

Question # 17 of 30 ( Start time: 09:26:38 PM, 20 July 2020 )

Total Marks: 1

A \_\_\_\_\_ does not carry a cover, table of contents or any special display; it is personal, informal and relaxed in style.

Select the correct option

<input type="radio"/>	Long report
<input checked="" type="radio"/>	Short report
<input type="radio"/>	Feasibility report
<input type="radio"/>	All of the above

[Click to Save Answer & Move to Next Question](#)

Question # 18 of 30 ( Start time: 09:27:54 PM, 20 July 2020 )

Total Marks: 1

How many sections do Application letters have?

Select the correct option

- 3
- 4
- 5
- 6

Click to Save Answer & Move to Next Question

I was in \_\_\_\_\_ Japanese restaurant. \_\_\_\_\_ Restaurant served good food.

Select the correct option

- the, a
- a,a
- a, the
- the, the

[Click to Save Answer & Move to Next Question](#)

Question # 22 of 30 ( Start time: 09:37:35 PM, 20 July 2020 )

Total Marks: 1

Which is good advice when writing a memorandum?

Select the correct option

Use a polite style for your colleagues. You can contract verbs, but do not be too informal.

Use a formal register and sign: Your's faithfully,

Click to Save Answer & Move to Next Question

Question # 23 of 30 ( Start time: 09:38:53 PM, 20 July 2020 )

Total Marks: 1

..... inform customers about the benefits of a product or an action.

Select the correct option

- All business people
- Rich business people
- Ethical business people
- Famous business people

Click to Save Answer & Move to Next Question

Question # 24 of 30 ( Start time: 09:40:13 PM, 20 July 2020 )

Total Marks: 1

In persuasive messages, 'Emotional Appeals' call on human -----; however, such an appeal must be subtle.

Select the correct option

- |                       |           |
|-----------------------|-----------|
| <input type="radio"/> | intellect |
| <input type="radio"/> | logic     |
| <input type="radio"/> | mind      |
| <input type="radio"/> | feelings  |

[Click to Save Answer & Move to Next Question](#)

Bad news is not delivered directly as it falls under the category of \_\_\_\_\_ messages.

Select the correct option

- positive
- neutral
- negative
- none of the above

[Click to Save Answer & Move to Next Question](#)

'HKB's store managers are certainly interested in helping Levi's increase sales, just as distributors are interested in filling the HKB order'  
Above statement is an example of \_\_\_\_\_.

Select the correct option

- indirect request
- vague request
- direct request
- request for assessment

Click to Save Answer & Move to Next Question

Question # 28 of 30 ( Start time: 09:45:01 PM, 20 July 2020 )

Total Marks: 1

Which guideline should be followed to ensure Courtesy?

Select the correct option

- |                       |   |
|-----------------------|---|
| <input type="radio"/> | Be sincerely tactful, thoughtful and appreciative |
| <input type="radio"/> | Use expressions that show respect                 |
| <input type="radio"/> | Omit irritating expressions                       |
| <input type="radio"/> | All of the above                                  |



Click to Save Answer & Move to Next Question

Question # 29 of 30 ( Start time: 09:46:09 PM, 20 July 2020 )

Total Marks: 1

Credible communicators are both \_\_\_\_\_ and

\_\_\_\_\_.

Select the correct option

- |                       |                         |
|-----------------------|-------------------------|
| <input type="radio"/> | expert; trustworthy     |
| <input type="radio"/> | attractive; intelligent |
| <input type="radio"/> | intelligent; mature     |
| <input type="radio"/> | expert; attractive      |

[Click to Save Answer & Move to Next Question](#)

Choose the best option:  
One of the aspects of editing a message is to \_\_\_\_\_.

Select the correct option

install editing software



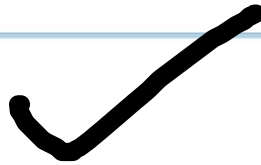
glorify the faults in the message



edit it ten times



evaluate the content



Click to Save Answer & Move to Next Question


Question # 19 of 30 ( Start time: 09:29:20 PM, 20 July 2020 )

Total Marks: 1

Choose appropriate preposition to fill in the blank:  
She looked \_\_\_\_\_ from her book when she heard the noise.

Select the correct option

<input type="radio"/>	up
<input type="radio"/>	out
<input type="radio"/>	at
<input type="radio"/>	through

[Click to Save Answer & Move to Next Question](#)

Concreteness does not make use of denotative words instead of connotative words.

Select the correct option

- True
- False

Click to Save Answer & Move to Next Question

Question # 1 of 30 ( Start time: 01:48:43 PM, 20 July 2020 )

Total Marks: 1

What does 'Good organization' mean?

Select the correct option

- The subject and purpose are clear
- All information is related to the subject and purpose
- All necessary information is included
- All of the above



Click to Save Answer & Move to Next Question

Question # 5 of 30 ( Start time: 11:06:44 AM, 21 July 2020 )

Total Marks: 1

In the body of a business letter, what goes between each paragraph?

Select the correct option

- One space if hand written
- two space if hand written
- two spaces if typed
- both A and C

[Click to Save Answer & Move to Next Question](#)

Which of the following messages should be written in direct organizational plan/approach?

Select the correct option

- Writing letters for acknowledging orders
- Responding favourably to adjustments requests
- Replying requests for information
- All of the above

Click to Save Answer & Move to Next Question

Choose the verb from the following options.

Select the correct option

- Product
- Produce
- Productive
- Production

Click to Save Answer & Move to Next Question





'He studied hard because he wanted to go to medical school as he suffered from arthritis.'  
The above sentence is an example of \_\_\_\_\_.

Select the correct option

- Simple sentence
- Compound sentence
- Complex sentence
- Complex compound sentence



Orders are considered one of the simplest types of \_\_\_\_\_.

Select the correct option

- indirect request
- controversial request
- direct request
- firm request



Figurative language can also be termed as \_\_\_\_\_.

Select the correct option

- denotative language
- metaphorical language
- direct language
- indirect language



Choose the correct option.  
'To inform' is the \_\_\_\_\_ purpose of a business message.

Select the correct option

- general
- specific
- implicit
- indirect



Which of the following plan should be used for a bad news message?

Select the correct option

- Direct plan
- Indirect plan
- Neutral plan
- Positive plan



In \_\_\_\_\_ format the address, date, salutation, paragraphs, and closing are all lined up at the left margin.

Select the correct option

- standard writing
- block or full Block
- left margin
- modified block

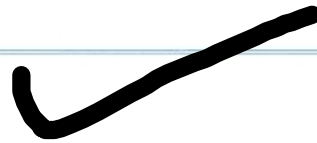




Which of the following words is free from 'Gender-Bias'?

Select the correct option

- |                       |                  |
|-----------------------|------------------|
| <input type="radio"/> | Police officer   |
| <input type="radio"/> | Policeman        |
| <input type="radio"/> | Police lady      |
| <input type="radio"/> | All of the above |





Encouraging the future sale is an important goal when \_\_\_\_\_.

Select the correct option

- a potential sale is involved
- no potential sale is involved
- the customer makes an adjustment request
- the customer sends a negative feedback





When writing \_\_\_\_\_, you don't need to excite your reader's interest; just state your needs clearly and directly.

Select the correct option

- an inquiry letter
- a job application letter
- an order letter
- an acceptance letter





Which of the endings best goes with the opening 'Dear Personnel Director, in Letter Writing?

Select the correct option

- |                       |               |
|-----------------------|---------------|
| <input type="radio"/> | Best wishes,  |
| <input type="radio"/> | Best regards, |
- 



Which of the following is considered an effective approach for routine, good-news and goodwill messages?

Select the correct option

- Direct approach
- Indirect approach
- Instructive approach
- Persuasive approach



Which of the following parameters defines demographics of consumers?

Select the correct option

- Personality
- Attitude
- Lifestyle
- Income



A \_\_\_\_\_ does not carry a cover, table of contents or any special display; it is personal, informal and relaxed in style.

Select the correct option

- Long report
- Short report
- Feasibility report
- All of the above



Choose correct article to fill in the blank.  
Where's \_\_\_\_\_ USB drive I lent you last week?

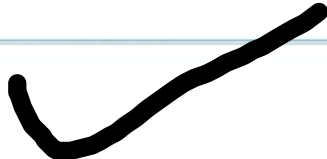
Select the correct option

- a
- an
- the
- no article



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

Select the correct option

- |                       |                 |
|-----------------------|-----------------|
| <input type="radio"/> | Abrupt close    |
| <input type="radio"/> | Polite close    |
| <input type="radio"/> | Courteous close |
| <input type="radio"/> | Gradual close   |
- 



The return address in a letter represents \_\_\_\_\_.

Select the correct option

- the person mailing the letter
- the person writing the letter
- the company it is mailed from
- the person receiving the letter



Choose the correct transitional marker.  
To succeed in this task, you will need a journal \_\_\_\_\_ to the calendar on your computer.

Select the correct option

- as well as
- and
- caused by
- in addition



Which 'transitional word' is used to show 'comparison and contrast'?

Select the correct option

- in other words
- at the same time
- especially
- conversely

Try to ensure the use of \_\_\_\_\_ while compiling a business message.

Select the correct option

- simple sentences
- compound sentences
- complex sentences
- complex compound sentences

All of the following are strategies to use if your message will displease your audience except

Select the correct option

- in the body give reasons that justify a negative answer.
- open with the main point
- open with a neutral statement
- close cordially

Click to Save Answer & Move to Next Question

Which of the following are extremely important in decisions to hire, admit an individual and to award a scholarship or grant?

Select the correct option

- Job application letters
- Acceptance letters
- Transmittal letters
- Recommendation letters

Click to Save Answer & Move to Next Question

If a memo is typed by a person other than the memo writer, \_\_\_\_\_ should be used.

Select the correct option

- a company logo
- a personal stamp
- reference initials
- signature line

Click to Save Answer & Move to Next Question

In ..... attachments may consist of several pages

Select the correct option

- long reports
- short reports
- progress reports
- analytical reports

Click to Save Answer & Move to Next Question

Which of the following is not an example of the pair of words?

Select the correct option

Accept, except

Farther, further

Between, among

Receive, deceive

[Click to Save Answer & Move to Next Question](#)

The mechanical insertion of 'please' and 'thank you' does not ensure \_\_\_\_\_.

Select the correct option

- |                       |             |
|-----------------------|-------------|
| <input type="radio"/> | credibility |
| <input type="radio"/> | clarity     |
| <input type="radio"/> | conciseness |
| <input type="radio"/> | courtesy    |

Click to Save Answer & Move to Next Question

Fill in the blank with appropriate option to ensure concreteness.

He \_\_\_\_\_ with his boss tomorrow.

Select the correct option

will have discussion

shall discuss

will discuss

shall have discussion

[Click to Save Answer & Move to Next Question](#)

The planning stage should take about .....

Select the correct option

- 10% of the time you have to produce the message
- 30% of the time you have to produce the message
- 50% of the time you have to produce the message
- 70% of the time you have to produce the message

[Click to Save Answer & Move to Next Question](#)

Effective professional correspondence uses an appropriate style, clear and concise language, and \_\_\_\_\_.

Select the correct option

- the passive voice
- the active voice
- technical jargons
- both passive and active voice

[Click to Save Answer & Move to Next Question](#)

The \_\_\_\_\_ of the speech was visible on the faces of the sleeping audience.

Select the correct option

- effect
- affect

[Click to Save Answer & Move to Next Question](#)

Mr.Ali, our English teacher, believes that students who major in economics or physics \_\_\_\_\_ their imaginations.

Select the correct option

ruins

ruin

[Click to Save Answer & Move to Next Question](#)

A \_\_\_\_\_ letter begins with questions to catch the reader's attention and leads up to the main point by arousing the reader's interest.

Select the correct option

- good news
- good will
- inquiry
- persuasive

[Click to Save Answer & Move to Next Question](#)

Which of the following words should be avoided when writing an adjustment grant?

Select the correct option

- |                       |                  |
|-----------------------|------------------|
| <input type="radio"/> | Sorry            |
| <input type="radio"/> | Problem          |
| <input type="radio"/> | Mistake          |
| <input type="radio"/> | All of the above |

Click to Save Answer & Move to Next Question

A ..... is the information, the name of an individual, or the name of an organization that can provide details about an individual's past track record with credit.

Select the correct option

- credit reference
- debit reference
- market reference
- financial reference

Click to Save Answer & Move to Next Question