

MCM301 Communicational Skills

Final Term Examination – Spring 2005

Time Allowed: 150 Minutes

INSTRUCTIONS:

All questions are compulsory.

This exam consists of **5** Multiple Choice Questions (MCQ's), **6** short questions and **2** Descriptive questions.

You should try to complete MCQ's in 10 - 20 minutes in order to give yourself 100 -110 minutes for descriptive questions.

For each MCQ, read the choices available and select the choice which you consider is the correct answer.

You may wish to pace yourself with your own watch, but the Supervisor will be the official timekeeper of the test.

Remember not to spend too much time on any one MCQ. Since all MCQs carry equal marks, it is important to manage your time and response to test questions effectively.

Failure to comply with the Supervisor's directions will result in your test being cancelled. Please comply with supervisor's directions to avoid any unpleasant event.

Total Marks: 55

Total Questions: 13

Question No. 1

Marks : 10

What do you understand by Planning Stage in Effective Business Writing?

Question No. 2

Marks : 02

Since the goal in preparing direct-inquiry letters is to make responding as easy as possible for the recipient, one need not be particularly concerned about motivating the recipient to respond.

- True
- False

Question No. 3

Marks : 02

We exchange ideas, and not symbols that stand for ideas.

- True
- False

Question No. 4

Marks : 05

Briefly define Self Concept?

Question No. 5

Marks : 05

What is nonverbal communication? Explain any two elements of nonverbal communication in detail.

Question No. 6

Marks : 05

What do you understand by claim letter?

Question No. 7

Marks : 05

Differentiate between critical listening and emphatic listening.

Question No. 8

Marks : 02

Formal English is the language of business correspondence

- True
- False

Question No. 9

Marks : 02

The channel in the communication process is the medium that the sender uses to transmit the message to the receiver.

- True
- False

Question No. 10

Marks : 02

Almost every customer who makes a claim is emotionally involved; therefore, the direct method is usually the best approach for a refusal.

- True

False

Question No. 11

Marks : 05

How to effectively overcome communication barrier?

Question No. 12

Marks : 05

What do you understand by flipcharts?

Question No. 13

Marks : 05

Identify five suggestions of a "do-nature" when preparing disappointing-news messages.

VUSR