

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

AIDA plan stands for:

- ▶ **Attention, Interest, Desire, Action**
- ▶ Authority, Interest, Disclose, Accuracy
- ▶ Accuracy, Internal, Diction, Attention
- ▶ Action, Interest, Desire, Authority

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

This format is considered to be the most modern. All essential parts in this form are started from the left-hand margin. Open punctuation should be used in this form. This form saves time more than any other form.

Match the above with one of the followings:

- ▶ The Block-form / Modified – Block
- ▶ **Full-Block**
- ▶ The Semi-Block
- ▶ AMS (Administrative Management Society)

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

Before writing a message, which of the following steps are necessary for effective communication?

- ▶ Define the purpose of the message.
- ▶ Analyze your audience – readers or listeners, outline – organize – your message.
- ▶ Choose the ideas to include, collect all the facts to back up these ideas.
- ▶ **All of the above**

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

In order to understand verbal and nonverbal communication which of the following things should we do?

- ▶ Accept cultural differences
- ▶ Studying your own culture
- ▶ Learn about other cultures
- ▶ **All of the above**

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

It refers to the behavioral characteristic, typical of a group, it can be defined as all the ways of life including arts, beliefs and institutions of a population that are passed down from generation to generation.

Match this statement with one of the following concepts:

- ▶ Culture
- ▶ Communication
- ▶ Social lag
- ▶ Norms

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

They maintain friendly, pleasant relations with you, regardless, whether you agree with them or not. Good communicators command your respect and goodwill. You are willing to work with them again, despite their differences.

Match the above statement with one of the followings:

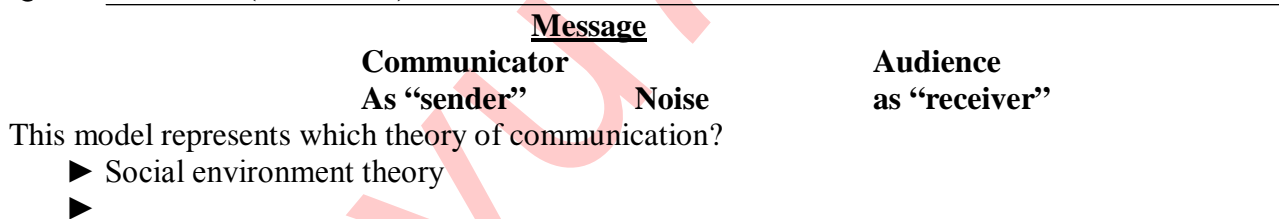
- ▶ Precision
- ▶ Credibility
- ▶ Control
- ▶ Congeniality

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

Intensity (loud/soft); pitch height (high/low) represent which one of the followings:

- ▶ Vocal characterizers
- ▶ Vocal Qualifiers
- ▶ Vocal Segregates
- ▶ Vocal barriers

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



- ▶ Social environment theory
- ▶

General theory

- ▶ Rhetorical theory
- ▶ Electronic theory

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

Which one of the subjects is not the part of communication?

- ▶ Semantics (the study of word choice)
- ▶ Linguistics (the study of language)
- ▶ Rhetoric (the study of writing and speaking effectively)
- ▶ Geology

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

Selecting some details and omitting others is a process called:

▶ **Abstracting**

- ▶ Extracting
- ▶ Attracting
- ▶ Fascinating

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

What is the main idea that you wish to communicate?

▶ **Message**

- ▶ Medium
- ▶ Context
- ▶ Feedback

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

While sending the message, you are _____

▶ decoder

▶ **encoder**

- ▶ decoder and encoder
- ▶ initiator

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

Recommendation letter provides:

▶ **Suggestion**

- ▶ Information
- ▶ Advice
- ▶ Material information

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

When the company thinks your audience will be interested in what you have to say or willing to cooperate, it usually opts for:

▶ Indirect approach

▶ **Direct approach**

- ▶ Neutral approach
- ▶ Modern approach

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

Demographic changes have something to do with:

- ▶ **Population**
- ▶ Culture
- ▶ Environment
- ▶ Situation

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

Memo is the short form of:

- ▶ **Mamorandum**
- ▶ Memory
- ▶ Memorial
- ▶ Momentom

Question No: 17 (Marks: 2)

Write a note on beginnings & endings in a letter.

Ans:

When you begin your message make whether your reader will respond favorably or unfavorably to the message. Keep main idea or good-news in the beginning. The opening must be impressive in a way that it captures the attention of the reader. So always choose appropriate openings that suit the purpose of your message.

An effective ending will motivate the reader to act as requested. If no direct request is required, leave the reader with some expression of regard, assurance, appreciation or willingness to help. Always remember that closings should be strong, clear and polite. They should leave a sense of closure and goodwill with the receiver.

Question No: 18 (Marks: 2)

Explain the term artifacts.

Ans:

These are objects used to convey nonverbal messages about self-concept, image, mood, feeling or style. Eg. lipstick, clothes, perfumes, glasses and hair pieces refelect the style or mood of the user.

Question No: 19 (Marks: 3)

Make each of the following requests complete and concrete:

1. The coat you had in your window last Thursday is exactly the style I would like to have. Please send it to me on my credit card account.
2. I am interested in the portable TV you advertised in yesterday's newspaper. Will you please tell me more about it? (The firm advertised one TV set in the city's morning paper and a different set in the evening paper).

Ans:

1)

Dear Sir,

I like the coat which is in beautifying your last window last Thursday, I like that coat and

want to make my dress. I will pay the amount through credit card.

2.

I have seen the advertisement yesterday in daily XYZ about the portable T.V
I want to know further details and technical specification, once it will meet my
requirement I will definitely will not wait to keep away that portable T.V

Question No: 20 (Marks: 5)

What is the role of time, space and silence in effective communication?

Time

In effective communication time is very important it reflects the habits of different cultures as well eg. Persons in Latin America and the Middle East treat time more casually then do Americans, prefer promptness. Germans are considered time precise. In Latin American and in Buddhist cultures you may wait an hour; just reflecting a different concept of time; arriving late is a social accepted custom. Every nation have different concept of time.

Perceptions of time

- Is the concept of time considered linear or circular?
- What impact will time have upon business decisions?
- Is time considered valuable or an intangible asset?

Space

Space is also very important every nation use to keep space with varying length how do you react in Saudi Arabia when someone's breathe intentionally brushes
How would you react hanging onto the outside of a bus in Pakistan? How do you react to the cold stare of a German as your eyes invade the privacy of his or her yard? Some cultures consider those who stand close to you as intrusive, rude, pushy, and overbearing.

Silence

Silence is also used as feed back, although it is not much effective but it is gives feed back to sender.

All these factors countable in effective communication.

Question No: 21 (Marks: 10)

What type of barriers in communication will be faced by a foreigner in a country he visited for the first time and how he will be able to overcome them?

Ans:

Generally, foreigner will face two types of barriers and a in a country who is visiting first time will face them.

. **Semantic Barriers**

- Conversation mean
- . **Physical Barriers**
 - Psychological barriers
 - Emotional barriers
 - Perceptual barriers
 - Barriers involving values attitudes etc

Semantic Barrier

These are the symbols the sender uses to communicate messages both sender and receiver must have same meaning of the message sent otherwise receiver will translate the message in different mean

Problem in Conventions of Meaning

Denotation

A denotation is usually the dictionary definition of a word. Denotative meanings name objects, people or events without indicating positive or negative qualities. Such words as car, desk, book, house, and water convey denotative meanings. The receiver has a similar understanding of the thing in which the word is used.

Connotation

A connotation is an implication of a word or a suggestion separate from the usual definition. Some words have connotative meanings, that is, qualitative judgments and personal reactions. The word man is denotative, father, prophet, brother are connotative. Some words have positive connotations in some contexts and negative meanings in others. For example, slim girl and slim chances.

Physical Barriers

Communication does not consist of words alone. Another set of barriers is caused by your own physical appearance, your audience, or the context of the document or the presentation. Your ideas, however good and however skillfully imparted, are at the mercy of various potential physical barriers.

For Speaking

Mumbling, not enunciating, speaking too quickly, noises become of hissing ventilation, blowing air conditioning, ringing telephones, slamming doors etc.

Psychological Barriers

Because of the changing world, everyone has his own concept of reality. Also, human beings, sensory perceptions – touch, sight, hearing, smell, and taste are limited, and each person's mental filter is unique. In our daily interaction with others, we make various abstractions, inferences and evaluations of the world around us.

Emotional Barriers

One possible psychological block is emotional, you may be emotionally block is you are announcing a new policy you may become popular or unpopular

Perception of Reality

The perceptual problem is that people think differently. Selecting some details and omitting others is a process called abstracting. On many occasions abstracting is necessary. However, he should be cautious about “slanted” statements. Differences in abstracting take place not only when persons describe events but also when they describe people and objects. Slanting is unfair in factual reporting. When presenting some particular facts, you include your own biased ideas into it, you make slanting statement. Try not to let personal preferences affect your factual reporting of information.

Perception of Reality

Conclusions made by reasoning from evidence are called inferences. We make assumptions and draw conclusions even though we are not able to immediately verify the evidence. Some inferences are both necessary and desirable; others are risky, even dangerous.

Necessary Inferences

It is general expectation that when we reach a foreign country, we are sure that we will be treated politely.

When we post a letter, we infer that it will reach its destination. Conclusions we make about things we have not observed directly can often be against our wishes.

Barriers Involving Values, Attitudes etc.

Both personality and attitude are complex cognitive process. Personality usually is thought of as the whole person whereas attitude may makeup the personality. The term attitude describes people and explains their behavior. More precisely an attitude can be defined as a persistent tendency to feel and behave in a particular way towards some object.

Eg. Some people does not like night shift, so there attitude is negative towards his work assign.

A receiver’s attitude toward a message can determine whether it is accepted or rejected. The effectiveness is influenced also by the values, attitudes, and opinions of the communicators. People react favorably when they receive agreeable message. Receivers’ views of the information will affect their response. This response could be what the sender desires or just the opposite.

Occasionally people react according to their attitudes toward a situation rather than to the facts.

Closed Mind

There are people having rigid views on certain topics. They maintain their rigid views regardless of the circumstances. Such a closed minded person is very difficult to communicate to.

Sender's Credibility

Other factors effecting attitudes, opinions and responses

They are following

Environmental stresses, Personal problems, Sensitivity

Each and every factor is considerable.

What is buffer?

Ans: if u want to say a bad new to an employ, for this purpose you wil use netral words, before telling bad new.

this is called buffer.

u can see burrer in handout as well.

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