

ENG201 FINAL TERM SOLVED PAPER BY FARHAN

(VISIT VURANK FOR MORE)

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

Which of the following you consider while making the framework of your table?

- ▶ How to order the rows and columns
- ▶ How to align entries in the columns
- ▶ Where to place special notes
- ▶ **All of them**

Question No: 2 (Marks: 1) - Please choose one

In which of the following bars are replaced by drawings that represent the thing described?

- ▶ Bar graphs
- ▶ Line Graphs
- ▶ **Pictographs**
- ▶ Photographs

Question No: 3 (Marks: 1) - Please choose one

Complete the question tag: they worked for Kaufman's,

- ▶ **Did they?**
- ▶ Haven't they?
- ▶ Didn't they?
- ▶ Had they ?

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

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

- ▶ **Cultural bias, gender bias**
- ▶ Cultural bias, nationality bias
- ▶ Unity bias, nationality bias
- ▶ None of them

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

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.**
- ▶ It refers to general meaning of words.
- ▶ It refers to cognitive meaning of words.

Solicited and unsolicited

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

How can we increase the audience's ability to absorb and remember information from a purely practical standpoint?

- ▶ Audience attention
- ▶ Presentation
- ▶ Speech
- ▶ **The visual aids**

Question No: 7 (Marks: 1) - Please choose one

"I am currently studying veterinary medicine, and I am working part-time at an animal clinic." This statement in the introduction of the speech could best be described as:

- ▶ Gaining attention
- ▶ Revealing the topic
- ▶ **Establishing credibility**
- ▶ Bragging

Question No: 8 (Marks: 1) - Please choose one

What is meant by task-facilitating roles?

- ▶ **Suggesting decision-making procedures that will move the group towards the goal**
- ▶ Drawing out other members by showing verbal support
- ▶ Offering to yield on a point in the interest of reaching mutually acceptable decision

- ▶ Drawing out other members by showing verbal and non verbal support, praise or agreement

Question No: 9 (Marks: 1) - Please choose one

Choose the correct sentence.

- ▶ You may not enter Mr. Harris office without his permission.
- ▶ You may not enter Mr. Harris office without his permission.
- ▶ You may not enter Mr. Harris' office without his permission.
- ▶ **You may not enter Mr. Harris's office without his permission.**

Question No: 10 (Marks: 1) - Please choose one

Choose the sentence with the correct punctuation.

- ▶ We ask, therefore; that you keep this matter confidential.
- ▶ We ask, therefore, that you keep this matter confidential.
- ▶ **We ask; therefore, that you keep this matter confidential.**
- ▶ We ask: therefore, that you keep this matter confidential.

Question No: 11 (Marks: 1) - Please choose one

Choose the sentence with the correct punctuation.

▶ The order was requested six weeks ago, therefore I expected the shipment to arrive by now.

▶ The order was requested six weeks ago, therefore, I expected the shipment to arrive by now.

▶ The order was requested six weeks ago: therefore, I expected the shipment to arrive by now.

▶ **The order was requested six weeks ago; therefore, I expected the shipment to arrive by now.**

Question No: 12 (Marks: 1) - Please choose one

Choose the sentence with the correct punctuation.

▶ The American flag has three colors: namely, red, white, and blue.

▶ The American flag has three colors, namely; red, white, and blue.

▶ **The American flag has three colors; namely, red, white, and blue.**

▶ The American flag has three colors namely, red, white, and blue.

Question No: 13 (Marks: 1) - Please choose one

What is meant by intended reader?

▶ Simple reader

▶ Complex reader

▶ **A member of a target audience**

▶ Unplanned reader

Question No: 14 (Marks: 1) - Please choose one

The act of considering or examining something in order to judge its value shows:

- ▶ Credibility
- ▶ **Evaluation**
- ▶ Conciseness
- ▶ All of them

Question No: 15 (Marks: 1) - Please choose one

Which method is a bottom-up or generative approach to research?

- ▶ Pattern method
- ▶ **Hypothesis method**
- ▶ Inductive method
- ▶ Deductive method

Question No: 16 (Marks: 1) - Please choose one

What are the best persuasive messages closely connected to?

- ▶ **The indirect approach**
- ▶ The positive aspects of your message
- ▶ The direct approach
- ▶ The desires and interests of the audience

Question No: 17 (Marks: 1) - Please choose one

Choose the correct option.

A good business letter is simple and straightforward without being harsh or -----.

- ▶ patriotic
- ▶ paternal
- ▶ **patronizing**
- ▶ panoramic

Question No: 18 (Marks: 1) - Please choose one

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

- ▶ **Graphics**
- ▶ Projections
- ▶ Handouts
- ▶ Film and video

Question No: 19 (Marks: 1) - Please choose one

Choose the correct option.

Feasibility reports are used:

- ▶ To analyze problems and predict practical alternatives
- ▶ To control problems, sell products and services
- ▶ **To monitor and control production, sales, shipping, etc.**

- ▶ To solve problems and supply facts

Question No: 20 (Marks: 1) - Please choose one

What is the typical sequence of interviews?

- ▶ Screening stage and final stage.
- ▶ Screening stage, selection stage, and final stage.
- ▶ Selection stage and final stage.
- ▶ **There is no typical sequence of interviews.**

Question No: 21 (Marks: 2)

Why Proposals are written?

Ans: Proposals:

In a proposal, identify a specific problem and state how you will solve that problem. Most organizations rely on successful proposal writing for their continued existence. You will most likely spend a major part of your professional life writing proposals.

Question No: 22 (Marks: 2)

What are the characteristics of a good interviewer?

Ans:

Asking yourself the following questions will help you prepare for interviews:

What are your respective roles?

What does this person expect from you?

Is it to your advantage to confirm those expectations? will you be more likely to accomplish your objective by being friendly and open or by conveying an impression of professional detachment?

If you're the interviewer, responsibility for planning the session falls on you. On the simplest level, your job is to schedule the interview and see that it's held in a comfortable and convenient location.

Good interviewers are good at collecting information, listening, and probing, so should develop set of interview questions and decide on their sequence

Question No: 23 (Marks: 2)

What is the problem with a double negative in a sentence?

Answer:

Use only one negative word to express a negative idea. In English, using two negative words to express one negative idea creates a positive rather than a negative interpretation.

Question No: 24 (Marks: 3)

How do Visual Aids support your arguments?

Answer:

Use your visual aids to maintain and revive audience interest. Visual aids, especially those involving color and movement, are much better at

getting back the audience's attention than any words you may have for them. Keep going, and things usually get better. Things usually get better, and your audience will silently be wishing you success.

Question No: 25 (Marks: 3)

What is Analogy?

Definition

An analogy is a comparison of certain similarities between things which are otherwise unlike.

Discussion

In education, teachers commonly use analogies to introduce something new to students. They compare the new material to something the students already know and understand.

Example

Here is an example of an analogy:

- A Street light is like a star. Both provide light at night, both are in predictable locations, both are overhead, and both serve no function in the daytime.

Question No: 26 (Marks: 3)

What are the general rules for capitalizing letters?

Answer:

Rules for Capitalizing Multiple-Word Titles and Proper Names

Unless you are following a documentation style that specifies otherwise, observe the following rules for capitalizing multiple word titles and proper nouns. Capitalize all nouns, pronouns, verbs, adjectives, adverbs, and subordinating conjunctions. Capitalize any word, regardless of the part of speech, if it is the first or last word of the title or subtitle or a proper name or if it follows a punctuation mark indicating a break in the title.

Question No: 27 (Marks: 5)

What is coherence and why is it important?

Ans:

Coherence underlies a variety of physical phenomena, such as interference and diffraction. Coherence is also responsible for many of the remarkable properties of laser radiation; laser light is coherent, which is to say that the light waves from a laser are all in phase.

Question No: 29 (Marks: 5)

Differentiate between Graphic visual aids and Text visuals.

Ans:

Two types of visual aids are used to supplement speeches and presentations Text visuals consist of words and help the audience

follow the flow of ideas. Because text visuals are simplified outlines of your presentation, you can use them to summarize and preview the message and to signal major shifts in thought.

On the other hand, graphic visual aids illustrate the main points they help the audience grasp numerical data and other information that would be hard to follow if presented orally.

Question No: 30 (Marks: 5)

Write down the five purposes of using Colons.

Ans:

Colons:

Use colons for the following purposes:

- To introduce and emphasize lists, quotations and explanations and certain appositional elements (see Layout)
- To express ratios
- To separate numbers signifying different nouns, such as in separating units of
- Time or elements in a bibliographic citation
- To separate titles from subtitles

FINALTERM EXAMINATION

Spring 2009

ENG201- Business and Technical English Writing (Session - 2)

Time: 120 min

Marks: 75

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

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

▶ **capital**

- ▶ enterprise
- ▶ project
- ▶ venture

Question No: 2 (Marks: 1) - Please choose one

In which of the following bars are replaced by drawings that represent the thing described?

- ▶ Bar graphs
- ▶ Line Graphs
- ▶ **Pictographs** ▶
- ▶ Photographs

Question No: 3 (Marks: 1) - Please choose one

Which of the following presents the main idea before the supporting data?

- ▶ Strategic plan
- ▶ Indirect plan
- ▶ **Direct plan**
- ▶ Business plan

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

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: 5 (Marks: 1) - Please choose one Which question asks for advice? ► What would you like to know?

► **What should I do with my plastic bottles?**

- I'm afraid I don't know where the entrance is.
- May I help you in any way?

Question No: 6 (Marks: 1) - Please choose one Why style guides are widely used in organizations?

- To achieve a uniform document
- To achieve consistency of style
- To achieve good results
- **Both i & ii**

Question No: 7 (Marks: 1) - Please choose one Claim letter is also called:

- Transmittal letter
- Credit refusing letter
- **Adjustment letter**
- Complaint letter

Question No: 8 (Marks: 1) - Please choose one

Which of the following can 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**

- ▶ Consideration
- ▶ Credibility

Question No: 9 (Marks: 1) - Please choose one

Where we use proper tone from the beginning in a reasonable and understandable way?

▶ **Neutral news message**

- ▶ Bad news message
- ▶ Good news message
- ▶ Business message

Question No: 10 (Marks: 1) - Please choose one

Which of the following composition process is used in general and specific purpose while developing profile?

- ▶ Composing business message
- ▶ Defining objectives
- ▶ Bad news message
- ▶ **Planning business message**

Question No: 11 (Marks: 1) - Please choose one

Something that stands for or represents something else, especially an object representing an abstraction is called:

- ▶ Pagination
- ▶ **Symbol**
- ▶ Equation
- ▶ Acronyms

Question No: 12 (Marks: 1) - Please choose one

Choose the correct sentence.

- ▶ Your award is richly-deserved.
- ▶ **Your award is richly deserved.**
- ▶ Your award is richly, deserved.
- ▶ Your award is richly; deserved.

Question No: 13 (Marks: 1) - Please choose one

Which word in the following sentence should contain an apostrophe?

Phillipa cannot go to her friends party because her parents have no cars.

- ▶ can'tnot
- ▶ parents'
- ▶ **friend's**
- ▶ car's

Question No: 14 (Marks: 1) - Please choose one

Choose the correct sentence.

- ▶ The tomatoes whom grow in her garden are unlike those you buy in a store.
- ▶ The tomatoes who grow in her garden are unlike those you buy in a store.
- ▶ The tomatoes that grow in her garden are unlike those you buy in a store.
- ▶ **The tomatoes which grow in her garden are unlike those you buy in a store.**

Question No: 15 (Marks: 1) - Please choose one

Identify the correct subjects and verbs. The subjects are in bold and the verbs are underlined.

- ▶ **In the newspaper, an interesting article appeared.**
- ▶ In the **newspaper**, an interesting article appeared.
- ▶ In the newspaper, an interesting **article** appeared.

Question No: 16 (Marks: 1) - Please choose one

Choose the sentence with the correct punctuation.

- ▶ I have been to San Francisco, California, Reno, Nevada, and Seattle, Washington.
- ▶ I have been to San Francisco California; Reno Nevada; and Seattle Washington.
- ▶ I have been to San Francisco, California; Reno, Nevada; and Seattle, Washington.

▶ **I have been to San Francisco California, Reno Nevada, and Seattle Washington.**

Question No: 17 (Marks: 1) - Please choose one

Choose the sentence with the correct punctuation.

- ▶ Clothes are often made from synthetic material; for instance, rayon.
- ▶ Clothes are often made from synthetic material, for instance, rayon.
- ▶ **Clothes are often made from synthetic material, for instance: rayon.**
- ▶ Clothes are often made from synthetic material, for instance; rayon.

Question No: 18 (Marks: 1) - Please choose one

Choose the correct sentence.

- ▶ The elections will be held on the first Tuesday, of November, 2008.
- ▶ The elections will be held, on the first Tuesday of November 2008.
- ▶ The elections will be held on the first Tuesday of November, 2008. ▶ **The elections will be held on the first Tuesday of November 2008.**

Question No: 19 (Marks: 1) - Please choose one

Choose the correct sentence.

- ▶ I am asking if you would like to rollerblade together tomorrow?
- ▶ I am asking "if you would like to rollerblade together tomorrow"?
- ▶ I am asking "if you would like to rollerblade together tomorrow."
- ▶ **I am asking if you would like to rollerblade together tomorrow.**

Question No: 20 (Marks: 1) - Please choose one

Choose the correct sentence.

- ▶ Jan asked? "What did Joe mean when he said, 'I will see you later.'"
- ▶ Jan asked, "What did Joe mean when he said, 'I will see you later?'"
- ▶ Jan asked, "What did Joe mean when he said, 'I will see you later'?" ▶ **Jan asked, "What did Joe mean when he said, 'I will see you later'?"**

Question No: 21 (Marks: 1) - Please choose one

Which of the following report is often used when sending information to a reader outside the organization?

- ▶ Letter reports
- ▶ Business reports
- ▶ Formal reports
- ▶ **Informal reports**

Question No: 22 (Marks: 1) - Please choose one

Choose the correct sentence.

- ▶ That is a problem who can't be solved without a calculator.
- ▶ That is a problem that can't be solved without a calculator.
- ▶ That is a problem whom can't be solved without a calculator.
- ▶ **That is a problem which can't be solved without a calculator.**

Question No: 23 (Marks: 1) - Please choose one

Which of the following reports represent prefatory parts, text and supplementary parts?

- ▶ **Formal reports**
- ▶ Informal reports
- ▶ Analysis reports
- ▶ Progress reports

Question No: 24 (Marks: 1) - Please choose one

How many elements are found in general superstructure of reports?

- ▶ Three
- ▶ Two
- ▶ **Six**
- ▶ Five

Question No: 25 (Marks: 1) - Please choose one

While practicing your speech you should do all of the following except:

- ▶ **Finish your speech without stopping to correct errors or to restart**

- ▶ Practice in a singular setting
- ▶ Keep practice sessions brief
- ▶ Practice in various settings

Question No: 26 (Marks: 1) - Please choose one

Which of the following proposal section is related to researcher's investigation? ▶ Justification of the study ▶ **Research question**

- ▶ Definition of terms
- ▶ Purpose of the study

Question No: 27 (Marks: 1) - Please choose one

How many elements are found in conventional superstructure for instructions?

- ▶ Three
- ▶ Four
- ▶ **Five**
- ▶ Two

Question No: 28 (Marks: 1) - Please choose one

Choose the correct sentence.

- ▶ You are my friend, however, I cannot afford, to lend you any more money.
- ▶ You are my friend, however; I cannot afford to lend you any more money.
- ▶ You are my friend: however I cannot afford to lend, you any more money.
- ▶ **You are my friend; however, I cannot afford to lend you any more money.**

Question No: 29 (Marks: 1) - Please choose one

How many categories of role playing are used in meetings?

- ▶ **Three**
- ▶ Two
- ▶ Four
- ▶ Five

Question No: 30 (Marks: 1) - Please choose one

How many elements are found in the conventional superstructure of a progress report?

- ▶ Three
- ▶ Four
- ▶ **Five**
- ▶ Six

Question No: 31 (Marks: 2)

What are Proposals?

Answer: In a proposal, identify a specific problem and state how you will solve that problem. Most organizations rely on successful proposal writing for their continued existence. You will most likely spend a major part of your professional life writing proposals **Proposal**

Structure:

- Front matter
- Body
- Introduction
- Technical approach
- Management requirements
- Work plan
- End matter

Question No: 32 (Marks: 2)

What is meant by Organizational Logic?

Answer:

Organizational logic is the single most important issue in writing a report or article about technology. It is the first thing a person needs to look for when editing document. The ideas in a report or article should be interrelated--seamlessly.

They should form a sequence of information that will appear to be predictable or inevitable to readers. In other words, a topic or an idea

should anticipate topics or ideas that follow it. As I have said before, a document should have no surprises and no areas of confusion that the readers have to puzzle out for themselves.

Edgar Allan Poe, referring to the writing of short stories, gave some advice to writers which we can very well borrow for the writing of reports and articles about high technology. He said that authors should include nothing that does not advance the topic toward its inevitable end. Any thing else is tangent that readers will wander down with the writer and become lost together.

Question No: 33 (Marks: 2)

What are the characteristics of a good interviewer?

Asking yourself the following questions will help you prepare for interviews:

What are your respective roles? What does this person expect from you? Is it to your advantage to confirm those expectations? Will you be more likely to accomplish your objective by being friendly and open or by conveying an impression of professional detachment? If you're the interviewer, responsibility for planning the session falls on you. On the simplest level, your job is to schedule the interview and see that it's held in a comfortable and convenient location. Good interviewers are good at collecting information, listening, and probing, so should develop set of interview questions and decide on their sequence

Interview w structure

Good interviews have an opening, a body, and a close. The opening establishes rapport and orients the interviewee to the remainder of the session. You might begin by introducing yourself, asking a few polite questions, and then explaining the purpose and ground rules of the interview. At this point, you may want to clear the use of notes or a tape recorder with the interviewee, especially if the subject is complex or if you plan to quote the interviewee in a written document such as a business report. The questions in the body of the interview reflect the nature of your relationship with the interviewee.

Question No: 34 (Marks: 3)

Write down the structure of Short Formal Report.

Memo The most common format for short informal reports within an organization. Memos have four headings: To, From, Date and Subject.

Manuscript For a formal approach, manuscripts range from a few pages to several hundred pages.

Establishing a Basic Structure:

Choice of a structure involves three decisions:

What to say?

Direct or indirect?

Topical or logical organization ?

Question No: 35 (Marks: 3)

How can we make analysis report purposeful?

Analysis Reports: The important thing to remember is that no report format is perfect. Company documentation standards attempt to resolve the issue by prescribing a format into which all analysis reports are poured. Report design should be flexible enough to meet a variety of writer purposes and audience needs.

Title page: A title page should be designed with visual order in mind. It should be balanced from top to bottom and from left to right. It should provide enough information for readers to be able to tell what the context of the report is and what the report is about.

Abstracts: Abstracts are condensation of entire reports, focusing on the main issues: what was done, what was found out, and its significance. Abstracts are self-sufficient. The procedure for many companies is to take the abstract from the analysis report, copy it a number of times, circulate it to readers, and allow readers to order the full report if they feel like they need the information .

Table of contents: The table of contents provides an outline of analysis reports for readers who do not wish to read the entire report or flip through it looking for the section which contains what they are looking for. It should be made up of headings and subheadings of the report, word-for-word, with the accompanying page numbers.

List of symbols: This is an optional addition to the front matter of an analysis report.

Include it if you think the readers will need to have symbols defined. The same thing applies to the inclusion of a glossary.

Introduction: This is the place for the three-part purpose statement introduction. It will orient readers to the main issue of the report, to the technical issues or specifics which are important to the report, and to what the report is intended to accomplish.

Discussion: The discussion contains an analysis of the technical issues important to the report. It supports the main issue to the report by providing evidence and explanations. It should be subdivided into topics, each with a subheading.

Conclusion: This section presents the results of the analysis, the evaluation of what was presented in the discussion. Sometimes listing the conclusion is a good way to organize them. It calls attention to the conclusion individually, but still enables writers to explain them as is necessary.

Recommendations: Recommendations are optional, not all analysis reports have them. Those reports that do have recommendations, tell the readers what to do with the information provided in the report.

Appendix: Usually this would include derivations of equations, tables of raw data, sample equations, and so forth. But the only way to be certain that what is placed in the appendix belongs there is to assess it within the context of audience needs

Question No: 36 (Marks: 3)

Which phases are involved in decision making of a meeting?

Group decision making

Groups usually reach their decision in a predictable pattern.

The process can be viewed as passing through four phases: Orientation phase
Conflict phase
Emergence phase
Reinforcement phase
In the orientation phase, group members socialize, establish their roles, and agree on their reason for meeting. In the conflict phase members begin to discuss their positions on the problem. If group members have been carefully selected to represent a variety of viewpoints and expertise, disagreements are a natural part of this phase. At the end of this phase, group members begin to settle on a single solution to the problem. In the emergence phase members reach a decision. Those who advocated different solutions put aside their objection, either because they're convinced

that the majority solution is better or because they recognize that arguing is futile. Finally, in the reinforcement phase, group feeling is rebuilt and the solution is summarized. Members receive their assignments for carrying out the group's decision and make arrangements for the following up on these assignments.

Question No: 37 (Marks: 5)

Differentiate between Informal and Analytical Assignments.

Analytical Assignments: Why are we having trouble hiring secretaries? Salaries are too low. What do we pay our secretaries? What do comparable secretaries pay their secretaries? How important is pay in influencing secretaries' job choices? **Why are we having trouble hiring secretaries?** • Our location is poor. • The supply of secretaries is diminishing

Informational Assignments: Studies that emphasize the discovery and reporting of facts may be factored by sub-topic.

In order of Importance Say you are reviewing five product lines. You might organize your study in the increasing order of the amount of revenue they generate.

Sequentially If you are studying a process, present your information step by step - 1, 2, 3,

Chronology When investigating a chain of events, organize the study according to what happened in January, what happened in February and so on. **Spatially** If you are studying a physical object, study it left to right, top to bottom, inside to outside.

Geography If the location is important, factor your study geographically.

Categorically If you are asked to review several distinct aspects of a subject, look at one category at a time, for example sales, profit, or investment.

Question No: 38 (Marks: 5)

What are the purposes of using Colons? Give details.

Colons: Use colons for the following purposes:

- To introduce and emphasize lists, quotations and explanations and certain appositional

Elements (see Layout)

- To express ratios

- To separate numbers signifying different nouns, such as in separating units of
- Time or elements in a bibliographic citation
- To separate titles from subtitles

To set off and emphasize lists-The market for photovoltaic power systems includes

The following items: intrusion alarms, flood monitors, calculators, and telephone call boxes.

OR

The market for photovoltaic power systems includes the following items:

- Intrusion alarms
- Flood monitors
- Calculators
- Telephone call boxes

To set off and emphasize quotations-

The contract reads: "DL-400 coaxial cable shall be used for all platform instrument installations at Site 5, unless a specific exception is justified in the approved work order." Kulik noted: "Even potatoes are probably much better guarded today than radioactive materials." Phil Williams, and Paul N. Woessner, "The Real Threat of Nuclear Smuggling," *Scientific American* (Place colons outside quotation marks.)

To set off and emphasize explanations and appositional elements-

In designing the tachometer, the team first posed a question: What operations are needed on the input signal in order to generate the desired output?

To express ratios-

- The ratio of drag torque to bearing friction torque cannot exceed 3:1.
- The anti-GAP 43, anti-MAP 2, and anti-synaptophys in antibodies were diluted 1:1000, 1:300, and 1:100, respectively, in phosphate-buffered saline containing 10% bovine serum albumin. Andreas Schwarz et al., "A Regulatory Role for Sphingolipids in Neuronal Growth," *Journal of Chemical Biology*

To separate units of time-

- The main thruster engines ignited at 7:05 a.m. EDT.
- Thu Mar 16 03:21:44 1995
- To separate elements in a citation (in certain documentation styles)
- E. F. Lyon, "Airport Surface Traffic Automation," *Lincoln Laboratory Journal* 4:151 (1991).

Question No: 39 (Marks: 10)

Suppose you are a Market Surveyor, you were asked by your Manager to evaluate the feasibility of opening a restaurant in Wapda Town community. Write a short memo report in response to the given task

Question No: 40 (Marks: 10)

What is the difference between Feasibility Report and Proposal?

Define value chain management and what is goal of value chain management.

Discuss 10 medium of advertising.

Define retailing?

Discuss distribution mix and party involve in distribution.

Define communication and how it occurs in management?

Discuss product lay out and it process?

FINALTERM EXAMINATION

Fall 2009

ENG201- Business and Technical English Writing (Session - 1)

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

Which of the following is unsurpassed in its ability to depict the composition of a whole?

▶ **Pie Charts**

▶ Flow Charts

▶ Organizational Charts

▶ Schedule Charts

Question No: 2 (Marks: 1) - Please choose one

Which of the following accurately convey the actual appearance of things?

▶ Graphs

▶ **Diagrams**

▶ Charts

▶ Tables

Question No: 3 (Marks: 1) - Please choose one

Which of the following are functional units that revolve around a single thought? ▶ Paragraphs

- ▶ Passages
- ▶ Fragments
- ▶ Documents

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

Which of the following aims at gathering specific information?

- ▶ Letter of claim
- ▶ Letter of request
- ▶ Letter of inquiry
- ▶ Letter of information

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

Which is the most polite expression?

- ▶ Can I help you?
- ▶ Could I help you?
- ▶ May I help you?
- ▶ Should I help you?

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

Which signature is the most formal?

- ▶ Love,
- ▶ Yours faithfully,
- ▶ Best wishes,

- ▶ Best regards,

Question No: 7 (Marks: 1) - Please choose one

How many punctuation styles are usually used in business communication?

- ▶ One
- ▶ Two
- ▶ Three
- ▶ **Four**

Question No: 8 (Marks: 1) - Please choose one

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.**
- ▶ It refers to general meaning of words.
- ▶ It refers to cognitive meaning of words.

Question No: 9 (Marks: 1) - Please choose one

Which of the following composition process is used in general and specific purpose while developing profile?

- ▶ Composing business message
- ▶ Defining objectives
- ▶ Bad news message

▶ **Planning business message**

Question No: 10 (Marks: 1) - Please choose one

Feeling nervous leads speakers to:

- ▶ Improperly evaluate themselves
- ▶ **Forget their speech**
- ▶ Eliminate their anxiety
- ▶ Exaggerate their anxiety.

Question No: 11 (Marks: 1) - Please choose one

"I am currently studying veterinary medicine, and I am working part-time at an animal clinic." This statement in the introduction of the speech could best be described as:

- ▶ Gaining attention
- ▶ Revealing the topic
- ▶ **Establishing credibility**
- ▶ Bragging

Question No: 12 (Marks: 1) - Please choose one

What type of questions is used in both factual information and underlying feelings?

- ▶ Multiple questions
- ▶ Objective questions
- ▶ Subjective questions

▶ **Open-ended questions**

Question No: 13 (Marks: 1) - Please choose one

AIDS stands for:

- ▶ Attention Immunodeficiency Syndrome
- ▶ Acquired Implement System
- ▶ **Acquired Immunodeficiency Syndrome**
- ▶ Attention Implement System

Question No: 14 (Marks: 1) - Please choose one

Choose the correct sentence.

- ▶ A friendly-little dog is all I need for company.
- ▶ A friendly little dog is allI need for company.
- ▶ A friendly, little dog is all I need for company.
- ▶ **A friendly; little dog is all I need for company.**

Question No: 15 (Marks: 1) - Please choose one

Choose the correct sentence.

- ▶ The actresses costumes looked beautiful on them.
- ▶ The actresse's costumes looked beautiful on them.
- ▶ **The actresses' costumes looked beautiful on them.**

- ▶ The actress' costumes looked beautiful on them.

Question No: 16 (Marks: 1) - Please choose one

Choose the sentence with the correct comma placement.

- ▶ **We will grant you immunity, if you decide to cooperate with us.**
- ▶ We will grant you immunity, if you decide, to cooperate with us.
- ▶ We will grant you immunity if you decide, to cooperate with us.
- ▶ We will grant you immunity if you decide to cooperate with us.

Question No: 17 (Marks: 1) - Please choose one

Which of the following punctuation refers to explain some points within the sentence?

- ▶ Dash
- ▶ **Colon**
- ▶ Semicolon
- ▶ Ellipsis

Question No: 18 (Marks: 1) - Please choose one

Choose the sentence with the correct punctuation.

- ▶ I need a few items at the store clothespins, a bottle opener, and napkins.
- ▶ **I need a few items at the store; clothespins, a bottle opener, and napkins.**

- ▶ I need a few items at the store: clothespins, a bottle opener, and napkins.
- ▶ I need a few items at the store, clothespins, a bottle opener, and napkins.

Question No: 19 (Marks: 1) - Please choose one

Choose the sentence with the correct punctuation.

- ▶ Clothes are often made from synthetic material; for instance, rayon.
- ▶ Clothes are often made from synthetic material, for instance, rayon.
- ▶ **Clothes are often made from synthetic material, for instance: rayon.**
- ▶ Clothes are often made from synthetic material, for instance; rayon.

Question No: 20 (Marks: 1) - Please choose one

Identify the correct subjects and verbs. The subjects are in bold and the verbs are underlined.

- ▶ The insurance agent gave her sound advice.
- ▶ **The insurance agent** gave her sound advice.
- ▶ The insurance agent gave her sound advice.
- ▶ The insurance agent gave her sound advice.

Question No: 21 (Marks: 1) - Please choose one

Choose the correct sentence.

- ▶ Please contact me, if you have any questions.

▶ **If you have any questions, please contact me.**

- ▶ Please contact me if you have any questions.
- ▶ If you have any questions; please contact me.

Question No: 22 (Marks: 1) - Please choose one

Choose the correct sentence.

- ▶ Wherever we go people recognize us.
- ▶ Wherever we go, "people" recognize us.
- ▶ **Wherever we go; people recognize us.**
- ▶ Whereverwe go, people recognize us.

Question No: 23 (Marks: 1) - Please choose one

Software functional specs usually contain:

- ▶ Assumptions, resources
- ▶ Cost target, Maintenance
- ▶ **A & b -correct**
- ▶ Orientation specs and Functional specs

Question No: 24 (Marks: 1) - Please choose one

Choose the correct sentence.

- ▶ "Your right to be concerned" said one veterinarian. "I would like to take a look at your dog."

▶ "Your right to be concerned, said one veterinarian, "I would like to take a look at your dog."

▶ "You're right to be concerned" said one veterinarian. "I would like to take a look at your dog."

▶ **"You're right to be concerned," said one veterinarian. "I would like to take a look at your dog."**

Question No: 25 (Marks: 1) - Please choose one

The act of considering or examining something in order to judge its value shows:

▶ Credibility

▶ **Evaluation**

▶ Conciseness

▶ All of them

Question No: 26 (Marks: 1) - Please choose one

Which of the following mechanics are used to shorten phrases in order to save space or to avoid awkward repetition of phrases?

▶ Abbreviations

▶ Capitalizations

▶ **Acronyms**

▶ None of the above

Question No: 27 (Marks: 1) - Please choose one

Which of the following mechanics is used to denote a number of things on a list one by one? ▶ Symbols

▶ Equations

▶ Acronyms

▶ **Enumeration**

Question No: 28 (Marks: 1) - Please choose one

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

▶ Include only relevant and factual information.

▶ Avoid value judgments.

▶ Balance criticisms with favorable points.

▶ **All of the above**

Question No: 29 (Marks: 1) - Please choose one

The Introduction of a report answers:

▶ Proposal

▶ Facts of report

▶ Conclusions and Recommendations

▶ **Reader questions**

Question No: 30 (Marks: 1) - Please choose one

Which one of the following is an example of a progress report?

- ▶ Bid to write training manuals for a health care corporation.
 - ▶ Presentation of the policies and procedures required by a health care corporation.
 - ▶ .Report on research done to ascertain whether online multimedia training for health care professionals is a viable option.
 - ▶ **Summary of the end-of-year-one status of a two-year project to develop multimedia-based training modules for healthcare professionals.**

Question No: 31 (Marks: 2)

What are Analytical assignments?

Analytical assignments:

These assignments are written to analyze any problems such as why a company is having problems in hiring secretaries, low wage, location of office etc.

Question No: 32 (Marks: 2)

What is the disadvantage of close-ended questions?

Answer:

The close-ended questions require yes or no answers. Questioner does not receive full response but just a short response.

Question No: 33 (Marks: 2)

Elaborate a few sources of Writer's Block.

Answer:

Few sources are lack of information, lack of confidence, not having a well defined objective.

Question No: 34 (Marks: 3)

Explain the term Budget Statement.

Answer:

Budget statement is a table that lists how much money will be spent and collected.

Question No: 35 (Marks: 3)

How can visual aids be helpful in oral presentation?

Answer:

Visual aids help in delivering the speeches and to accommodate audience's questions and help audiences in understanding the purpose of the presentation.

Question No: 36 (Marks: 3)

Describe how an organization produces formal reports.

Answer:

Formal reports usually include:

Research work,

Collecting ideas,

Visual aids,

Writing the material

And formatting

Question No: 37 (Marks: 5)

How Fog Index should be used? Explain with examples.

Answer:

This is a simple formula aimed at locating the audience on a grade scale which is supposedly based on their reading abilities. • Select a part of the text which is

approximately 100 words long, to the nearest period. Introductions, leads, and conclusions usually exhibit slightly different communication techniques which will skew the accuracy of this test. • Count the number of sentences in the selected text. • Determine the average length of sentences by dividing the number of words in the text by the number of sentences. • Count the number of words which have three or more syllables. But do not count words which are capitalized, words which have three syllables because prefixes or suffixes have been added, or words which are combinations of one- or two-syllable words. • Add the number for the average sentence length to the number of three-syllable words in the text. • Multiply this sum by .04. • The result is the Fog Index. If you place it on a scale of 1-20, you will be able to have the approximate reading level required to understand the text.

Question No: 38 (Marks: 5)

What are the Functions and Contents of a Progress Report?

To report your progress on any specific work or project.

To report your progress on all activities whole year and by the end of year.

Answer:

Progress reports are prepared in two types of situations. In the first, you tell your readers about your progress on one particular project. As a geologist employed by an engineering consulting firm, Lee must do this. His employer has assigned him to study the site that a large city would like to use for a civic center and large office building. The city is worried that the site might not be geologically suited for such construction. Every two weeks, Lee must submit a progress report to his supervisor and to the city engineer. Lee's supervisor uses the progress report to be sure that Lee is conducting the study in a rapid and technically sound manner. The city engineer uses the report to see that Lee's study is proceeding according to the tight schedule planned for it. She also uses it to look for preliminary indications about the likely outcome of the study. Other work could be speeded up or halted as a result of these preliminary findings. In the second type of situation, you prepare progress reports that tell about your work on all your projects. Many employers require their workers to report on their activities at regular intervals all year round, year in and year out. Jacqueline is a person who must write such

progress reports (often called periodic reports). She works in the research division of a large manufacturer of consumer products, where she manages a department that is responsible for improving the formulas for the company's laundry detergents—making them clean and smell better, making them less expensive to manufacture, and making them safer for the environment. At any one time, Jacqueline's staff is working on between ten and twenty different projects.

Question No: 40 (Marks: 10)

How can we overcome common writing problems in business communication?

Answer:

Writer's Block:

Writer's block is what we call the experience of getting stuck while writing. Although the results are the same, there are many sources of writer's block: lack of information, lack of a well defined purpose, poor knowledge of the audience, lack of confidence. **Lack of Information:**

If it is the result of poor research, then you will have to stop writing and do more information gathering. If you find yourself doing this often, you might correctly guess that you have a problem in defining your communication purpose.

Lack of a Well-Defined Purpose:

A poorly defined purpose of your communication will inevitably make writing more difficult, and may block it altogether. Sometimes you will experience this as a lack of information; often you will notice it as paragraphs, sections, or entire reports or papers that shift topic in the middle. For any case of poorly defined purpose, the solution is the same. Develop a three-part purpose statement for the communication, and develop an outline of topics sentences based on the purpose statements.

Poorly Analyzed Audience:

Audience analysis that is performed poorly or not at all can be the source of writer's block. At such times you find yourself staring at the video display screen wondering who is going to read your report and what on earth they want from it.

Lack of Confidence:

A lack of confidence in your abilities as a writer is a common source of writer's block, and it is usually self-fulfilling. If you do not think you can communicate effectively, you will not be able to practice your systematic approaches of writing problems is the solution to this problem.

Organizational Problems:

Organizational problems are discovered during the editing phase. Finding and fixing these problems is what makes editing important. If they are not fixed, readers experience organization problems as complete breakdowns in communication.

Punctuation Problems:

Accurate punctuation does not ensure accurate communication, but accurate communication is tremendously enhanced by accurate punctuation. Take the following punctuation test, without first looking at the correct version which follows, to see how well you know punctuation. The test focuses on the most common punctuation problems in technical writing.

FINAL TERM EXAMINATION
Fall 2009
ENG201 - Business and Technical English Writing

Choose the sentence with the correct punctuation.

- ▶ I wanted a cup of coffee not a glass of milk.
 - ▶ I wanted a cup of coffee: not a glass of milk.
 - ▶ **I wanted a cup of coffee, not a glass of milk.**
 - ▶ I wanted a cup of coffee; not a glass of milk.
-

Choose the correct sentence.

- ▶ One-third of the eligible population tend not to vote in national elections.
 - ▶ One-third of the eligible population are tending not to vote in national elections.
 - ▶ One-third of the eligible population have tended not to vote in national elections.
 - ▶ **One-third of the eligible population tends not to vote in national elections.**
-

Which one of the following component is not a part of planning written message?

- ▶ Developing the main idea
 - ▶ Construct an outline
 - ▶ Estimate the appropriate length
 - ▶ **Handle audience's questions effectively**
-

Feeling nervous leads speakers to:

- ▶ Improperly evaluate themselves
 - ▶ **Forget their speech**
 - ▶ Eliminate their anxiety
 - ▶ Exaggerate their anxiety.
-

Which one of the following questions that produce specific information, save time, requires less effort to answer, and eliminate bias and prejudice in answers?

- ▶ Open-ended questions
 - ▶ **Close-ended questions**
 - ▶ Subjective questions
 - ▶ Objective questions
-

AIDS stands for:

- ▶ Attention Immunodeficiency Syndrome
 - ▶ Acquired Implement System
 - ▶ **Acquired Immunodeficiency Syndrome**
 - ▶ Attention Implement System
-

Which of the following messages aim to influence audiences who are inclined to resist, so they depend heavily on strategic planning?

- ▶ Considerate messages
 - ▶ Courteous messages
 - ▶ Informative messages
 - ▶ **Persuasive messages**
-

Which form is correct in most situations?

- ▶ **Could you help me?**
- ▶ Help me?
- ▶ Excuse me; I was wondering if you could possibly help me?
- ▶ I need help.

Choose the correct sentence.

- ▶ He is a happily-married man.
- ▶ **He is a happily married man.**
- ▶ He is a happily, married man.
- ▶ He is a happily; married man

In the following sentence, which word is there a missing apostrophe?

My parents and their friends often visit each others houses.

- ▶ House's
- ▶ Parent's
- ▶ **Other's**
- ▶ Friend's

What punctuation mark should complete the following sentence?

John was angry and shouted at his son, "Go to your room now!

- ▶ Question mark
- ▶ Full stop
- ▶ **Speech mark**
- ▶ Comma

Which of the following proposal section refers to discussion of results?

▶ **Conclusion**

- ▶ Budget
- ▶ Procedure
- ▶ None of the above

Which of the following speech offers a verbal explanation of a complex process?

- ▶ Explanatory speech
- ▶ Instructional speech
- ▶ Demonstration speech

▶ **Oral briefing**

_____ is a matter of grouping or clustering ideas clearly.

▶ **Visualization**

- ▶ Simplification
- ▶ Effective organization
- ▶ Word choice

Which of the following would be unethical to use in a persuasive message?

- ▶ Consideration of audience needs
- ▶ The "you" attitude

▶ **Manipulation**

- ▶ Persuasion
-

Choose the correct sentence.

▶ **Carl worried about the hurricane; but tried to stay calm and help his family.**

- ▶ Carl worried about the hurricane; but tried to stay calm, and help his family.
 - ▶ Carl worried about the hurricane but tried to stay calm and help his family.
 - ▶ Carl worried about the hurricane but tried to stay calm, and help his family.
-

Choose the sentence with the correct comma placement.

- ▶ You are I am sure, telling the truth.
 - ▶ You are I am sure telling, the truth.
 - ▶ You are, I am sure, telling the truth.
 - ▶ **You are, I am sure telling the truth.**
-

Choose the sentence with the correct punctuation.

- ▶ Clothes are often made from synthetic material; for instance, rayon.
- ▶ Clothes are often made from synthetic material, for instance, rayon.
- ▶ **Clothes are often made from synthetic material, for instance: rayon.**
- ▶ Clothes are often made from synthetic material, for instance; rayon.

Which is farthest in the past?

- ▶ couple of days
- ▶ last week
- ▶ a day before yesterday
- ▶ **a month ago**

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.

Which Three types of readers usually exist?

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

Which of the following aspect represents a series of events that tells the reader what happened?

- ▶ Description

- ▶ Analysis
 - ▶ **Narration**
 - ▶ Improved version
-

Which of the following feature should be placed either immediately before or immediately after the noun?

- ▶ Adverb modifiers
 - ▶ Dependent clause
 - ▶ None of them
 - ▶ **Modifiers of noun**
-

Choose the correct sentence.

- ▶ I am asking if you would like to rollerblade together tomorrow?
- ▶ I am asking "if you would like to rollerblade together tomorrow"?
- ▶ I am asking "if you would like to rollerblade together tomorrow."
- ▶ **I am asking if you would like to rollerblade together tomorrow.**

Reference

Since it is you doing the talking you do not need to quote yourself. You are making a statement and not asking a question, so the question mark is not necessary, just a period. If you were to say, "Would you like to rollerblade together tomorrow?"; without the 'I am asking' then it becomes a question. The fact that you omitted the period in the last statement could be cited as an error.

Choose the correct sentence.

- ▶ Jan asked? "What did Joe mean when he said, 'I will see you later.'"
 - ▶ Jan asked, "What did Joe mean when he said, 'I will see you later?'"
 - ▶ **Jan asked, "What did Joe mean when he said, 'I will see you later'?"**
 - ▶ Jan asked, "What did Joe mean when he said, 'I will see you later'?"
-

What is meant by attitudes?

- ▶ Judgments of right and wrong
 - ▶ **Observable actions**
 - ▶ Statements of approval or disapproval
 - ▶ Statements of truth
-

Which of the following element refers to brief overview of report's most important point?

- ▶ Synopsis
 - ▶ **Executive Summary**
 - ▶ Contents
 - ▶ Bibliography
-

What should be the purpose of visual aids?

- ▶ To make the document interesting

▶ To provide information

▶ To simplify the data

▶ **All of the above**

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

▶ Designing

▶ Revising

▶ **Proofreading**

▶ All of the above

Which one of the following should be placed either immediately before or after the noun?

▶ Misplaced Modifiers

▶ **Modifiers of Nouns**

▶ Adverb Modifiers

▶ Dangling Modifiers

(Marks: 2)

What is the difference between Alphanumeric and Decimal System?

Enumeration:

Of the two general enumeration systems widely used, the numerical system is clearer than the alphanumerical system. In the numerical system, the reader can always locate his or her place in the document from the single decimal number.

(Marks: 2)

Define the term "Pagination".

Pagination:

Number the front matter in italic lowercase roman numerals (i, ii, iii, iv, and so on). Normally, number the pages in the body of the document with Arabic numerals, starting with page 1. Numbers sequentially through page n at the end of the text, including all back matter.

(Marks: 2)

Define the term Syllable.

A **syllable** is a basic unit of written and spoken language. It is a unit consisting of uninterrupted sound that can be used to make up words. For example, the word hotel has two syllables: ho and tel. (Marks: 3)

What do you know about Hardware Functional Specifications?

Answer:

Hardware functional specifications as a rule contain the following:

- Functional description
- Configuration specification
- Electrical description
- Physical characteristics
- Standards
- Environmental requirements
- Diagnostic requirements
- Power requirements
- Cost target
- Maintenance cost target
- Resource requirements
- Documentation
- Risks

(Marks: 3)

Why do we use Semicolons?

Answer:

Semicolons:

- Use semicolons to join two independent clauses or to separate parts of a sentence that have commas in them.
- To Join Two Independent Clauses
- The system has three beam launchers; two are in the two-tube combiner, and one is in the OP receiver.
- To Separate Sentence Elements with Commas Italicize titles of journals, books, newsletters, and manuals; letters, words, terms, and equation symbols; foreign words; and names of specific vessels.

(Marks: 3)

Explain 'Title fly and Title Page'.

Answer:

Title fly and Title Page: The title fly is a plane sheet with only the title of the report on it. The title report includes four blocks of information: The title of the report The name, title and address of the person that authorized the report The name, title and address of the person that prepared the report The date on which the report was submitted.

How Formal Speeches and Presentations can be developed? Answer: **Developing formal speeches and presentations:**

Developing a major speech or presentation is much like writing a formal report, with one unique to an oral communication channel. This is both an opportunity and a challenge. The opportunity lies in the interaction that's possible between you and the audience.

What is Conventional Superstructure for Instructions and why is it important in Technical English?

Answer:

Conventional Superstructure for Instructions

The conventional superstructure for instructions contains five elements •

Introduction

- Description of the equipment (if the instructions are for running a piece of equipment)
- Theory of operations
- Lists of material and equipment
- Guide to trouble shooting

The simplest instructions contain only directions.

Most complex instructions contain some or all of the other five elements, the selection depending upon the aims of the writer and the needs of the readers.

Many instructions also contain elements found in longer communications such as reports and proposals. Among these elements are cover, title page, table of contents, appendixes, list of references, glossary, list of symbols and index.

Because these elements are not particular to instructions,

(Marks: 10)

Is poorly organized structure basic drawback in writing problem? Do you agree? Answer:

Organization is the structural framework for constructing a piece of writing. It is the logical progression and completeness of ideas in a text. Organization is important to effective writing because it provides readers with a framework to help them fulfill their expectations for the text. A well-organized piece of writing supports readers by making it easy for them to follow, while a poorly organized piece leads readers through a maze of confusion and confounded expectations.

(Marks: 10)

Write a detailed note on Delivering the Speech.

Answer:

Delivering the speech:

When its time to deliver the speech, you may feel a bit of stage fright.

Most people do even professional actors. A good way to overcome your fears is to rehearse until you're thoroughly familiar with your material. Communication professionals have suggested other tips, which we will now go over: Prepare more material than necessary. Extra knowledge, combined with a genuine interest in the topic, will boost your confidence. Think positively about your audience, yourself, and what you have to say. See yourself as polished and professional, and your audience will too. Be realistic about stage fright. After all, even experienced speakers admit that they feel butterflies before the y address an audience. Tell yourself you're ready. Use the few minutes while you're arranging your materials, before you actually begin speaking, to tell yourself you're on and you're ready. Before you begin speaking, take a few deep breaths. It will help you calm down and improve your delivery. Have your first sentence memorized. Having your opening on the tip of your tongue helps you get started, and everything else starts falling into place. If your throat is dry, drink some water. Tension often causes your mouth to become dry. It is best to have a few sips of water before you begin.

English 201 subjective question

Question No: 1 (Marks: 2)

What is formal document?

Answer:

A document that is written in formal style and uses formal language is called a formal document such as circulars, business letters and CVs etc.

Question No: 2 (Marks: 2)

Explain the term 'Abstract'.

Answer:

Abstracts are condensation of entire reports, focusing on the main issues: what was done, what was found out, and its significance. Abstracts are self-sufficient. The procedure for many companies is to take the abstract from the analysis report, copy it a number of times, circulate it to readers, and allow readers to order the full report if they feel like they need the information.

Question No: 3 (Marks: 2)

What is the goal of Content Listening?

The goal of content listening is to understand and retain information that is delivered by a speaker. Moreover, your job is to identify the key points of the message.

Question No: 4 (Marks: 3)

What is an "Empirical Research Report"?

Answer:

Superstructure for Empirical research Reports: To answer the readers typical questions about empirical research reports, writers use a substructure that has the following elements.

- Introduction
- Objectives of research
- Methods Results
- Discussion
- Conclusions
- Recommendation

Question No: 6 (Marks: 3)

What do you know about Task-facilitating roles in meeting?

Answer:

Task facilitating roles' as the name shows make the meeting process well planned and smooth.

'Task facilitating roles' in meeting include the following:

- Initiating: getting the group started on a line of inquiry.
- Information giving or seeking: offering (or seeking) information relevant to questions facing the group.
- Coordinating: showing relationships among ideas, clarifying issues, summarizing what the group has done.
- Procedure setting: suggesting decision-making procedures that will move the group toward the goal.

Question No: 7 (Marks: 5)

Explain the terms 'Chronology' and 'Spatially'.

Answer:

When investigating a chain of events, organize the study according to what happened in January, what happened in February and so on.

Spatially If you are studying a physical object, study it left to right, top to bottom, inside to outside.

Question No: 8 (Marks: 2)

What are Analytical assignments?

Answer:

These assignments are written to analyze any problems such as why a company is having problems in hiring secretaries, low wage, location of office etc.

Question No: 10 (Marks: 2)

What is the disadvantage of close-ended questions?

Answer:

The close-ended questions require yes or no answers. Questioner does not receive full response but just a short response.

Question No: 11 (Marks: 2)

Elaborate a few sources of Writer's Block.

Answer:

Few sources are lack of information, lack of confidence, not having a well defined objective.

Question No: 12 (Marks: 3)

Explain the term Budget Statement.

Answer:

A budget statement is a table that shows how money will be gained or spent. It may be very simple or very elaborate depending on your reader's needs. On the job, you can use budget statements in the following situations:

- To explain the expenses involved with a project purchase
- To summarize the savings to be realized by following a recommendation you are making
- To report the costs that have been incurred by a project for which you have responsibility
- To explain the sources of revenue associated with some project or activity.

Question No: 13 (Marks: 3)

How can visual aids be helpful in oral presentation?

Answer:

Visual aids help in delivering the speeches and to accommodate audience's questions and help audiences in understanding the purpose of the presentation.

Question No: 14 (Marks: 3)

Describe how an organization produces formal reports.

Answer:

Formal reports usually include: Research work, collecting ideas, visual aids, writing the material and formatting

Question No: 16 (Marks: 5)

What are the Functions and Contents of a Progress Report?

Answer:

Superstructure for Progress Reports To answer your readers' questions, you can use the conventional superstructure for writing progress reports, which has the following elements:

1. Introduction
2. Facts
3. Discussion
4. Conclusions
5. Recommendations

Question No: 17 (Marks: 2)

What is the difference between Alphanumeric and Decimal System?

Answer:

Decimal system is a numbering system that uses ten digits, from 0 to 9, arranged in a series of columns to represent all numerical quantities. Each column or place value has a weighted value of 1, 10, 100, 1000, and so on, ranging from right to left whereas alphanumeric system uses both letters and numbers and often other symbols (as punctuation marks and mathematical symbols).

Question No: 19 (Marks: 2)

Define the term "Pagination".

Answer:

Pagination: Number the front matter in italic lowercase roman numerals (i, ii, iii, iv, and so on). Normally, number the pages in the body of the document with Arabic numerals, starting with page 1.

Numbers sequentially through page n at the end of the text, including all back matter.

Question No: 18 (Marks: 2)

Define the term Syllable.

Answer:

A syllable is a basic unit of written and spoken language. It is a unit consisting of uninterrupted sound that can be used to make up words.

For example, the word hotel has two syllables: ho and tel.

Question No: 20 (Marks: 3)

Why do we use Semicolons?

Answer:

Semicolons:

- Use semicolons to join two independent clauses or to separate parts of a sentence that have commas in them.
- To Join Two Independent Clauses
- The system has three beam launchers; two are in the two-tube combiner, and one is in the OP receiver.
- To Separate Sentence Elements with Commas Italicize titles of journals, books, newsletters, and manuals; letters, words, terms, and equation symbols; foreign words; and names of specific vessels.

Question No: 21 (Marks: 3)

Explain 'Title fly and Title Page'.

Answer:

Title fly and Title Page: The title fly is a plane sheet with only the title of the report on it.

The title report includes four blocks of information: The title of the report. The name, title and address of the person that authorized the report The name, title and address of the person that prepared the report The date on which the report was submitted.

Question No: 22 (Marks: 3)

What do you know about Hardware Functional Specifications?

Answer:

Hardware functional specifications as a rule contain the following:

- Functional description
- Configuration specification
- Electrical description
- Physical characteristics
- Standards
- Environmental requirements
- Diagnostic requirements
- Power requirements
- Cost target
- Maintenance cost target
- Resource requirements
- Documentation • Risks

Question No: 23 (Marks: 5)

How Formal Speeches and Presentations can be developed?

Answer:

Developing formal speeches and presentations Developing a major speech or presentation is much like writing a formal report, with one nique to an oral communication channel. This is both an opportunity and a challenge. The opportunity lies in the interaction that's possible between you and the audience.

Question No: 24 (Marks: 5)

What is Conventional Superstructure for Instructions and why is it important in Technical English? **Answer:**

Conventional Superstructure for Instructions The conventional superstructure for instructions contains five elements • Introduction • Description of the equipment (if the instructions are for running a piece of equipment) • Theory of operations • Lists of material and equipment • Guide to trouble shooting The simplest

instructions contain only directions. Most complex instructions contain some or all of the other five elements, the selection depending upon the aims of the writer and the needs of the readers. Many instructions also contain elements found in longer communications such as reports and proposals. Among these elements are cover, title page, table of contents, appendixes, list of references, glossary, list of symbols and index. Because these elements are not particular to instructions,

Question No: 25 (Marks: 10)

Write a detailed note on Delivering the Speech.

Answer:

Delivering the speech When its time to deliver the speech, you may feel a bit of stage fright.

Most people do even professional actors. A good way to overcome your fears is to rehearse until you're thoroughly familiar with your material. Communication professionals have suggested other tips, which we will now go over: Prepare more material than necessary.

Extra knowledge, combined with a genuine interest in the topic, will boost your confidence.

Think positively about your audience, yourself, and what you have to say. See yourself as polished and professional, and your audience will too. Be realistic about stage fright. After all, even experienced speakers admit that they feel butterflies before they address an audience. Tell yourself you're ready. Use the few minutes while you're arranging your materials, before you actually begin speaking, to tell yourself you're on and you're ready.

Before you begin speaking, take a few deep breaths. It will help you calm down and improve your delivery. Have your first sentence memorized. Having your opening on the tip of your tongue helps you get started, and everything else starts falling into place. If your throat is dry, drink some water. Tension often causes your mouth to become dry. It is best to have a few sips of water before you begin.

Question 26:What are Proposals?

Answer:

In a proposal, identify a specific problem and state how you will solve that problem. Most organizations rely on successful proposal writing for their continued existence. You will most likely spend a major part of your professional life writing proposals Proposal Structure:

- Front matter
- Body
- Introduction
- Technical approach
- Management requirements

- Work plan
- End matter

Question No: 27 (Marks: 2)

What is meant by Organizational Logic?

Answer:

Organizational logic is the single most important issue in writing a report or article about technology. it is the first thing a person needs to look for when editing document. The ideas in a report or article should be interrelated--seamlessly. They should form a sequence of information that will appear to be predictable or inevitable to readers. In other words, a topic or an idea should anticipate topics or ideas that follow it. As I have said before, a document should have no surprises and no areas of confusion that the readers have to puzzle out for themselves. Edgar Allan Poe, referring to the writing of short stories, gave some advice to writers which we can very well borrow for the writing of reports and articles about high technology. He said that authors should include nothing that does not advance the topic toward

it inevitable end. Any thing else is tangent that readers will wander down with the writer and become lost together.

Question No: 28 (Marks: 2)

What are the characteristics of a good interviewer?

Answer:

Asking yourself the following questions will help you prepare for interviews: What are your respective roles? What does this person expect from you? Is it to your advantage to confirm those expectations? will you be more likely to accomplish your objective by being friendly and open or by conveying an impression of professional detachment? If you're the interviewer, responsibility for planning the session falls on you. On the simplest level, your job is to schedule the interview and see that it's held in a comfortable and convenient location. Good interviewers are good at collecting information, listening, and probing, so should develop set of interview questions and decide on their sequence Interview structure

Good interviews have an opening, a body, and a close. The opening establishes rapport and orients the interviewee to the remainder of the session. You might begin by introducing yourself, asking a few polite questions, and then explaining the purpose and ground rules of the interview. At this point, you may want to clear the use of notes or a tape recorder with the interviewee, especially if the subject is complex or if you plan to quote the interviewee in a written document such as a business report. The questions in the body of the interview reflect the nature of your relationship with the interview.

Question No: 29 (Marks: 3)

Write down the structure of Short Formal Report.

Answer:

Memo The most common format for short informal reports within an organization. Memos have four headings: To, From, Date and Subject.
Manuscript For a formal approach, manuscripts range from a few pages to several hundred pages.

Establishing a Basic Structure:

Choice of a structure involves three decisions:

What to say?

Direct or indirect?

Topical or logical organization?

Question No: 30 (Marks: 3)

How can we make analysis report purposeful?

Answer:

Analysis Reports: The important thing to remember is that no report format is perfect.

Company documentation standards attempt to resolve the issue by prescribing a format into which all analysis reports are poured. Report design should be flexible enough to meet a variety of writer purposes and audience needs.

Title page: A title page should be designed with visual order in mind. It should be balanced from top to bottom and from left to right. It should provide enough information for readers to be able to tell what the context of the report is and what the report is about.

Abstracts: Abstracts are condensation of entire reports, focusing on the main issues: what was done, what was found out, and its significance. Abstracts are self-sufficient. The procedure for many

companies is to take the abstract from the analysis report, copy it a number of times, circulate it to readers, and allow readers to order the full report if they feel like they need the information . **Table of contents:**

The table of contents provides an outline of analysis reports for readers who do not wish to read the entire report or flip through it looking for the section which contains what they are looking for. It should be made up of headings and subheadings of the report, wordfor-word, with the accompanying page numbers.

List of symbols: This is an optional addition to the front matter of an analysis report. Include it if you think the readers will need to have symbols defined. The same thing applies to the inclusion of a glossary.

Introduction: This is the place for the three-part purpose statement introduction. It will orient readers to the main issue of the report, to the technical issues or specifics which are important to the report, and to what the report is intended to accomplish. Discussion: The discussion contains an analysis of the technical issues important to the report. It supports the main issue to the report by providing evidence and explanations. It should be subdivided into topics, each with a subheading.

Conclusion: This section presents the results of the analysis, the evaluation of what was presented in the discussion. Sometimes listing the conclusion is a good way to organize them. It calls attention to the conclusion individually, but still enables writers to explain them as is necessary.

Recommendations:

Recommendations are optional, not all analysis reports have them. Those reports that do have recommendations, tell the readers what to do with the information provided in the report.

Appendix: Usually this would include derivations of equations, tables of raw data, sample equations, and so forth. But the only way to be certain that what is placed in the appendix belongs there is to assess it within the context of audience needs

Question No: 31 (Marks: 3)

Which phases are involved in decision making of a meeting? Answer:

Group decision making Groups usually reach their decision in a predictable pattern. The process can be viewed as passing through four phases: Orientation phase

Conflict phase

Emergence phase Reinforcement phase In the orientation phase, group members socialize, establish their roles, and agree on their reason for meeting. In the conflict phase members begin to discuss their positions on the problem.

If group members have been carefully selected to represent a variety of viewpoints and expertise, disagreements are a natural part of this phase. At the end of this phase, group members begin to settle on a single solution to the problem. In the emergence phase members reach a decision. Those who advocated different solutions put aside their objection, either because they're convinced that the majority solution is better or because they recognize that arguing is futile. Finally, in the reinforcement phase, group feeling is rebuilt and the solution is summarized. Members receive their assignments for carrying out the

group's decision and make arrangements for the following up on these assignments.

Question No: 32 (Marks: 5)

Differentiate between Informal and Analytical Assignments.

Answer:

Analytical Assignments are written from analysis point of view. This type of assignments gives a complete and analytical view of assigned topic or discussion. Key to the analysis is breaking down the idea or topic into components and showing the relationship between the subordinate arguments and overall controlling ideas.

The purpose of Informal Assignments is to learn through the process of consistent and varied forms of writing. These are meant as a way to explore ideas. Informal writing assignments often include: essays, book reviews, free writing, journal writing, course evaluations, etc. .

Question No: 33 (Marks: 5)

What are the purposes of using Colons? Give details.

Answer:

Colons: Use colons for the following purposes:

- To introduce and emphasize lists, quotations and explanations and certain appositional elements (see Layout)
- To express ratios
- To separate numbers signifying different nouns, such as in separating units of
- Time or elements in a bibliographic citation

- To separate titles from subtitles

To set off and emphasize lists-The market for photovoltaic power systems includes the

Following items: intrusion alarms, flood monitors, calculators, and telephone call boxes.

OR

The market for photovoltaic power systems includes the following items:

- Intrusion alarms
- Flood monitors
- Calculators
- Telephone call boxes

To set off and emphasize quotations-

The contract reads: "DL-400 coaxial cable shall be used for all platform instrument installations at Site 5, unless a specific exception is justified in the approved work order."

To set off and emphasize explanations and appositional elements-
In designing the tachometer, the team first posed a question: What operations are needed on the input signal in order to generate the desired output?

To express ratios-

- The ratio of drag torque to bearing friction torque cannot exceed 3:1.

To separate units of time-

- The main thruster engines ignited at 7:05 a.m. EDT.
- Thu Mar 16 03:21:44 1995

Question No: 34 (Marks: 10)

What is the difference between Feasibility Report and Proposal?

Answer:

Proposal: A document that offers a solution to a problem or a course of action in response to a need. Typically, organizations advertise a need for proposals and consulting engineers respond to the need. However, an engineer has to determine that a problem exists, and therefore, proposes solutions to an organization. In this case, he must first convince the agency that the problem exists before proposing his solutions.

Feasibility report: Feasibility Reports studies a situation (for example, a problem or opportunity) and a plan for doing something about it and determines whether that plan is "feasible". It determines whether it is technologically possible and whether it is practical (in terms of current technology, economics, social needs, and so on). The feasibility report answers the question "Should we implement Plan X?" by stating "yes," "no," but more often "maybe." Not only does it give a recommendation, it also provides the data and the reasoning behind that recommendation.

Question No: 31 (Marks: 2)

What are the basic divisions of a long report?

Ans:

- The Report Proper
- Introduction
- Report Findings with Footnotes § (Two or more divisions)
- Summary Conclusion, & Recommendation
- Organization and
- Content · Appended
- Parts ○ Bibliography
- Appendix

Question No: 32 (Marks: 2)

What is Narration?

Answer:

Narration, in literature, is the telling of the story through one or more viewpoints.

Different viewpoints include:

- First person: uses first person pronouns "I", "me", "myself";
- Third person: uses pronouns "he", "she", "they," "them", etc. without directly referring to the narrator.
- Third person omniscient means the narrator, or author, can "get in the heads" of all characters and narrate what is happening at all times in the story rather than having one first person narrator telling about only what happens to him or herself.

Question No: 33 (Marks: 2)

What is the purpose of using Equations?

Answer:

There are numerous mathematical relationships that have been established in science, finance and other areas. Examples include the relationship between force and acceleration, conversion of centimeters to inches, and determining the payments on a loan with a given interest rate.

The purpose of Algebra is to make it easy to state the relationship by using letters to represent entities as a form of shorthand. The relationship is then called an equation. Algebra then allows you to substitute values for entities in order to determine the value of other items. Finally, you can manipulate the equations to solve for the various items or unknown quantities.

Questions you may have include:

- How is a relationship stated using letters?
- How are values substituted?
- How are equations manipulated?

Question No: 34 (Marks: 3)

Which Formats are generally used for a Progress Report?

Answer:

A progress report is an intermediate report designed to communicate information, usually to your

A progress report usually summarizes work within each of the following:

- Work accomplished in the preceding period(s)
- Work currently being performed ·
- Work planned for the next period(s)

To:

From:

Date:

Subject:

Introduction:

Facts:

Discussion:

Conclusions:

Recommendations:

Progress report

Task 1

Work completed

Current work

Planned work

Task 2

Work completed

Current work

Planned work

Task 3

Planned work

Question No: 35 (Marks: 3)

How common mistakes can be avoided while constructing a Bar Graph?

Answer:

When constructing a bar graph with negative values, you follow the steps outlined in the last unit on Constructing Bar Graphs, paying close attention to the scale of the frequency axis.

Since there are negative values, the scale of this axis will not start at zero.

Question No: 36 (Marks: 3)

What are the various purposes of Abbreviations?

Answer:

The shortening of words and phrases (kilogram to kg, Imperial Chemical Industriesto ICI) and a result of such are shortening (MA for Master of Arts, sitcom for situationcomedy).

For the purpose of taking notes, a student should feel free to create his own abbreviations, provided he can remember later what the abbreviation stood for.

Providing summary information abbreviations usually need to be concise, convenient, and easy to remember, they do not need to be fully understood to serve their purpose.

People literate in English can work successfully with such formulas as e.g. and q.v. whether or not they know their full Latin forms *exempli gratia* (for the sake of example) and *quodvide* (which see).

The more familiar and successful the short form, the less need for the full form, which may in course of time be forgotten.

The full forms of mob (Latin *mobile vulgus* the fickle crowd) and radar (radio detection and ranging) have no functional value in the 1990s, and many are entirely unaware that these words are (or were) abbreviations.

The members of organizations usually have little difficulty with the abbreviations they use, because of sheer familiarity, but people who are not part of the in-group may regard their use as (sometimes frustrating and provocative) jargon.

Question No: 38 (Marks: 5)

How does Editing help to improve a document?

Answer:

To re-structure the leaflets, manuals, standard letters or customer service letters, to make them concise, clear and effective.

Editing gives documents an indispensable proofreading tool that not only catches plagiarism, grammar and style mistakes, but also delivers instructional feedback that serves to make students better writers

Question No: 38 (Marks: 10)

How can we overcome common writing problems in business communication?some of the most basic tips to remember, when writing, include:

Answer:

- Avoid the use of slang words
- Try not to use abbreviations (unless appropriately defined)
- Steer away from the use of symbols (such as ampersands [&])
- Clichés should be avoided, or at the very least, used with caution
- Brackets are used to play down words or phrases
- Dashes are generally used for emphasis
- Great care should ALWAYS be taken to spell the names of people and companies correctly
- Numbers should be expressed as words when the number is less than 10 or is used to start a sentence (example: Ten years ago, my brother and I...). The number 10, or anything greater than 10, should be expressed as a figure (example: My brother has 13 Matchbox cars.)
- Quotation marks should be placed around any directly quoted speech or text and around titles of publications.
- Keep sentences short

The above mentioned tips cover the most common mistakes, made when writing letters, memos and reports.

Question No: 39 (Marks: 10

**Is poorly organized structure basic drawback in writing problem?
Do you agree?**

Answer:

Organization is the structural framework for constructing a piece of writing. It is the logical progression and completeness of ideas in a text. Organization is important to effective writing because it provides readers with a framework to help them fulfill their expectations for the text. A well-organized piece of writing supports readers by making it easy for them to follow, while a poorly organized piece leads readers through a maze of confusion and confounded expectations.

Question No: 39 (Marks: 10)

You are working in a company which has dealings in foreign exchange. Your company has seen the effects of recent exchange fluctuations and its impact on business. Your Managing Director has asked you to write a brief Report on the subject along with your suggestions and recommendations. Give a detailed note on Interview

Structure. Types of report

Following are different types of report:

- Feasibility report
- Empirical research report
- General report

- Progress report
- Analysis report

'Who' is a subject pronoun like "he," "she" and "we". We use "who" to ask which person does an action.

Examples:

- Who made the birthday cake?
- Who is in the kitchen?

'Whom' is an object pronoun like "him," "her" and "us." We use "whom" to ask which person receives an action.

Examples:

- Whom are you going to invite?
- Whom did he blame for the accident?
- Whom did he hire to do the job?

'That' is a demonstrative adjective. It usually points out noun in a sentence. It always answer the question which one?

- Let's play this game and later watch that movie.

'Which' is an interrogative adjective and it is used with nouns to ask questions. For example: · Which leaves turn color first?

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