

MIDTERM EXAMINATION SPRING 2006 ENG201 - BUSINESS AND TECHNICAL ENGLISH WRITING (Session - 4)	Marks: 40 Time: 60min
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StudentID/LoginID: _____

Student Name: _____

Center Name/Code: _____

Exam Date: Tuesday, June 06, 2006

Please read the following instructions carefully before attempting any of the questions:

1. Attempt all questions. Marks are written adjacent to each question.

2. Do not ask any questions about the contents of this examination from anyone.

a. If you think that there is something wrong with any of the questions, attempt

it to the best of your understanding.

b. If you believe that some essential piece of information is missing, make an

appropriate assumption and use it to solve the problem.

c. Write all steps, missing steps may lead to deduction of marks.

****WARNING: Please note that Virtual University takes serious note of unfair means. Anyone found involved in cheating will get an `F` grade in this course.**

For Teacher's use only										
Question Marks	1	2	3	4	5	6	7			Total

Question No: 1 (Marks: 10)

Actions speak louder than words". Illustrate with reference to non-verbal communication.

Question No: 2 (Marks: 10)

State whether True or False. When a statement is false, write what is correct.

- i. Short sentences should average 15 to 20 words.**
- ii. A sentence fragment can be as short as one word.**
- iii. When using sentence structure for giving ideas emphasis, place the most important ideas in the dependent clauses.**
- iv. The amount of emphasis given to an idea cannot be influenced by word choice.**
- v. For business messages the indirect plan of paragraph organization is preferred.**

Question No: 3 (Marks: 5)

Avoid needless jargon:

- i. For the obtaining of the X-33 word processor, our firm will have to accomplish the disbursement of funds to the amount of \$ 6000. 2**
- ii. Give the paragraph unity:**

The new manufacturing plant will open on November 29. The opening will be marked by a special ceremony. Over 2,000 people will be employed in the new plant. Business and community leaders will be invited to attend the opening ceremony.

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

Select the correct form for writing dates in business writing.

- ▶ **A. Mrs. Johnson completed her sales training on the 7 of April.**
- ▶ **B. Checks are mailed out on the 15th of September.**
- ▶ **C. The tryouts are scheduled for the twelfth.**
- ▶ **D. None of the above.**

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

Select the correct form for writing dates in business correspondence

- ▶ **A. 03/22/02**
- ▶ **B. 22 March, 2002**
- ▶ **C. June 3rd, 2004**
- ▶ **D. August 22, 2003**

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

When an email message is sent from the production supervisor to the customer who purchased the end product, this would be considered:

- ▶ **A. external–operational communication**
- ▶ **B. internal-operational communication**
- ▶ **C. personal communication**
- ▶ **D. none of the above**

Question No: 7 (Marks: 12)

Write an inquiry letter about an item or service you have seen advertised. Choose something about which you want to learn more. Ask no fewer than six questions and provide whatever explanations you think are necessary to help your reader answer your questions fully.[Write as a prospective buyer, not as a student]