

# ENG201-Buisnes & Technical Mid TERM Solved MCQS Prepared by: JUNAID MALIK

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## Question No: 1

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

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

## Question No: 2

Which of the following can be defined as “the words one chooses to state one’s message, say much more than their dictionary definitions”?

- ▶ **Semantics (Page 76)**
- ▶ Phonetics
- ▶ Synonyms
- ▶ Phonemes

## Question No: 3

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

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

Contextual accuracy

## Question No: 4

If you are writing a persuasive message, what are the common ways of establishing your credibility?

- ▶ naming your sources when you use information from others
- ▶ Demonstrating expertise

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- ▶ supporting your message with factual evidence
- ▶ **All of the above (Page 76)**

## **Question No: 5**

How can you make your messages effective?

- ▶ Make them practical and factual but not persuasive.
- ▶ Make them practical and factual but include your impression.
- ▶ **Make them practical, factual, concise, clear, and persuasive.**
- ▶ Omit key facts

## **Question No: 6**

Which section of a resume creates most disagreements among experts about its relative advantages and disadvantages?

- ▶ Skills
- ▶ Work experience
- ▶ **Career objective (Page 14)**
- ▶ Education

## **Question No: 7**

Which of the following should be done when writing recommendation letters?

- ▶ **Include only relevant and factual information. (Page 69)**
- ▶ Avoid value judgments.
- ▶ Balance criticisms with favorable points.
- ▶ All of the above

## **Question No: 8**

Which one of the following is more effective Technical Communication?

- ▶ **Oral communication (Pg 1)**
- ▶ Mata communication
- ▶ Non verbal communication
- ▶ Written communication

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## Question No: 9

Which one of the following options should be used during business correspondence?

- ▶ Choppy sentences
- ▶ Passive sentences
- ▶ **Bias-free language (Page 58)**
- ▶ Cliches

## Question No: 10

Which one of the following can create immense difference between class room communication and job communication?

- ▶ Age of audience
- ▶ Behavior of audience
- ▶ **Size of audience (Pg 3)**
- ▶ None of the above

## Question No: 11

Which of the following suggests 'Implication of a word or a suggestion separate from the usual definition'?

- ▶ Denotation
- ▶ **Connotation (Page 57)**
- ▶ Implementation
- ▶ Abstraction

## Question No: 12

Which of the following is generally organized by direct approach and receives a favorable reaction?

- ▶ Business message
- ▶ Bad news message
- ▶ **Good news message Page 53**
- ▶ Routine message

## Question No: 13

Which of the followings are real but unnamed readers?

- ▶ **Phantom Readers Page 23**

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- ▶ Future Readers
- ▶ Complex Readers
- ▶ Technical Readers

**Question No: 14**

**How many aspects does Accuracy have?**

- ▶ 6
- ▶ 5
- ▶ 4
- ▶ **3 page 27**

**Question No:15**

**What can be considered as the heart of a report?**

- ▶ **The introduction of a report Page 79**
- ▶ A variety of components
- ▶ Introduction, body, and a close
- ▶ Only the body of the report

**Question No: 16**

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

- ▶ Designing
- ▶ evising
- ▶ **Proofreading Page 60**
- ▶ All of the above

**Question No: 17**

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

- ▶ Enquiries letter
- ▶ Curriculum Vitae
- ▶ **Memo Page 63**
- ▶ Complaint letter

**Question No: 18**

**Choose the correct option.**

**To decode a message is to:**

- ▶ reject a message
- ▶ translate ideas into code

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▶ evaluate a message

▶ **interpret a message (Page 44)**

## Question No: 19

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

▶ Graphics

▶ Projections

▶ **Handouts**

▶ Film and video

## Question No: 20

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

▶ **Short words (Pg 57)**

▶ Content words

▶ Structure words

▶ Practical words

## Question No: 21

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

▶ **Letter (Pg 67)**

▶ Presentation

▶ Memorandum

▶ Manuscript

## Question No: 22

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: 23

How can you make the following statement Concise?

‘There are only four rules of our company and every employee is bound to follow these rules.’

▶ Four rules must be observed.

▶ **There are four rules that must be observed. (Pg 33)**

▶ You must follow the rules.

▶ Follow the rules.

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**Question No: 24**

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

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

**Question No: 25**

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

- ▶ Letter
- ▶ **Memo (Page 61)**
- ▶ Proposal
- ▶ Report

**Question No: 26**

**Select the statement about the communication process that is NOT true.**

- ▶ Communication takes many forms-oral, written and computer.
- ▶ Communication is vital to every part of business.
- ▶ **Your performance in business will not be judged by your communication ability.**
- ▶ Performance is judged by communication ability.

**Question No: 27**

**Biased language that might offend the audience is based on -----**

- ▶ **Cultural bias, gender bias (Page 58)**
- ▶ Cultural bias, nationality bias
- ▶ Unity bias, nationality bias
- ▶ None of them

**Question No: 28**

**Why important observations, suggestions, or objections should be written?**

- ▶ To persuade the reader
- ▶ **To create permanent records (Page 20)**
- ▶ To make communication more effective
- ▶ To establish credibility

**Question No: 29**

**Which Three types of readers usually exist?**

- ▶ Phantom Readers, Future Readers, Complicated Readers

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- ▶ Future Readers, Complex Readers, Complicated Readers
- ▶ Future Readers, Complex Readers, Technical Readers

▶ **Phantom Readers, Future Readers, Complex Readers (Page 23)**

**Question No: 30**

**To whom usually good will letters are written?**

▶ **Customer**

- ▶ Manager
- ▶ DirectorChairman

**Question No: 31**

**If your message is specific, definite and vivid; which of the following principle hasbeen applied?**

- ▶ Completeness
- ▶ Correctness
- ▶ Conciseness

▶ **Concreteness (Pg 35)**

**Question No: 32**

**Which guideline should be followed to ensure Courtesy?**

- ▶ Be sincerely tactful, thoughtful and appreciative
- ▶ Use expressions that show respect
- ▶ Omit irritating expressions

▶ **All of the above (Pg 38)**

**Question No: 33**

**Which of the following factors enables you to evaluate the effectiveness of yourmessage?**

▶ **Feedback (Page 127)**

- ▶ Encoding
- ▶ Transmission
- ▶ Decoding

**Question No: 34**

**Which of the following can make a meeting unsuccessful?**

- ▶ Deciding on purpose before the meeting
- ▶ Selecting participants for the meeting
- ▶ **Holding a meeting when a memo or other business message would have done the job (Pg 158)**

**Question No: 35**

**What is meant by the term 'Denotative'?**

▶ **It refers to the literal meaning of a word.**

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

**Question No: 36**

**Where can we apply seven C's?**

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

**Question No: 37**

**How the credibility of the communicator can be systematically analyzed?**

- ▶ Through written communication
- ▶ **Through communication probe (Page 32)**
- ▶ Through oral communication
- ▶ Through non verbal communication

**Question No: 38**

**While writing persuasive messages which four things should be kept in mind about your audience?**

- ▶ Main idea, consideration, needs and appeals, logic
- ▶ Semantics, emotion and logics, clarity, consideration
- ▶ **Needs and appeals, emotion and logic, credibility, semantics (Page 76)**
- ▶ Credibility, logics, main idea, emotion

**Question No: 39**

**Which type of letter not only conveys information, but also establishes a contractual relationship between you and the organization or person offering you the position?**

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

**Question No: 40**

**Why do Experts read technical and scientific documents?**

- ▶ To maintain and expand their own general expertise
- ▶ To obtain specific answers to their own research and writing

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- ▶ To evaluate a document's technical or scientific content.

▶ **All of the above Pg 17**

**Question No: 41**

**What is the emphasis of a Functional resume?**

- ▶ Place the name and professional objectives at the top
- ▶ **Provide functions and tasks the applicant can perform (Page 13)**
- ▶ Put the most important information first
- ▶ Make your name and professional achievements prominent

**Question No: 42**

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

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

**Question No: 43**

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

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

**Question No: 44**

**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.

**Question No: 45**

**Which phrase is correct?**

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

**Question No:46**

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

- ▶ Written message

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## **▶ Electronic message (Pg 49)**

- ▶ Oral message
- ▶ informal message

**Question No:47**

**Which of the following suggests the following statement? "First group the ideas and then put them in sequence."**

- ▶ Revising a message
- ▶ Editing a message

## **▶ Organizing a message (Page 52)**

- ▶ Planning a message

**Question No:48**

**A letter or report to a customer from an employer belongs to which kind of communication?**

## **▶ official communication (Page 4)**

- ▶ officer communication
- ▶ administrator communication
- ▶ manager communication

**Question No:49**

**Which of the following aims at gathering specific information?**

- ▶ Letter of claim
- ▶ Letter of request

## **▶ Letter of inquiry (Page 66)**

- ▶ Letter of information

**Question No: 50**

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

## **▶ Oral medium (Page 49)**

- ▶ Written medium
- ▶ Electronic medium
- ▶ All of the above

**Question No: 51**

**Which is farthest in the past?**

- ▶ couple of days
- ▶ last week

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▶ a day before yesterday

▶ **a month ago**

**Question No: 52**

**Which phrase is used during a presentation?**

▶ Thanks for giving me a hand.

▶ **Thank you very much for your time today.**

▶ Thank you for your quick response.

▶ Thank you for your corporation.

**Question No:53**

**Which of the followings are included in Functional words?**

▶ Conjunctions, prepositions, nouns, pronouns

▶ **Conjunctions, prepositions, articles, pronouns (Page 56)**

▶ Conjunctions, prepositions, articles, adjectives

▶ Conjunctions, interjections, articles, pronouns

**Question No: 54**

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

▶ **Clarity (Page 36)**

▶ Correctness

▶ Concreteness

▶ Conciseness

**Question No: 55**

**Letters are usually just one page and consist of three sections -----**

▶ Salutation, subject matter, references

▶ Front matter, summary, conclusion

▶ Body, references, end matter

▶ **Front matter, body, end matter (Page 64)**

**Question No: 56**

**Which of the following is used in a letter to emphasize a point or to include a brief personal message?**

▶ Foot notes

▶ Post script

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▶ **End notes (Page 59)**

- ▶ All of the above

**Question No: 57**

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

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

**Question No: 58**

**Which of the followings use Salutations?**

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

**Question No: 59**

**What strategies should be opted for writing to Technicians?**

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

**Question No: 60**

**Claim letter is also called:**

- ▶ Transmittal letter
- ▶ Credit refusing letter
- ▶ Adjustment letter
- ▶ **Complaint letter (Page 71)**

**Question No: 61**

**Which of the following can**

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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 (Page 38)**
- ▶ Consideration
- ▶ Credibility

**Question No: 62**

Which of the followings are an essential component of employment process?

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

**Question No: 63**

Which of the following is the basis of Courtesy?

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

**Question No: 64**

A fault in the communication procedure where the meaning of the message is lost ‘in translation’ from intention to language or from language to understanding is called.....

- ▶ **Distortion**
- ▶ Noise
- ▶ Redundancy

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- ▶ Feedback

## Question No: 65

What is the goal of a Non-conventional resume?

- ▶ Provide functions and tasks the applicant can perform
- ▶ Place the name and professional objectives at the top- Correct
- ▶ **Put the most important information first (Page 13)**
- ▶ Make your name and professional achievements prominent

## Question No: 66

Why Comparison is useful for paragraph development?

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

## Question No: 67

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

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

## Question No: 68

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. (Pg 57)**
- ▶ It refers to general meaning of words.
- ▶ It refers to cognitive meaning of words.

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## Question No: 69

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

▶ **Persuasive (Page 77)**

- ▶ Positive
- ▶ Negative
- ▶ Routine

## Question No: 70

Which plan or model is mostly used in business messages?

- ▶ The logical plan or its variation
- ▶ The emotional appeal or its variation
- ▶ The AIDA model or its variation

▶ **All of the above ( Page 76)**

## Question No: 71

When you are writing a routine message, what kind of approach will be used?

▶ **The direct approach (Page 53)**

- ▶ The indirect approach
- ▶ The long approach
- ▶ None of the above

## Question No: 72

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

- ▶ Direct request
- ▶ Professional tone

▶ **A complaining tone**

- ▶ Specific details

## Question No: 73

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

**Capital**

- Enterprise
- Project
- Venture

## Question No: 74

Which of the following gives you an opportunity to get your

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message across to a skeptical or hostile audience?

- Direct approach
- Indirect approach (Page 53)**
- Persuasive approach
- Instructive approach

**Question No: 75**

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

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

**Question No: 76**

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

- preposition
- predicate**
- adjective
- adverb

**Question No: 77**

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

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

**Question No: 78**

Which of the following should NOT be used while answering the

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phone?

- Ken speaking
- This is Ken
- What do you want?**
- Can you hold on?

**Question No: 79**

Select the statement about the communication process that is NOT true.

- Communication is vital to every part of business.
- Your performance in business will not be judged by your communication ability.**
- Performance is judged by communication ability.
- Communication takes many forms-oral, written and computer.

**Question No: 80**

What is the extremely important implicit goal of a business document?

- To provide information
- To establish a relationship (Page 18 and 19)**
- To give instructions
- To persuade the reader

**Question No: 81**

Which one is not an optional part of a letter?

- Attention line
- Subject Line
- Enclosure
- Salutation**

**Question No: 82**

Which of the following three steps are involved in planning a sales letter?

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- Main idea, needs and appeals, logics
- Define the audience, emotion and logic, main idea
- Needs and appeals, chose the format, emotion and logic
- Determine the main idea, define the audience, chose the format (Page 77)**

