



MAHMOOD RANA
MSc Mass Communication
Spring 2016

1. Which one of the following statement defines situational context of interpersonal communication?
 - It concerns your reactions to other other person
 - It deals with the psycho-social “where” you are communicating
 - It is who you are and what you bring to interaction.
 - It deals with the physical “where” you are communicating.

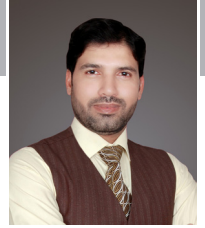
2. Which one of the following is an interpersonal need to establish identity with others?
 - Inclusion
 - Control
 - Affection
 - Power

3. What is the reason that communication is not a cure-all for the problems we experience?
 - Because communication has the potential for creating or intensifying problems
 - Because communication has the potential for eliminating problems
 - Because communication has the potential for abolishing problems.
 - Because communication has the potential for purging problems.

4. When it comes to listening, many of us are guilty of some bad habits. For example:
 - Instead of listening we think about what we are going to say next while the other person is still talking.
 - We are not easily distracted by the speaker’s mannerism or by what is going on around us
 - We try not to interrupt people before they have finished talking.
 - We do not drift into daydreams

5. Determining the audience’s attitude toward you as the speaker is an aspect of?
 - Analyzing the audience
 - Analyzing the speaker
 - Analyzing the occasion
 - Analyzing the audience and the speaker

6. What does gripping the lectern, having clenched fists and constant clearing of the throat convey?
 - Open or confident
 - Dictatorial or arrogant
 - Insecure or nervous
 - Happy or pleased



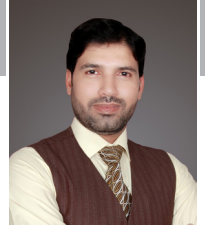
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7. All of the following steps are essential to an effective response of questions, EXCEPT:
- Listen
 - Discern
 - Anticipation
 - Answer
8. A primary factor to consider when deciding on the setting for a presentation is how to create:
- A noisy environment
 - The greatest degree of comfort for the audience
 - Multicoloured lighting arrangement
 - A hot atmosphere
9. When visuals are designed for a presentation, they should not be used to:
- Eliminate vagueness
 - Take the place of words
 - Simplify complex info
 - Emphasize important points
10. Diagrams are excellent for conveying all of the following. Except:
- Info about size
 - Info about shape
 - Info about structure
 - Info about audience
11. In a persuasive message, how opposing ideas should be treated?
- Cited, then refuted
 - Ignored
 - Mentioned only when necessary
 - Not mentioned
12. Which of the following is not considered as a purpose of a resume?
- To secure an interview
 - To look for a job
 - To take a leave
 - To kindle employer interest
13. An effective opening to an interview is likely to contain all of the following, except for a(n):
- Greeting and building rapport
 - Summary
 - Orientation
 - Motivation



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14. Which of the following is not a part of the writing plan of a reservation letter?
- A fast-start opening which identifies the type of room desired and the days needed
 - A section which mentions arrival and departure times
 - A section describing the quality of the room you booked in the other hotel
 - A courteous, action-oriented closing, which mentions your desire for a confirmation
15. In which of the following types of letter, the technique of using a conditional (if or when) statement to imply that the audience could have received, or might someday receive, a favourable answer, is used?
- Persuasive news letter
 - Disappointing news letter
 - Good news letter
 - Direct-request letter
16. Which of the following do's must be followed in preparing disappointing news messages?
- Apologize for the action you are taking
 - Use an accuratory use
 - Consider using an implicit refusal than an explicit refusal
 - Using company policy as the reason for dustifying the refusal.
17. An effective writing emphasizes on which the type of info to show courtesy to readers?
- Negative information
 - What can be done?
 - What can not be done?
 - Discourteous writing
18. Which of the following is used to introduce the reader to a longer, accompanying message?
- Transmittal memo
 - Interoffice memo
 - Announcements memo
 - Page memo
19. Which of the following is a message written to use within the organization?
- Memorandum
 - Letter
 - Application
 - Report



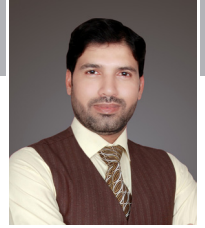
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20. Which of the following should be avoided in writing persuasive message?
- A balance of emotional and logical appeals
 - Use of an up-front hard sell
 - Compromise
 - Thinking that persuasive is a process
21. Which of the following is always written in capital letters in a business letter?
- Signature
 - Subject line
 - Addressee notation
 - Salutation
22. Which of the following is the primary tool of your job search?
- Resume
 - Resignation letter
 - National identification card
 - Birth certificate
23. What type of info should be given in the letters responding to the inquiry about a person?
- General info
 - Specific info
 - Negative info
 - Biased info
24. An audience centered approach can be achieved in a letter by paying attention to:
- Using 'YOU' attitude
 - Choosing positive words
 - Using respectful language
 - All of the given options
25. All of the following tips should be kept in mind while filling up a job application form except.
- Read the instructions on the form carefully before beginning to improve it
 - Upon completion, review the entries for completeness and accuracy.
 - Answer the open ended questions with an exaggerated question.
 - Complete every blank on the form – even if you have to insert entries like "None", "Not applicable"



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26. Which of the following sentences has courteous writing?
- You did not read my letter
 - Please refer to my June 10 letter
 - Why didn't you read my letter?
 - Read my new letter
27. Which of the following is the best example of 'emphasis'?
- Students should be motivated and have interest in presentation, and have requires and others.
 - Students should have requisites and be motivated for presentations.
 - Students should be motivated for presentation
 - Students should be motivated when they have requisites for presentation
28. "Today morning an accident took place at Wahdat road" The answer to which W is missing in the statement.
- Where
 - Why
 - When
 - What
29. Ex-president General Pervaiz Musharif's decision of removing Chief Justice of Pakistan Iftakhar Mohammad Chaudhary from his office on March 9, 2007 can be considered which of the following styles of leadership?
- Authoritarian
 - Laissez-Faire
 - Democratic
 - Popular
30. All of these are tools of persuasive messages except.
- Focus on your goal
 - Use difficult language
 - Anticipate opposition
 - Provide sufficient support
31. Context is the way the message is delivered and is known as:
- Paralanguage
 - Lateral language
 - Contextual language
 - Hyper language



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32. Which of the following is an inaccurate statement pertaining to managing questions from the audience?
- You should answer a question immediately, even if you plan to discuss the information.
 - You should try to frame answers in ways that promote your goal.
 - You should anticipate likely questions
 - You should address the answer to the entire audience
33. Which of the following any not be considered as a Inagugae barrier in a communication?
- Differences in interpretation of statements
 - Inadequate vocabulary
 - Proper level of language
 - Good health
34. Which is less likely to generate defensiveness?
- Being expressive
 - Being focused on solving problems and not controlling others
 - Demonstrating an attitude of equality
 - Being honest
35. Suppose you are thinking about planning your weekend trip with your family and suddenly an idea strikes in your mind to invite all relatives at home instaed of going out at weekend. You immediately approach your family members and convey the idea to them You can actually involved in which of the following steps of the communication process?
- Encoding the message
 - Decoding the message
 - Giving feedback
 - Creating noise
36. Suppose a husband and wife are having a serious discussion on domestic matter and by that time their kid wakes up and starts crying, the wife rusehs towards the little child leaving the discussion in between. In this scenario you would relate the crying child with which of the following elemnt of communication?
- Noise
 - Channel
 - Message
 - Feedback



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Three tactics can be employed for dealing with disruptive incidents i.e detour, delay or dismiss. Explain them in detail.

There are three tactics can be used for dealing disruptive incidents:

Detour:

It is way to around to reach the goal of presentation. Suppose you had a meeting with your client, and he cancel the meeting. He checked when the client and people required in the presentation are free and arranged the meeting at the clients convenient time and location

Delay:

Presentations must be started on time. Some times a disruptive incidents stop further movement in presentation. For instance, if we have a presentation and there is a technical fault come, the speaker try to be engage audiences in questions to get the time, meanwhile the technical fault (may be sound video or electricity issues) be resolved. Instead of focusing on fault, he engaged audiences and keep their interest in the presentation.

Dismiss:

It is rarely happened. What to do if it happened. For instance: earthquake, fire, blackout, or any other type of emergency the speaker should dismiss the audience and show leadership skills.

What do you know about using vivid, image-building words in order to achieve concreteness in writing?

- Communication effectively means we should be specific, precise, places and other supportive statements.
- Using vivid and image buildings words meand the info must be clear and descriptive. For instance: if you want to say the the report presented to you is weak. You should say "In report there are grammatical erros, the info is not accurate and the references are missing.

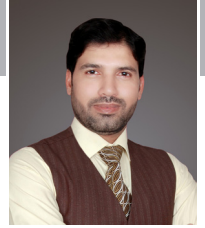
What are the non-essential parts of a business letter?

A business letter is a formal letter used to convey messages. AN ideas relating to a business. Read below the non essential parts of a business letter

- 1) Attention Line
- 2) Subject Line
- 3) Enclosure
- 4) Carbon copy
- 5) References
- 6) Post script

Beside being ,imited in scope, a thesis also should be concrete in its wording. Give an example of a well designed and concrete thesis.

Skipped. Please preapre from hand outs.



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What factors are important to achieve balance between a logical appeal and emotional appeal?

When you are trying to convince someone to accept idea or fake decision to buy a product or make donation for a cause, you are depending on emotions and logic, they must be clear and precise.

Emotional appeals are basen on human feeling and requires audience sympathies. Suppose, you use two ords success, savings, free of cost, social, and morl responsibilities, these words must be supported by verbal and non verbal communication. It will put audience ina certain position to accept your message.

Logical appeals are based on human reason. When they try to persuade your audiamce and support your claim with evidence or reason. Three types pf reason we depend on are Analogy (reason is based on specific reason) Induction (reason is based on specific evidemce based on specif evidence leading to general conclusion). Deduction (reason is based on general reason leading to specific conclusion).

What are the five stages involved in preparing for effective business writing?

Effective business writing is very important to convey your message and persuade others. It is as much time consuming as acyual writing.

The 5 stages for effective business writing are bwlow:

- 1) Planning step: What is its idea, its content, its purpose, who are the readers.
- 2) Organizing stage: Outline the topics of your letter and storing the info order.
- 3) Drafting Stage: Starting with appropriate paragraph, writing the body info, ending with the suitable paragraph.
- 4) Editing stage: To edit the message, remove unnecessary info and make message more precise and clear.
- 5) Proofreading: Read the letter and correct errors

Do you think the ineffective communication of the employees can dmage the positive image of the organization. Give an argumentative answer.

Effective communication benefits the organization in many ways, Unfortunately, ineffective communication can damage the positive image of the organization.

The negative image of an organization in people some times because of ineffective communication- Some times employess knowingly use ineffective communication and sometimes they do not realize that what they say or write produces damaging results.



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Cost increase

If employee prepares a letter and that is not with proper language and context it will be written again and again and consume more time thus company profitability is reduced.

Employees low morale

Some times the seniors are the reason in the lack of confidence and low moral because the fail to communicate effectively- It shows the seniors does not care for juniors and it deteriorates their moral.

Employees productivity

Organizations fail to communicate their expectations to their employees and does not pay attention what they want and how to get them trained or required to follow some specific procedure to improve productivity.