types of Oral Communication.

Answer: Page 172

Types of Oral communication are as follows:

- Extempore • Impromptu • Memorization • Reading • Modes of delivery • Delivery guidelines

Q:Is it possible that a visual aid can be displayed without a title? Discuss.

Answer: Page 116

Yes, it's possible that a visual aid can be displayed without a title. Sometimes you don't need to provide a title for a visual aid. That happens, for instance, when you are including avery short table in your text in a way that makes perfectly clear what it contains. Similarly, the visual aids in brochures are often untitled, though they are much rarer in reports and proposals.

Q:Why Visual Aids should be made easy?

Answer: Page 111

Visual aids should be made easy for audiences. They should be made without any hazardsor problems. Attention of audiences is very important for the presentation, report etc. Well designed visual aids are much more economical than words. Visual aids that are poorly planned and prepared can be just as confusing and frustrating for readers as poorly written prose.

Q:What are the various purposes of Abbreviations?

Answer: Page 147

Abbreviations, shortened forms of words, are commonly employed in scientific and technical writing. However, avoid unnecessary abbreviations which can confuse a reader. Some abbreviations are always followed by a period.

Q:How ‘document accuracy’ differs from ‘technical accuracy’?

Answer: Page 27

1. The ‘document accuracy’ refers to the proper coverage of your topics in appropriate details. Whereas ‘technical accuracy’ requires stylistic accuracy but is not based solely on it.

2. Technical 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 while Document accuracy is generally cultivated by a clear problem statement and by a preliminary outline.

Q: What is Conventional Superstructure for Instructions and why is it important in Technical English?

Answer: Page 113

The conventional superstructure for instructions contains five elements • Introduction • Description of the equipment

- Theory of operations • Lists of material and equipment • Guide to trouble shooting
-

Q: Differentiate between Self-oriented roles and Task-facilitating roles performed by the members of a meeting.

Answer: Page 157

Self oriented roles:

- Controlling: dominating other by exhibiting superiority or authority.
- Withdrawing: retiring from the group either by becoming silent or by refusing to deal with a particular aspect of the group's work.
- Attention seeking: calling attention to one and demanding recognition from others.
- Diverting: focusing group discussion on topics of interest to the individual rather than those relevant to the task.

Task facilitating roles:

- 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.

Q: What are the Technical Terms? Explain in detail.

Answer: Page 136

Technical terms are an essential part of all technical and scientific writing. Each field and specialty typically uses a vocabulary that relays a variety of specialized concepts by means of technical language. These special terms convey concentrated meanings that have been built up over significant periods of study of a field. It is important that you should be aware of your audience's level of understanding. If they are not experts in your field, you will need to substitute more general terms for your specialized terms. That means that you may not be able to write with great accuracy about your topic.

Q: What are the characteristics of a good interviewer?

Answer: Page 154

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

Q: What is coherence and why is it important?

Answer: Page 28 and 37

In a coherent sentence the words are arranged so that the ideas clearly express the intended meaning. It is important because it is the quality of hanging together, of providing the reader an easily followed path. Coherence can dramatically improve the reader's ability to understand your

material by promoting its flow or readability. Coherence is especially valued in technical communication and writing because of the inherent complexity of the subjects. At the level of the whole document, coherence helps to provide the larger picture, in which the connections among the parts of the document are made clear by the writer.

Q: What are Test Specifications

Answer:

It is the way in which you test something. It includes the requirements for the test equipment, how you connect the test equipment to what is being tested, what you do during each test, and the acceptable results for each test.

Q: What is the disadvantage of close-ended questions?

Answer:

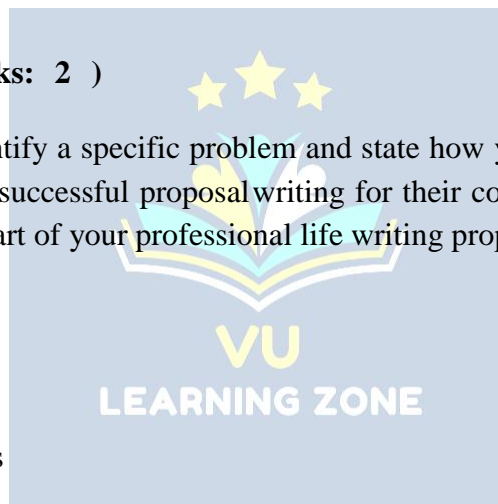
The close-ended questions require yes or no answers. Questioner does not receive full response but just a short response.

Question No: 31 (Marks: 2)

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



Question No: 32 (Marks: 2)

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 a 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.

Question No: 33 (Marks: 2)

What are the characteristics of a good interviewer?

Asking yourself the following questions will help you prepare for interviews: 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? 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 a set of interview questions and decide on their sequence.

Interview structure

Good interviews have an opening, a body, and a close. The opening establishes rapport and orients the interviewee to the remainder of the session. You might begin by introducing yourself, asking a few polite questions, and then explaining the purpose and ground rules of the interview. At this point, you may want to clear the use of notes or a tape recorder with the interviewee, especially if the subject is complex or if you plan to quote the interviewee in a written document such as a business report. The questions in the body of the interview reflect the nature of your relationship with the interviewee.

Question No: 34 (Marks: 3)

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 ?

Question No: 35 (Marks: 3)

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 something 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

Question No: 36 (Marks: 3)

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.

Question No: 37 (Marks: 5)

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.

Question No: 38 (Marks: 5)

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).

Question No: 39 (Marks: 10)

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)

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?

