

MCM301 final term Mcqs

With Junaid, Moaz Files

WITH PROVE ANSWER

ORANGE MONKEY TEAM

Important NOTE:-

Maybe toppers are successful in school or college carrier but backbenchers are successful in their life because toppers run according to books while backbenchers don't follow rules and regulation that is why backbenchers are successful. For life, there are no books and another reason why toppers can't succeed because they fear failure and don't try anything new. Backbenchers don't fear failure as they have faced the failure in their school or college carrier so that is the reason they try new things and at last gain success.

As Abdul Kalam nicely quoted, "The best brains of the nation may be found on the last benches of the classroom"

Translation into Urdu:

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ہوسکتا ہے کہ ٹاپرز اسکول یا کالج کیریئر میں کامیاب ہوں لیکن بیک بینچر اپنی زندگی میں کامیاب ہوتے ہیں کیونکہ ٹاپر کتابوں کے مطابق چلتے ہیں جب کہ بیک بینچر قواعد و ضوابط پر عمل نہیں کرتے اسی وجہ سے بیک بینچر کامیاب ہوتے ہیں۔ زندگی کے لیے، کوئی کتابیں نہیں ہیں اور ایک اور وجہ ہے کہ ٹاپرز کامیاب نہیں ہو پاتے کیونکہ وہ ناکامی سے ڈرتے ہیں اور کچھ نیا کرنے کی کوشش نہیں کرتے۔ بیک بینچر ناکامی سے نہیں ڈرتے کیونکہ انہوں نے اپنے اسکول یا کالج کیریئر میں ناکامی کا سامنا کیا ہے یہی وجہ ہے کہ وہ نئی چیزیں آزما رہے ہیں اور آخر کار کامیابی حاصل کرتے ہیں۔

جیسا کہ عبدالکلام نے اچھی طرح سے نقل کیا ہے، "قوم کے بہترین دماغ کلاس روم کے آخری بینچوں پر مل سکتے ہیں۔"



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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

In the name of Allah, the most gracious, the most merciful

1. Which of the following method of outlining is generally preferred for negative news messages?

Indirect method.....confirm

Which of the following method of outlining speech is generally preferred for negative news messages?

- Direct method
- **Indirect method ✓**
- Supporting method
- Sustaining method

2. Which of the following is one of the major benefits of 35mm slides
The slides can be easily duplicatedconfirm

Which of the following **Raise For Success** is one of the major benefits of 35mm slides?

- **The slides can be easily duplicated Correct**
- The duplicated 35mm slides carry different messages to different people
- Editing is very easy
- 35mm slides can be used for large audience

3. In written communication active verbs help make sentences more.

Concise,Empathetic,Specific...All options correct....confirm

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Use active rather than passive verbs

Active verbs help make your sentences more:

1. Specific: "The Dean decided" is more explicit than
2. Personal: "You will note" is both personal and specific

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3. Concise: The passive requires more words and thus slows down the action. Compare "It's shown by figures" with "The figures show it."
4. Emphatic: Passive words dull action. Compare "The study was conducted by the students" with "The students conducted the study."

4. While preparing effective business writing drafting stage involves all of the following EXCEPT:

Editing.....confirm

Question 1: While preparing for effective business writing Drafting Stage involves all of the following EXCEPT:

- | | |
|---|--|
| ☐ Develop appropriate beginning paragraph | ☐ Compose the body |
| ☐ Develop appropriate ending paragraph | ☒ Editing |

5. While preparing effective business writing Planning stage involves all of the following EXCEPT:

Choosing appropriate clothes

Question # 14 of 15

While preparing for effective business writing Planning Stage involves all of the following, EXCEPT:

Select correct option:

- Choosing appropriate clothes
- Considering your reader
- Determining the appropriate content
- Determining your purpose

6. While preparing effective business writing Organizing stage involves all of the following

Outlining the topics you plan to include and determine the order of the topics....both correct.....confirm

2. Organizing Stage

- Outline the topics you plan to include
- Determine the order of the topics

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7. All of the following are the characteristics of concrete writing EXCEPT:

Vague.....confirm

5. Concreteness

Communicating concretely means being specific, definite, and vivid rather than vague.

8. The purpose of your message will determine

How much you need to know about your reader.....confirm

The purpose of your message will determine how much you need to know about your reader.

9. Which of the following is NOT the stage of effective business writing?

Body composition stage.....confirm

Question 1: Which of the following is NOT the stage of effective business writing?

- | | |
|--------------------------------------|---|
| ☐ Planning Stage | ☐ Organizing Stage |
| ☐ Drafting Stage | ☒ Body Composition Stage |

10. Which of the following is NOT the stage of effective business writing?

Theater stage.....confirm

1. Planning Stage

- Determine your purpose
- Consider your reader
- Choose your idea
- Determine the appropriate content

2. Organizing Stage

- Outline the topics you plan to include
- Determine the order of the topics

3. Drafting Stage

- Develop appropriate beginning paragraph
- Compose the body
- Develop appropriate ending paragraph

4. Editing Stage

5. Proofreading stage

11. In a well planned presentation where there is no need to record information that comes up on the spot there may be no need for

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CD-ROM or DVD.....confirm

Total Marks: 1

In a well planned presentation where there is no need to record information that comes up on the spot, there may be no need for:

Select correct option:

Photographic slides

Chalk or dry-erase boards

Transparencies

CD-ROM or DVD

12. In written communication use of active verbs helps make sentences more

Specific, Concise, Empathetic...All options correctconfirm

Use active rather than passive verbs

Active verbs help make your sentences more:

1. Specific: "The Dean decided" is more explicit than "It was decided."
2. Personal: "You will note" is both personal and specific.

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Communication Skills MCM 601V

3. Concise: The passive requires more words and thus slows down the action. Compare "It's shown by figures" with "The figures show."
4. Emphatic: Passive words dull action. Compare "The study was done by the students" with "The students did the study."

13. Which one of the following is most appropriate sequence for effective writing?

Planning > Organizing > Drafting > Editing > Proofreading.....confirm

Which of the following is most appropriate sequence for effective writing?

- ☐ Planning > Drafting > Organizing > Editing > Proofreading
- ☐ Planning > Organizing > Drafting > Proofreading > Editing
- ☒ Planning > Organizing > Drafting > Editing > Proofreading
- ☐ Planning > Drafting > Editing > Organizing > Proofreading

14. Which of the following method of outlining topic presents the specific information first followed by conclusion?

Direct Method.....confirm

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Question 3: Which of the following method of outlining topic presents the specific information first, followed by the conclusion?



Direct method



Indirect method



Supporting method



Sustaining method

15. Which of the following method is generally preferred when presenting positive or good-news information

Direct method.....confirm

The direct method involves presenting a general statement first, followed by specific supporting statements. This method is generally preferred when presenting positive or good-news information

16. All of the following factors bring the element of completeness in a message EXCEPT:

Using vivid, image-building words.....confirm

As you strive for completeness, keep the following guidelines in mind:

- Provide all necessary information.
- Answer all questions asked.
- Give something extra, when desirable.

17. Writing with you-attitude shows sincere _____ for the reader.

Concern.....confirm

Writing with a you-attitude shows sincere concern for the reader.

18. His GPA in 2000(MBA) was 3.9 on a four point scale. Which of the following is a correct and more concrete example of above statement?

His GPA was 3.9 on a four point scale.....confirm

Another example of a general statement and a more concrete revised version follows.

Change: He got a good score in his MBA Program.

To: His GPA in 2000 was 3.9 on a four point scale.

19. All of the following steps are found in the planning stage of business writing EXCEPT

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Proofreading.....confirm

1. Planning Stage

- Determine your purpose
- Consider your reader
- Choose your idea
- Determine the appropriate content

20. Careful outlining of topics is helpful for all of the given reasons EXCEPT:

It keeps the suspense in message.....confirm

Careful outlining is helpful for several reasons: One, it improves the clarity of your message; Second, it saves writing time later (changes in outline are easy than in writing material); and Third, it enables to emphasize properly the various topics in the message (placing the most important at the beginning is more emphatic than in the middle).

21. Which of the following cannot result from incomplete messages?

Gaining good name.....confirm

requires the preparation of another message, the cost of communicating doubles. Incomplete messages are costly in other ways as well because they can result in:

1. Loss of goodwill.
2. Loss of valued customers.
3. Loss of sales.
4. Waste of time trying to make sense out of an incomplete message.
5. Cost of returning merchandise because of an incomplete order.

22. While determining the order of the topics, one should review the outline, keeping all of the following questions in mind EXCEPT

Are related topics properly shuffled?.....confirm

When you are determining the order of the topics, you should review your outline, keeping the following questions in mind.

1. Are the ideas of equal importance presented in a parallel manner?
2. Is the sequence of the topics appropriate for the development method I am using (direct, indirect)?
3. Is the sequence of the topics likely to add clarity to my message?
4. Are related topics properly sequenced?
5. Are the topics presented in the sequence recommended for the type of the message I am preparing?

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23. To find the right media for your presentation you need to first determine which one of the following?

All options.....confirm

To find the right media for your presentation you need to first determine:

- The size of your audience.
- Whether or not there will be audience participation.
- The room size, arrangement, lighting, acoustics, climate and safety of your presentation environment.
- The presentation budget.
- Equipment and supply limitations.
- Time constraints.

24. All of the following guidelines play an important part to make your writing concrete EXCEPT:

Use passive verbs.....confirm

To make your writing concrete you should:

- a. Include as much specific information as possible.
- b. Use active rather than passive verbs.
- c. Use vivid, image-building words.

25. Which of the following cannot result from incomplete message.

Gaining goodwill.....confirm

requires the preparation of another message, the cost of communicating doubles. Incomplete messages are costly in other ways as well because they can result in:

1. Loss of goodwill.
2. Loss of valued customers.
3. Loss of sales.
4. Waste of time trying to make sense out of an incomplete message.
5. Cost of returning merchandise because of an incomplete order.

26. Presentation through visual aids depends on _____ rather than presenter

Equipment.....confirm

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Question # 1 of 15 (Start time: 09:32:52 AM) Total Marks: 1
Select the correct option upon which the presentation through visu
aid depends rather than presenter:
Select correct option:

Equipment

Literature

Feed back

Audio

27. In order to listen more effectively you should

All options....conrrrect....confrim

Q17: In order to listen more effectively, you should:

A) Minimize distractions

B) Talk less

C) Pay attention to verbal and nonverbal cues

D) All of the given options (page25) (100% Sure)

28.

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COMMUNICATION Skills MCM301

Lesson 23

Visual Aids

Why Visual Aids?

Audiences expect you to use visual aids in your oral presentations. Visual aids can improve the quality and impact of your oral presentation by:

- creating the attention of your listeners,
- illustrating points that are difficult to explain in words alone,
- enhancing understanding of the topic,
- centering the attention of the listeners,
- adding variety,
- helping your speech have lasting impact,
- emphasizing your information & ideas, and
- helping your listeners remember your talk.

With the right tools and ideas, you can be a high-impact presenter ready for an increasingly competitive world. Modern technology is providing exciting improvements to the most traditional types of presentation media offering new ways for you to excel at meetings, conferences, conventions, and training sessions.

Yet many of the traditional presentation techniques may still be the best ones. As a presenter with meeting objectives, you may choose to project full-color images that incorporate text, animation, and video. Or possibly your objective may best be met through the advantages of professionally imaged flip charts placed right next to your conference room table.

As contrasting as these two styles are, one is not necessarily better than the other. In order to make educated and informed presentation decisions the following rules will guide you to determine which medium will serve you best, based on your personality, style, the environment, your budget, your material, the audience, and your goals.

To find the right media for your presentation you need to first determine:

- The size of your audience.
- Whether or not there will be audience participation.
- The room size, arrangement, lighting, acoustics, climate and safety of your presentation environment.
- The presentation budget.
- Equipment and supply limitations.
- Time constraints.

Today's speakers can select from a variety of visual aids to enhance oral presentations. Among the most popular types of visual aids are: computer based presentation, video, 35-millimeter slides, overhead transparencies, flip charts, whiteboards, and handouts.

1. Computer based Presentation

The availability of affordable software and new technology has made computer based presentations the visual aid of choice in most business situations. What used to take weeks of preparation and an outside production house can now be created by you at your desktop. Computer-based presentations can be real-time or prepared in advance. Real-time presenting is useful when the audience needs to see immediate results or the software in action--like financial brainstorming sessions or software training. Prepared presentations can be simple text slides or--with the integration of text, graphics, animation, video, and sound--sophisticated multimedia productions.

In the past, these sophisticated presentations could only be viewed directly from the monitor or projected in a room equipped with a data/video projector and technical support. With the development of portable data/video projectors these presentations can now be transported and projected almost anywhere.

Computer-based presentations bring a level of professionalism that challenges you to be as dynamic as the presentation. With this in mind, it is very important to balance animation, video, transitions and special effects with what you're trying to communicate. Your goal should be a smooth natural delivery of information where the electronics and special effects are not apparent to your audience. Because multimedia software programs provide so many options, it is very easy to overdo them. Beware of creating more interest in the software than the material you're presenting.

Benefits

- Dynamic, full-color multimedia presentations are available to the average presenter
- Data can be presented in real time
- Supply costs are non-existent
- Last minute changes are possible
- Special effects add interest
- Production costs are low
- Transmission to remote locations is possible

Limitations:

- Projection equipment is expensive
- Computer and graphic skills are required
- Presentation depends more upon equipment than the presenter
- A darkened room is required

Helpful Hints:

- Before your presentation check equipment for proper location and function.
- Use only a high-intensity overhead projector
- Use a remote control device to advance your visuals
- If you do not have a remote, have an assistant advance the visuals
- Back up your computer media and take an extra copy with you
- Unless you take your own computer, use the view or runtime version on your computer software program so you do not have to load your software to the computer
- Use a laser pointer to focus the audience's attention
- If possible, vary the presentation with another activity so that you can turn the lights on.

2. Video

When you need to show real-life motion in your presentation, video is the most effective medium. Video clips are used with computer graphics to create multimedia presentations. These presentations incorporate text, graphics, animation, and motion video.

Portable video projectors have made video practical for everyday meetings as well as group presentations. These cost-effective, plug-and-play projectors allow you to project high-quality video images from VCRs, cameras, laser disc players, and CD players.

You can also use video as a delivery system for larger audiences through the use of desktop conferencing, distance learning, video conferencing, and closed-circuit television systems.

Technological developments have made recording, capturing, sending, viewing, editing, and printing video images easier, more practical, and cost effective.

Viewing videos is a passive activity and can allow your audience to lose concentration and focus. If possible, use short video segments (five to ten minutes) during your presentation.

Benefits

- Presentations are professional.
- Full-color motion with sound is possible.
- Duplicating presentation is simple.
- Presentations may be more entertaining.
- Presentation does not require presenter.
- Small cassettes are easy to store.
- Presenting to large remote audience is possible.

Limitations:

- Professional production is required.
- Production is expensive and time consuming.
- Little presenter involvement--can be impersonal.
- Discourages audience participation.

Helpful Hints

- Before your presentation, become familiar with and test all equipment.
- Make sure the room can be properly darkened.
- Be sure that you have enough monitors in place for adequate viewing.
- Keep video presentations short (ten minutes is considered the limit for attention and concentration).
- To increase participation, ask your audience to look for a specific idea or activity in the video before viewing it. Then refer to it by asking questions after viewing.

3. 35mm Slides

The content of 35mm slides provides a crisp, colorful, easy to read format for presenting information. 35mm slides are the most universally accepted way to show full-color, three-dimensional still pictures. They are also used extensively to show graphics or pictures. Slides can be used with large or small audiences and, because the projectors are small and portable, they can be taken almost anywhere. Remote operation allows you to move around the room and still control the duration and sequence of each slide.

One of the main advantages of slide projection is that slides can be easily duplicated and sent to multiple locations with assurance that everyone receives an identical message. If it is also important that the verbal element be consistent, include a pre-recorded tape that has been synchronized with your slides.

Because slide presentations require a darkened room and little or no audience participation, presenters who wish to sell, instruct, or teach should limit slide use. Consider incorporating other presentation formats that encourage audience participation instead. Watching slides in a darkened room for an extended period of time causes drowsiness. Even well narrated slide presentations should be limited to ten or fifteen-minute segments. Encourage audience involvement with the use of a rear projection system in a lit room.

Benefits

- Images are the highest quality.
- Presentations can be easily duplicated.
- Projectors are reliable, portable and easy to use.
- Remote control enables the presenter to move around the room.

Limitations:

- Darkened room is required (or uses rear projection system in lit room).
- Discourages audience participation.
- Presenter is more impersonal.
- More preparation time is necessary.
- Note-taking is difficult.
- Previewing and editing is difficult.

Helpful Hints:

- Arrange and place your slides in the slide tray and check to see that they are in the proper order and right side-up before arriving at the presentation.
- Once the slides are positioned in the slide tray, use a marker to draw a line around the top of the entire ring of slides. If your tray spills, you'll quickly distinguish top from bottom on each slide.
- Be sure the lights are properly adjusted.
- Try to keep enough light so that you can maintain some eye contact with the audience.
- Use a laser pointer to focus the audience on a specific point.
- Number the slides in case they do spill.
- Make sure the slides are in focus before you start.
- If you want to discuss a topic without any visuals, use a black slide.
- Face the audience at all times.
- If possible, vary the presentation with another activity so that you can turn the lights on.

Lesson 24

Visual Aids

4. Overhead Transparencies

Overhead projection is the most versatile and popular presentation medium used by businesses today. Because of its effectiveness and wide acceptance, its popularity is continuing to grow. The projectors are brighter, quieter, and more portable, and high-quality transparencies can now be printed in full color directly from your computer.

Overhead projection gives you control over every aspect of your presentation. By allowing you to face your audience in a fully lighted room, you are able to maintain the eye contact necessary for effective two-way communication. (Never face the “projected” image on the screen. Many presenters face the screen and end up talking to the screen). Facing the audience, you can detect audience confusion and easily clarify by highlighting, underlining, or circling important points with a project-able marker. If you need to explain further place a sheet of un-imaged film or write-on film on the stage of the overhead and use it as an “electric blackboard.” By using a technique called revelation, information on your visual can be revealed point-by-point, preventing the audience from reading ahead or jumping to conclusions. If you want undivided attention, simply turn the projector off and all eyes are on you.

Overhead projection provides an informal, but structured atmosphere where an audience expects to learn and is naturally invited to participate. It supports the presenter, enhances the communication process, and shortens meetings.

Benefits

- Presenter has complete control over the presentation.
- Presenter faces the audience in a fully lit room.
- Visuals can easily be rearranged or omitted to fit the needs of the presenter or audience.
- Material can be highlighted or revealed point-by-point.
- Material can be created or added during a presentation using a projectable marker.
- Transparencies are easy and inexpensive to produce.
- An overhead projector is comfortable and simple to use.

Limitations:

- Can be used for groups of up to 100 people.
- Presenter must rely on equipment.
- Older projectors tend to be dim and noisy.
- Presenter is forced to remain near the projector in order to change transparencies.
- Audiences that don't understand the benefits of overhead projection may perceive it as outdated.

Helpful Hints:

- Test to see if the visual is in focus and if the projector is the right distance from the screen before you begin.
- Place the overhead to your RIGHT if you are right handed and to your LEFT if you are left handed-This will make it easier for you to face your audience and write if you need to. In either case, you want to stand in the center of the speaking area.
- Place your overhead projector on a table low enough so it does not block you or the screen. Have a small table next to the overhead so you can stack your overheads before and after you use them.
- To create a smooth transition and keep the audience from staring at a glaring white screen, turn the projector off before placing the next transparency.
- Be sure you have a spare lamp. Nothing is more unsettling than to have your overhead projector bulb goes out during your presentation. Bring spare bulbs and a glove to change the bulb. The old bulb will be HOT! Make sure you know how to change the bulb.

- Don't look at or point to the screen, look at the transparency or maintain eye contact with your audience.
- Use a pencil, pointer, or color highlighting system when pointing to a transparency on the stage of the projector.
- To reveal one line at a time, put a sheet of paper under your transparency and slide it toward you as you discuss each item.
- If you want the attention focused on you and a point you're emphasizing, turn the overhead projector off and move inward the group.
- Make sure what's projected is short and simple.
- Tape the power chord to the floor-to protects you or someone else from tripping.
- Mount transparencies in a frame for easy handling.
- Write your name on mounting frames and number them.

5. Flipcharts

While everyone seems to be interested in creating high-tech computer generated presentations, the flip chart still continues to be the most effective presentation media of all. One should not assume that investing a lot of money in high tech visual aids & equipment will "make" your presentation. The best visuals have been and still are the simplest. Whether hand-written or professionally imaged, the flip chart remains one of the most popular means of presenting meeting room information. An easel is comfortable, reliable, non-threatening (to you and your audience), and usually readily available.

Flipcharts are ideal for recording audience input, reinforcing important points, or gathering information obtained during brainstorming sessions. It is an ideal presentation medium for executive offices, small conference rooms, onsite locations, and courtrooms--any location where projection equipment is unavailable or doesn't suit the environment.

Benefits:

- Clip charts do not need electricity - You don't need to worry if the bulb will burn out or worry about additional presentation equipment.
- Flip charts are economical - They do not require you to use any special films or printers to produce them.
- Flipcharts can be used in fully-lit rooms, allowing the presenter to be the focus of the presentation
- Handwritten flipcharts are ideal for brainstorming sessions and encourage participation when used to record audience input
- The easel is reliable, predictable, comfortable and readily available
- Flipcharts can be used in a variety of environments that aren't suitable for projection equipment--outdoors, small rooms and on-site locations
- Flip charts allow spontaneity - Any last minute changes can be easily made.

Limitations:

- Can be used for group of up to 35 people only.
- Presenter must have high energy.
- Handwritten flipcharts require good penmanship and still may be difficult to read.
- Handwritten flipcharts lack professionalism and credibility.
- Preparation of handwritten flipcharts is labor intensive and therefore costly to produce.

Helpful Hints:

- Make sure the flip charts you use will fit the flip chart stand you will be using. Some have different spaced holes at the top.
- When preparing your charts, it is best to first design your charts on paper first before drawing them on the actual flip chart pad.
- Lightly write your text in pencil first before using the actual flip chart markers. This will allow you to make any adjustments with text spacing and any figures you will be drawing. Do NOT use

all block letters (UPPER CASE). Using upper and lower case letters makes it easier to read. Use the 7 x 7 rule. Have no more than 7 words on each line and no more than 7 lines to a sheet. Using a 6 x 6 rule is even better.

- Use flip chart markers and not regular magic markers. Flip chart markers will not "bleed" through the paper.
- Avoid using the colors yellow, pink, or orange. These are extremely difficult for the audience to see. Avoid using too many colors.
- You can write "lightly in pencil" any notes next to key points you need. The audience won't be able to see them. You may also write what is on the next sheet. Knowing this will allow you to properly introduce your next sheet.

6. Whiteboard

The chalkboard is probably the oldest, most familiar visual aid. It has evolved over the years from the standard black or green hard chalk variety to whiteboard that requires the use of liquid markers. Information can now be written quietly, in brighter colors, and erased completely with considerably less effort. Whiteboards are inexpensive, easy to use, and best suited for small groups where brainstorming sessions or spontaneous illustrations are necessary.

Using a whiteboard as your primary visual aid is considered inadequate for most business situations. Handwriting is time consuming and sometimes illegible. Also, because you have to turn your back to write, you run the risk of losing control of your audience.

Benefit

- Whiteboards are ideal for recording spontaneous information.

Limitations:

- Can be used for groups of up to 30 people only.
- Handwritten material may be difficult to read.
- Audience attention may be lost while presenter turns his/her back to write.
- A whiteboard used as a primary presentation medium conveys lack of preparation.
- Whiteboards are difficult to transport and may not fit all meeting rooms.

Helpful Hints:

- Write large enough so that everyone can see.
- Use when brainstorming or group planning is needed.
- Plan an activity for the group to prevent boredom.

7. Handouts

Handouts are written supplements that you can pass out to your audience to provide additional details or a summary of your presentation. They can also be supporting data worksheets, outlines, or even questionnaires that will give you the feedback you need to do a better job the next time.

Handouts should only be used as a supplement to--not a substitute for--presentation visuals. Handouts that are not to be used during a presentation should be passed out after the meeting. If not, they may distract the audience when they should be concentrating on your message. If the handout is a summary, let the audience know in advance to avoid preoccupation with note taking. Also be careful of passing out too much information. It will most likely confuse or end up in the wastebasket.

Handouts are a reflection of your presentation and should be well designed. Many presentation software programs provide a format for handouts.

Benefits

- Handouts eliminate the need for note taking.

- Provide an accurate record of the information being presented.
- The dissemination of additional information is possible.
- Information is available for absent or late presentation attendee.
- Handouts can be used with all types of presentation media.

Limitations:

- Because people can look ahead, the presenter may lose control.
- Handouts passed out in advance tend to cause attendees to prejudge the presenter. and/or the presentation.
- The noise from page turning is distracting.
- Poorly designed handouts reflect negatively on your presentation.

Helpful Hints:

- Prepare sufficient handouts for the group plus extras.
- Determine the best time to distribute the handouts and place them in a convenient location or pass them out.
- Distribute material before the presentation if you want the audience to follow along as you speak.
- Distribute material during the presentation if you have a reason for not wanting the audience to see it until you are ready to talk about it.
- Distribute material after the presentation if you want people to listen to you rather than read the material.
- If people are going to receive a handout that summarizes your presentation, let them know in advance so they won't need to take extensive notes.

Summary

The following are some general guidelines to consider when choosing and creating visual aids:

Visuals should add to the presentation, not distract from it.

Make sure that your speech has enough substance to equal your visuals so that the audience focuses on your messages. If your audience only remembers your visual aids, then your speech has not been effective.

Visual aids can only add to a good speech, they cannot rescue a poorly developed speech.

Do not put all your time and effort into your visuals at the risk of ignoring developing and practicing your speech.

Your visual aids must be clearly visible and understandable by the entire audience.

A great visual aid is useless if the audience can't see it. Make sure that every member of the audience can see, read, and understand each visual. Always use at least 18-point type for all text.

Use simple fonts

Lettering styles (fonts) that are overly ornamental may look cool, but are very difficult to read. For example, compare the following sentences:

The second sentence is much easier to read, and your audience can comprehend it instantly. The extra time it takes to read and understand the first sentence is time that your audience is not listening to you.

Avoid distributing objects to the audience while you are speaking.

A common temptation is to have the audience pass around items while you are speaking, or to distribute handouts at the beginning of your speech. Unfortunately this distracts the audience and significantly reduces the effectiveness of your speech.

Distribute handouts at the end of your speech, and don't use visuals that the audience can't see from their seats. Use overhead transparencies for photographs or small objects.

Practice with you visuals well ahead of time so that you can smoothly integrate them into your performance.

Nothing can ruin your credibility faster than fumbling around with your visual aids. Always practice with your visuals so you can use them with confidence.

Be prepared for disaster!

Overhead projector bulbs burn out unexpectedly, posters sometimes fall down, and videotapes sometimes jam in the machine. Always prepare an alternate plan for your presentation so that you do not have to depend on your visual aids to carry your speech.

Speak to your audience, not your visual aids.

Keep your eye contact on the audience, and avoid the temptation to constantly look at or read from your visuals.

Keep video and audio presentations short and to the point.

Do not make the audience wait for the important part -- start with the tape cued up to the right spot and make sure the tape is of the highest quality possible.

Try to have only one piece of information on a poster or overhead transparency.

Do not overload your visuals with too much information because they become messy and difficult to understand.

Statistical information is easier for your audience to understand when presented visually through charts and graphs.

Statistics will have a much greater impact if your audience can see the relationship between the numbers, instead of having to imagine how numbers relate.

Lesson 25

Group Communication

Definition of a Group Meeting

A meeting is a gathering of two or more people where purposive discourse occurs. Of course these purposes will vary.

A communication between two people is primarily an interchange – dyadic communication. A group is larger: at least 3 people and perhaps as many as 15 or more. Additionally, a group often meets face to face with a common purpose in mind. Such a group may also be informal (un-planned, free-flowing discourse) or formal (clear, planned purpose).

Informal Group

Casual or informal group meetings are common. Here you casually chat over tea, meet after work, or get together for purely social reasons. You and your friends meet to socialize, to interact – often spontaneously, without plan. Your business day is filled with such informal group meetings. Ironically, out of the need for frequent casual meetings may develop the need for more formal and directed meetings.

Formal Group

Often called task-oriented groups, formal groups often search for answers to problems, look for a course of action, make recommendations to a higher authority. This means that you and others may meet to change a policy, make decisions on how a specific problem should be solved, and decide on the beginning steps to implement a solution.

Formation of Groups

Groups go through four formative stages in becoming a group.

Forming: Here the group tries to get started. It is the orientation phase for group members.

Storming: Members begin to stake out their positions; they begin to have conflicts and arguments.

Norming: Progress begins here. Members work to solve conflicts and recognize acceptable kinds of conduct.

Performing: Here the group begins to achieve its goals.

Once you are part of a group seeking to solve a problem, one other thing occurs: The group begins to follow certain phases in solving the problem.

Orientation: Here discussion is free flowing; people orally wander about, each trying to focus on asking questions. Here too, questions are numerous: Members try to inform, ask further questions. Here members' convictions are tentative and somewhat ambiguous.

Conflict: After the preliminary sparring is over, members begin to offer opinions, evidence in support of their positions. At this phase initial conflicts occur. There may even be resistance to the agreed upon task.

Emergence: Open exchanges continue; members begin to search for ways of truly solving the problem. Compromises occur, and there is a decrease in conflict and sincere movement toward decreasing differences in opinion.

Solutions: A positive attitude exists at this phase. Options have been discussed, and criteria for measuring those options have been viewed. Now is the time to complete the task and agree upon a solution.

Purpose of Group Meetings

Meetings have two core purposes: to present information and to help solve problems. Obviously both purposes occur in all meetings. Three kinds of meetings help achieve these objectives.

- ▯ Informational meetings
- ▯ Suggested solution meetings
- ▯ Problem-solving meetings

Informational meetings: In these meetings the members learn, ask questions, and seek to understand. No problems are solved; no recommendations for change occurs. Participants come to the meeting with one pivotal purpose: to be informed, to understand the information.

Suggested solution meetings: Visualize this situation. A manager desires to receive input from her staff on an issue; he desires to review preliminary recommendations before solving the issue. The complete scenario may run something like this:

1. A supervisor senses a problem and desires a meeting to review options on addressing the problem. The goal: purely exploratory.
2. A memo or e-mail message is sent to all staffers asking for possible opposition on removing the problem.
3. Suggestions are tabulated and distributed to all respondents.
4. A meeting is called to discuss all possible options.

The manager and the review committee review all recommendations. Comments on the options occur at the meeting. Often no decision is made. The meeting is exploratory and informational. Then a final recommendation is prepared either for higher approval or group consensus.

Problem-solving meetings: Problem, solution, benefit, action. These four steps trace the most common process in solving problems typical of the business world. Often (1) the major problem is presented early in the meeting, (2) participants suggest solutions, discussing and evaluating them, and (3) participants arrive at a decision for further action.

Group Decision-Making

Standard agenda

Involves a careful, systematic approach to a problem. Groups make their decisions make use of a six-step guide called the standard agenda.

Problem identification: What is the problem? What is wrong with the current situation?

Problem analysis: View the current situation as a balance between restraining forces and helping forces. What are the forces in play in your group's situation?

Criteria selection: What are the goals of the final decision?

Solution generation: Generate as many solutions as possible. Avoid groupthink by listing many solutions.

Solution evaluation & selection: Measure each solution against the criteria from step three.

Final decision - There are many ways that a group can make a final decision, decide on a solution, or come to agreement. Some of the most popular ways of making the decision include:

- **Consensus:** The group members all agree on the final decision through discussion and debate.
- **Compromise:** Through discussion and readjustment of the final plan, group members come to agreement by giving up some of their demands.
- **Majority Vote:** The decision is based on the opinion of the majority of its members.
- **Decision by Leader:** The group gives the final decision to its leader.
- **Arbitration:** An external body or person makes a decision for the group

Solution implementation: Enact the chosen solution.

Alternate option

Brainstorming - Another option for decision-making is brainstorming. When brainstorming, group members are encouraged to generate as many ideas about a particular topic as they can. For instance, group members may use brainstorming to generate as many solutions as they can in step four of the standard agenda. Group members should be encouraged to say anything that comes to mind when brainstorming. Every idea is written down and judgments about ideas are saved until later, when the group returns to all of the ideas and selects those that are most useful.

Tips for Structured Brainstorming

"The best way to get good ideas is to have lots of ideas."

Brainstorming is a blending of group problem solving and discussion. It operates on the premise that the more ideas that are generated, the greater the possibility of finding a workable solution to a given problem. There are three phases to brainstorming: (1) generation of ideas, (2) analysis, and (3) action planning.

Brainstorming is useful for:

- Generating many ideas in a short time
- Encouraging creative, spontaneous thinking
- Helping people temporarily suspend judgment
- Expanding or piggy-backing on ideas

Final decision - There are many ways that a group can make a final decision, decide on a solution, or come to agreement. Some of the most popular ways of making the decision include:

- **Consensus:** The group members all agree on the final decision through discussion and debate.
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Styles of Group Leadership

Authoritarian

- Activity plans are made by the leader, with some uncertainty on the part of members about what the next step may be.
- All policy decisions are made by the leader.
- Unless productivity is high, member frustration may increase, resulting from high standards set by the leader.
- Members discontent may develop when leaders seek dominance for its own sake.
- Considerable status difference exists between leader and members.
- Aggressive status-seeking activities develop among members who have need of status.
- Members listen carefully to leader's instructions; they may pay little attention to what others say, unless productivity is at stake.
- There is a fundamental belief on the part of the leader that constant direction is necessary for goal achievement.
- Limited responsibility is placed on all members; members are chosen for specific tasks.
- Status comes from praise from the leader, which is usually personal & subjective.

Democratic

- Policy decisions are made by the group, encouraged and assisted by the leader.
- Activity plans made by the group, technical advice being provided by the leader when needed.

- ▮ Members satisfactions are gained in making own decisions.
- ▮ Members grow in self-confidence & self-acceptance.
- ▮ Leader and members function as peers.
- ▮ Emphasis on status decreases, and emphasis on respect for others increases.
- ▮ Listening improves, with the result of greater acceptance of the ideas of others.
- ▮ Little stress is placed on discipline, unless imposed by the group. The leader's relation to the members is friendly, helping, and tolerant.
- ▮ There is a fundamental belief on the part of the leader that the members can attain their own ends by using their own resources.
- ▮ Responsibilities are placed on all members.
- ▮ Status in the group is earned by the contribution made to the achievement of the group's goals; praise from the leader is objective and factually based.

Laissez-faire

- ▮ Members of the group are given help in activity plans by the leader only when it is requested.
- ▮ The group has complete freedom to make policy decisions without any help or guidance from the leader.
- ▮ Members do not know what is expected of them and develop disunity and dissatisfaction.
- ▮ Members have little sense of accomplishment.
- ▮ Few contacts exist between leader and members. Little friendship for the leader develops.
- ▮ Status-mindedness develops, resulting in competitive hostility.
- ▮ Members focus primarily on their own concerns. Listening to others' comments is infrequent.
- ▮ There is no concern for goal achievement.
- ▮ There is no concern for discipline. Members develop self-assertiveness without regard for others.
- ▮ Lack of development of feelings of unity, self-confidence or friendliness.

Planning the Meeting

As with formulating an informative or persuasive speech, take some time to:

- Define the purpose;
- Decide who to participate;
- Arrange for meeting date, time, & place;
- Create an agenda;
- Announce the meeting;
- Check on physical arrangements;

Procedures during the Meeting

- Begin with an opening statement
- Engage participants in discussion
- *Understand the roles of the participants*

Small group success depends on three types of functions being performed:

- Group task roles,
- Group building & maintenance roles, and
- Individual (Personal) roles.

Group task roles help to keep the group focused and directed towards achieving its goals.

Group building & maintenance roles help group members to stay involved, and ensure that everyone is able to contribute to their maximum potential.

Individual roles address the personal needs of group members to ensure that the group functions in the best possible way - these activities include the ways in which conflicts and disruptive behaviors are handled.

These functions are complementary, which means they must all be performed if a group is to work well. Responsible for seeing that these functions are performed rests, on the whole, with the group leader, but each group member also has a responsibility to support the leader, to improve their personal group-work skills, and to help the group achieve the best results possible.

The illustration below lists activities of all the three types of functions performed in the group work. Group leaders and members need to be familiar with all these activities, and to apply them whenever appropriate during group meetings. Guidelines for each activity are given under the illustration.

Listed below are guidelines for carrying out these activities.

Group task roles

Initiating - This is any action taken to get the group members started on working together towards their purpose. The initiating action may be:

- to suggest a procedure for advancing the group's task to the next step such as to flowchart a process, brainstorm a problem, or to evaluate data gathering and measurement options, or
- to re-cap progress to date and to call for suggestions on the best task to undertake next.

Information, or opinion,

seeking - This is the act of asking for facts, relevant information, suggestions or ideas about a group concern. This can be done through normal group interaction or if fresh ideas are required, a full brainstorming session or other ideas generation technique can be used.

Information, or opinion, giving - This is offering information up to the group in the form of facts, beliefs, opinions or ideas.

This is a leadership function that most people tackle with enthusiasm, but take care not to overdo it or you will stifle contributions from other members of the group. They will take the attitude that you value your own opinion more than theirs and will be reluctant to offer up their contributions.

This action is best taken when group discussion is a little stuck and needs some fresh points of view to react to.

Clarifying or elaborating - Interpreting ideas, clearing up confusions, identifying alternatives, and raising related issues, are all ways of clarifying and elaborating on things the group is discussing.

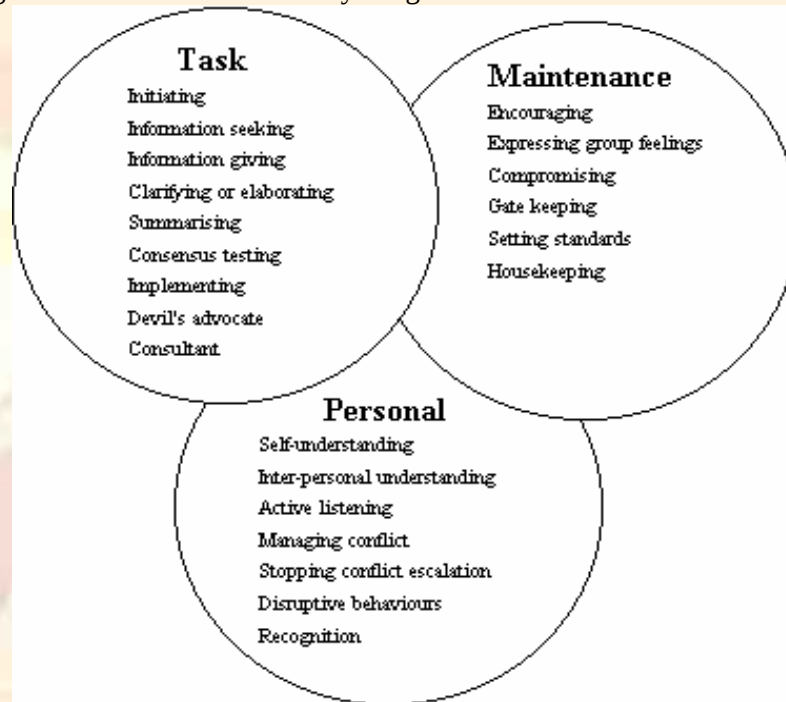
Summarizing - This is the act of pulling together related ideas, restating suggestions after they have been fully discussed, or offering a decision or conclusion for the group to accept or reject.

Consensus seeking - This is the act of testing whether the group is nearing a conclusion or decision. It is aimed at assessing the extent to which the group is in agreement.

Implementing - This involves putting the decisions of the group into action and requires:

- assigning responsibility
- delegating authority
- accepting personal commitments

Devil's advocate - This is an essential act of leadership and is performed when there is a suspicion that the group has reached agreement or consensus on an issue too quickly and easily. It is a way of



elaborating on an issue to make sure that the best assessment of its implications is made. **Consultants** - Design or research groups have some special leadership needs because they often include artists, researchers or other 'specialists', who are often unwilling to submit themselves, their art, or their ideas to the 'limitations' of group process.

To get the benefit of their work some special concessions can be made by placing them in a consultant role to the group in which they offer up their ideas but do not participate as full group members.

Group Building & Maintenance Roles

Encouraging

Encouragement simply means being responsive to others, giving them an opportunity for recognition, and consciously helping them to feel that they are welcome and valuable members of the group.

Expressing group feelings

This refers to picking up or sensing the mood of the group at appropriate times and disclosing your feelings or reactions to the other group members.

Compromising

Compromise is often regarded as an undesirable thing, which prevents the best ideas from being adopted, and even demeans the person who offers the compromise. The reason for this bad reputation is that people often seek a compromise at the wrong time. They often refuse to modify their stand on many minor issues but back down on important ones because they are intimidated by their far-reaching impact.

Gate keeping

This is the function of keeping communication channels open within the group at all times. This means two things,

- restraining those who tend to talk at all times and at length, and
- drawing out those who tend to stay quiet and withdrawn, who find it difficult to enter a discussion or who are easily talked over by others.

Setting standards

This is the function of imposing and insisting on standards for the actions of the group. This function is essential for keeping the group focused on its task and it is a function, which is often difficult to perform without risking short-term resentment and hostility.

Housekeeping

This function is about making sure that everyone is kept aware of the group's decisions, progress, and 'to do' list. It is easily fulfilled by keeping minutes, distributing them, and discussing them.

Individual Roles

Self understanding

Your capacity to see your own behavior, actions, and reactions in the group in an objective way, will make a big difference to how well you communicate with other group members, and how well you are able to identify and manage potentially destructive conflict.

Better self-understanding leads to better communication by reducing the contradictions between your words and your body language.

Inter-personal understanding

This is the ability to understand the other person's point of view and leads not only to much greater tolerance (which in turn reduces unproductive, or emotionally based, conflict), but also encourages many more ideas to be submitted to the group. This is because group members will feel better understood and less likely to have their ideas ignored or ridiculed.

Active listening

Our natural disposition in a competitive world is to constantly seek attention, to fight to have our ideas heard, to attempt constantly to command the consideration of others or to put our side of the argument. But communication is a two-way thing and if a discussion is to be productive, each person's position must be understood clearly along the way.

Unfortunately, since most of our efforts in discussion go into being heard, rather than listening to the others' points of view, progress is often slow. This natural tendency needs to be countered by active

listening.

Managing conflict

Conflict is the double-edged sword of group functioning.

The absence of conflict means that the group is not reaching its full potential to identify problems and explore possible solutions. It may mean that the group is not sufficiently motivated, or challenged, to generate the 'creative tension' that forges the best solutions.

An excess of conflict, on the other hand, can be destructive to the group and undermine its ability to carry out any action at all.

This means that conflict must be managed. The leader must pursue an agenda which is challenging enough to draw out each person's differing views, but which prevents argumentation from blocking progress and decision making.

Stopping conflict escalation

The problem with our traditional view of conflict is that we see it as a situation, which is only resolved by having a winner and a loser. In this view, conflict is resolved only when one person prevails over the other, so it is a situation, which is ripe for escalation. Escalation means that the heat in the argument rises, the number of points in dispute increase, personal abuse increasingly creeps into the discussion, and in the extreme, escalation leads to violence.

For group-work to be effective, this traditional view of conflict must be undermined and replaced with one, which sees conflict as an essential factor in finding the best solution to a problem.

Disruptive behaviors

There are many types of disruptive behavior which group members can engage in and which need to be dealt with to stop them from hindering the group's progress.

The problem, however, is that the person concerned is often unaware that their behavior is disruptive. In fact the group leader is just as likely to be the culprit as another group member. Taking this into account, anyone in the group may initiate action to stop it:

Recognition

People work best when they feel that they belong, that their participation is worthwhile, and that their contributions are valuable.

What is often overlooked is the need to constantly reinforce this feeling in group members by giving recognition when and where it is due. By recognizing and acknowledging all actions which help the group to function well and achieve its aims, you will be consolidating and improving the capabilities of the group.

Participant roles in a group meeting

Organizer – Some persons do not like clutter – even in meetings. Some are natural organizers. They dislike disorganizations. Meetings often move without direction, from either the inability of the leader to give direction or because members wander off the path. When you are an organizer, you give procedural suggestions; you steer back to main, central issues.

"I feel we're wandering from the topic. I suggest we return to the main subject, which in my estimation is, what criteria should we consider for any foreign expansion?"

Clarifier – A clarifier attempts to make clear unclear expressions.

"It's useful that we begin with a consistent definition of the term *strategic*; let's see if we can set a common understanding of the timeframe."

Questioner – Many questions need clarification. You wish to fill your knowledge gap for yourself and others. Be careful: Know the difference between a vital or an inconsequential question. But when in doubt ask your question: others may have had the same question but were afraid to ask.

Factual contributor – Any time you add substantive (factual, accepted opinions) information to a discussion, you are making a worthwhile contribution. Watch your tone. Presenting factual information in an arrogant or overbearing manner will create negative reactions. Be positive.

"You make an interesting point; I like it. May I add some data from a study appearing in the fall issue of the *Journal of Business Communication*?"

Energizer- Gloom is a part of meeting; so is frustration. An energizer keeps the discussion moving by stimulating members to reach their goal.

“Hang in there, we’re almost there. If we can make it another half hour, I’m sure we’ll reach some kind of consensus.”

Idea creator- The creator risks ideas that may be new, different, even unusual. If you are an idea creator, you are willing to test an idea in the open forum of the meeting.

“Wait a second, there may be third option...”

Critical tester- Every meeting needs a person willing to challenge, tactfully, the validity and reasonableness of contributions.

“Are the facts – and the language clear?”

“Are the sources of information recent; can one see the source and verify the evidence given?”

Conciliator- Deadlocks are not uncommon in meetings. Both sides refuse to budge; violent disagreements do occur. You as a conciliator attempt to find a middle ground, seek to find a compromise.

Helper of others- A final role you can play to invite other participants to join in.

“I’d like to hear what Sohail has to say on the topic.” (Invitation to participate)



Lesson 26

Elements of Effective Written Communication

Because written communication plays such a significant role in our economy and in the daily routines of the vast majority of organizations, an understanding of the essentials of written communication is critical. You must know *what* you want to say and *how* to say it. In addition, you must design your messages to portray exact meaning as well as create a favorable impression. Well-worded messages not only bring you and your reader closer together, but also make you appear more friendly, helpful, and interested.

In order to choose the right words and sentences for your letters, you need to be familiar with the elements of effective written communication.

The elements are:

1. Courtesy
2. Correctness
3. Conciseness
4. Clarity
5. Concreteness
6. Completeness

1. Courtesy

Review of actual business correspondence reveals that special attention should be devoted to assuring the courtesy of business communication. Effective writers visualize the reader before starting to write. You will want to consider your reader's desires, problems, circumstances, emotions, and probable reaction to your request. This step will enable you to develop your communication from the reader's point of view.

You-Attitude

Writing with a you-attitude shows sincere concern for the reader. Emphasizing the reader's (you) viewpoint rather than the writer's (I) viewpoint demonstrates sincerity. Merely replacing a few I's, we's, our's and my's with you's and your's throughout a letter, however, will not guarantee the presence of the you-attitude. To establish a you-attitude, you must create a positive state of mind through your suggestions and decisions.

A you-attitude is more than simple courtesy or politeness. It hinges on demonstrating a clear understanding of the reader's problem or question. If a reader feels that you are genuinely concerned about his/her problem or question, the overall impact of the message will be greatly enhanced.

Incorporating a you-attitude into your message will help give them *reader benefit*, which shows the reader how he/she will benefit by complying with your request or announcement. Readers are more likely to comply if the benefits appear to be worth their time, effort, or cost. Even though the benefits of compliance may not be readily apparent to the reader, your message can be made much more effective by including reader-benefit material.

Understanding some basic truths about human nature helps us humanize our business messages. These truths are:

- ***People are self-centered***
- ***People are defensive***

- ***People are not perfect***
- ***People expect courtesy***
- ***People do the best they can***

People are self-centered

Being self-centered does not mean egoistic and conceited. It means that people want to know what good they will get out of doing business with us. When a business executive receives mail, s/he asks two questions: what's this and why me. Effective writers tell their readers how they will benefit from doing whatever they are asked to do.

Readers are more likely to comply with your request if the benefit appears to be theirs.

The first of the following two sentences got very little response when it was used in a collection letter; however, when the sentence was revised to include reader-benefit material, the letter was much more successful.

Change: Please send your cheque for the amount you owe.

To: By sending your cheque for Rs. 5,000, you will be able to maintain your good credit reputation.

Merely inserting the second-person pronoun *you* into a sentence does not necessarily assure a you-attitude or reader benefit. The first version of the text example lacks reader benefit, although it does contain the word *you*. The revised version, by mentioning "shopping convenience," contains reader benefit.

Change: You will be glad to know that we are now open until 9:00 PM seven days a week.
To: For your shopping convenience, we are now open until 9:00 PM seven days a week.

People are defensive

Put another way, it's human nature to be suspicious of promises and to resist (at least initially) even the most well-meaning criticism. Constructive criticism can be seen as a personal attack. Since it's normal for people to take what we say at face value, we need to be careful with the things we say and we say them.

People are not perfect

Error is a part of life, but no one likes having mistakes pointed out. Effective writers focus on solving the problem not pointing out mistakes.

Example

You go to a store, shop and return leaving an unsigned cheque behind. You receive a call. "You forgot to sign the cheque. Would you please come and sign it today before we close the store." How would you like it? The message amounts to saying, it was your mistake. You did not sign it.

This situation could be better handled by

Incorporating Your Attitude

"We noticed that your signatures were missing. Could you please come in sometime today to sign?"

People expect courtesy

This is very obvious, isn't it? Think about the kind of service you want, when we go into a store. We want the sales person to pay attention to us, to make us feel that our business is important. When we call or e-mail someone, we want that person to reply promptly. It's human nature to expect courtesy, so effective people are courteous to others.

People do the best they can

Effective writers assume their readers are acting honestly, fairly, and intelligently. You have to trust people – even if you are cheated sometimes. You have to forgive the ugly things that people say or do because one day you are going to need to be forgiven too.

Guidelines for Courteous Writing

1. Exclude irritating expressions

Many words and phrases that are used effectively in oral and interpersonal communication are perceived as inappropriate in written communication.

For example: "We find it difficult to understand."

"Your lack of communication ..."

"As we have explained to you many times.."

"Why can't you understand our position?"

Such words and phrases anger, irritate, or belittle the reader.

We react negatively to words and phrases which imply that we are lying or are dishonest. Yet, that is the implication you are likely to receive from phrases such as "You claim that ,", "You state that", "According to your letter...." Writer can also belittle readers and make them feel stupid by stating: "as we have explained to you many times...." Why can't you understand our position?" Readers are likely to find following opening sentences irritating: "I regret you are having problems with the S-20 lawn-mower you recently purchased from us." (After all, you are probably more interested in learning how the writer is going to help you with your lawn-mower dilemma than in the fact that he/she acknowledges your problem).

As a writer, you need to be aware of these trouble spots and should avoid using words or phrases that might evoke a negative reaction.

2. Include meaningful apologies

Business correspondence often calls for sincere apologies or a willingness to grant the action that was requested.

When you receive a discourteous letter that incorrectly accuses you, the wisest approach is to reply in a courteous manner. By using this approach, you may win a life-time customer. Another effective way to enhance goodwill is to apologize for a mistake or error even before the customer discovers it. For less serious mistakes or errors, a printed form may be suitable; but when the mistakes or errors are serious, a personalized letter is the only appropriate communication medium.

3. Include courteous wording

Omitting discourteous wording does not necessarily guarantee courteous messages. Although some messages are void of discourteous word, they can be overly harsh or blunt. Notice how the blunt, harsh wording of the material in the example below can be revised to be more pleasant.

Blunt, harsh wording:

“You did not read my recent letter.”

Courteous writing:

“Please refer to my June 10 letter.”

Similarly notice a difference between the begrudging tone in the first paragraph and the courteous tone in the second paragraph of the following illustration.

Change: To change the closing date of your charge account will create a great deal of extra paperwork for us. However as you requested, we will comply with your desire to have the closing date of your account changed from the 15th of each month to the 1st of the month.

To: The closing date for your account has been changed from the 15th to the first of each month, as you asked, I can fully appreciate the reason for your wanting to have this change made.

4. Respond in a timely manner

Although one person’s priority may be another person’s timewaster, prompt attention to customer questions and needs is imperative. When we do not receive an answer to a letter within a reasonable time, we believe that our concerns are not important to the person to whom we wrote. Delaying a response can be severely damaging to the write-reader relationship.

When the action requested by a customer cannot be completed in a reasonable time, he/she should be notified of the delay, sending a short note like the following will distinguish you as a courteous person.

We will examine your camera to determine the shutter–response problem and have it back to you within three weeks. If repairs are needed, I will call you on Friday Dec. 11, for approval to make the repairs.

Or, when the person to whom a business letter is addressed is out of town for an extended period, the following is a suitable response.

Mr. X is out of the office until next Friday, I am sure he will be able to provide you with all of the information you requested when he returns.

Many companies have found that prompt answer to question result in satisfied customers and help generate additional business. Courteous writing is more than words and sincerity. It is a total effort to demonstrate sincerity through positive writing and prompt attention to customer questions and inquiries.

5. Positive wording

In written communication, the use of positive wording is essential for building goodwill. The elimination of words that have negative connotations will provide a pleasing and comfortable link with the reader. Examples of positive and negative wording are:

Negative wording:	You do not qualify for the free gift because you did not respond within ten days.
Positive wording:	You probably did not notice that your order was mailed after our special gift order had expired.
Negative wording:	We are very sorry that we cannot send you our Communication Skills booklet by December 5.
Positive wording:	The publication department has assured me that you will have the Communication Skills booklet by January 20.

Positive writing also requires a conscious effort to exclude words that readers normally consider to be negative. You cannot use such words as "sorry" or "unfortunately" without conveying to the reader that the situation is going to end with somewhat less than desired results.

5. Bias-free language

Most of us think of ourselves as being sensitive, unbiased, ethical, and fair. But being fair and objective isn't enough; to establish a good relationship with your audience, you must also appear to be fair. Bias-free language avoids unethical, embarrassing blunders in language related to gender, race, ethnicity, age, and disability.

a. Gender bias

Avoid sexist language by using the same label for every one (don't call a woman "chairperson" & then call a man "chairman"). Reword sentences to use *they* or to use no pronoun at all. The preferred title for women in business is *Ms.*, unless the individual asks to be addressed as *Miss* or *Mrs.* or has some other title, such as *Dr.*

Change: Please share this report with your supervisor. He will find it interesting.
To: Please share this report with your supervisor, who will find it interesting.

You can also eliminate sexist language by using plurals as the following example illustrates.

Change: The attitude of an employee is important if he expects to be promoted.
To: The attitudes of employees are important if they expect to be promoted.

Good communicators make every effort to change biased language such as:

Replacing

Businessman	with	Businessperson
Chairman	with	Chairperson
Man-made	with	Artificial
Spokesman	with	Spokesperson
Mankind	with	Humankind

b. Racial and ethnic bias

The central principle is to avoid language suggesting that members of a racial or an ethnic group have stereotypical characteristics. The best solution is to avoid identifying people by race or ethnic origin unless such a label is relevant.

Examples:

“His black assistant speaks more clearly than he does” (Racial-bias)

“His assistant speaks more clearly than he does”. (Reader-friendly)

“Mr. X is an unusually tall Asian” (Racial-bias)

“Mr. X is tall” (Reader-friendly)

c. Age bias

As with gender, race, and ethnic background, mention the age of a person only when it is relevant. When referring to older people, avoid age avoid adjectives like frail, old etc.

Example:

“Mr. X, aged 55, has just joined our Technical Department” (Age-bias)

“Mr. X has just joined our Technical Department”. (Reader-friendly)

d. Disability bias

No painless label exists for people with a physical, mental, sensory, or emotional impairment. Avoid mentioning a disability unless it is pertinent. However if you must refer to someone’s disability, avoid terms as “handicapped”, “crippled”, or “retarded”. Put the person first and the disability second.

Example:

“Crippled workers face many barriers on the job”. (Disability-bias)

“Workers with physical disabilities face many barriers on the job” (Reader-friendly).

Lesson 27

Elements of Effective Written Communication

2. Correctness

At the core of correctness is proper grammar, punctuation, and spelling.

However, a message may be perfect grammatically and mechanically but still insult or lose a customer.

The term correctness, as applied to business messages also means the following three characteristics:

- Use the right level of language
- Check accuracy of words, information, and data.
- Use correct grammar and punctuation.
- Check spelling.

Use the right level of language

Writing at a level appropriate for your reader is crucial. The words you use and the way you use to form sentences affect comprehension and also convey an unwritten message. If you write in a stiff, formal way, you will give the impression of being formal, whether or not you intend to be. On the other hand, if you write as casually as you speak in conversation with your friends, you may create an impression of informality. Formal English, like formal dress and formal manners, is appropriate for formal reports, research papers, and address delivered on serious occasions.

Informal English is the language of business correspondence written for a general readership. The conventions of informal English are less rigid than those of formal English. Sentences may be long or short, and they tend to sound more conversational than formal English. For example,

Formal

“Please inform me of the manner in which you intend to liquidate this balance”.

Informal

“Pl. let me know when you plan to pay the outstanding balance of your account”.

The vocabulary of informal writing is less difficult. Compare the following lists, noting the differences between the formal and informal usage.

Formal	Informal
ascertain	find out
endeavor	try
procure	get
utilize	use

Check accuracy of words, information and data

Effective business communication requires the use of accurate words, information, and data. The goodwill that perhaps required years to develop can be destroyed with even a minor error. One error in a letter, a figure, or a digit can make a big difference. To ensure the accuracy of your facts, you should recheck before signing a document.

Use correct grammar and punctuation

Many people in business organizations incorrectly apply principles of grammar and punctuation. The proper use of these two language fundamentals is crucial. Even if the content of the document is

appropriate and contains the essential qualities of written communication, the presence of incorrect grammar and punctuation will have a negative impact on the message.

Check spelling

Administrative assistants provide a valuable service to supervisors, managers, and executives by ensuring the correct spelling of words. While the first draft of a written message is the responsibility of the typist, the final product is the responsibility of the person signing the document. Don't depend upon the spell-check, if you have the slightest doubt of a spelling, consult a dictionary.

3. Conciseness

Effective writing is concise - each word, sentence, and paragraph counts. Conciseness should not be interpreted to mean brevity, which will result in an incomplete message. To illustrate, a 150-word letter that could be written in 100 words without a loss in meaning is not concise. A two-page letter cannot be shortened without a loss in meaning is concise.

Concise communication does the following:

a. Eliminate wordy expressions

Using unneeded words increases the length of sentences and forces readers to carry excess words in their minds. In the following two paragraphs, the writer was not careful in selecting words. Notice the conciseness of the revised paragraph.

Change:	We would like to ask you to return the form enclosed herein at your earliest possible convenience. In accordance with your request, we have a consensus of opinion that the washing machine that you purchased when you were in our store is at this time still under warranty.
To:	The warranty on your machine is still in effect. As soon as you return the enclosed form, we will send our repair technician to your home.

Here are some of the wordy and concise writing.

<u>Wordy</u>	<u>Concise</u>
In accordance with your request	as you requested
Consensus of opinion	we agree
Held a meeting	met
At this time	now
A long period of time	a long time

b. Include only relevant material

The effective, concise message should omit not only unnecessary wordy expressions but also irrelevant statements. To be sure you include only relevant facts, observe the following suggestions:

- i. stick to the purpose of the message.
- ii. Delete irrelevant words and rambling sentence.
- iii. Omit information obvious to the receiver; do not repeat at length what that person has already told you. If you feel it is important to remind the audience of known information, subordinate the familiar information.
- iv. Avoid long introductions, unnecessary explanations, excessive adjectives and propositions, pompous words.

- v. Get to the important point tactfully and concisely.

Example:

Wordy: **We hereby wish to let you know that our company is pleased with the confidence you have reposed in us.**

Concise: **We appreciate your confidence**

c. Avoid unnecessary repetition

Sometimes repetition is necessary for emphasis. But when the same thing is said two or three times without reason, the message becomes wordy and boring. Here are three ways to eliminate unnecessary repetition:

- i. Use a shorter name after you have mentioned the long one once. Instead of “Business Communication Center”, use “Communication Center”
- ii. Use initials rather than repeat long name. Instead of using Virtual University again and again, use VU.
- iii. Cut out needless repetition of phrases and sentences.

Wordy: Continue to utilize the old form until such time as the new form is available.

Concise: Start using the new form on Feb. 1

4. Clarity

Getting the meaning from your head into the head of your reader – *accurately* – is the purpose of *clarity*. Of course, you know this is not simple. We all carry our own unique ideas, experiences, and interpretations with words.

Clarity can be achieved by:

- i. **Choosing precise, concrete & familiar words**
- ii. **Constructing effective sentences & paragraphs**

1. Choosing precise, concrete and familiar words

Clarity is achieved in part through a balance between precise language and familiar language. When you use precise or concrete language you select exactly the right words to convey your meaning. When you use familiar language, you select a word that is familiar to the audience, and appropriate for the situation. Familiar words, as between two good friends, for example, are often conversational, and occasionally may be part of a speech or written communication.

When you have a choice between a long word and a short one, use the short, familiar word your reader or listener will quickly understand.

Examples: Note that the long words and their short replacements are in italics.

Long word

1. *During the preceding year*, the company was able to *accelerate* the productive operations.
2. The president *acceded* to the proposition to nullify the *contractual relationship*

Short word

1. *Last year* the company was able to *speed up* operations
2. The president *agreed* to break the *contract*.

Concrete words

The dividing line between abstract and concrete words is hard to define. Abstract words are vague.

Abstract	Concrete
sizeable loss	4% loss
near future	on Friday

Choose familiar words

The foremost suggestion for word selection is to use familiar words. These are the everyday words – the words with sharp and clear meanings in the mind.

Notice how the following statement with unfamiliar words is expressed clearly in the revision using familiar words.

Unfamiliar: After our perusal of pertinent data the conclusion is that a lucrative market exists for the subject property.

Familiar: The data we studied show that your property is profitable and in high demand.

When you have a choice between a long word and a short word, use the short, familiar word that your reader will quickly understand.

Unfamiliar word	Familiar word
ascertain	find out, learn
peruse	study, learn
subsequent	after
remuneration	pay

2. Constructing effective sentences & paragraphs

At the core of the clarity is the sentence. Important characteristics to consider are length, unity, coherence, and emphasis.

Length

Generally, short sentences are preferred. The suggested average sentence length should be about 17 to 20 words. Because variety in sentence length adds interest to writing, adopt a range of from 3 to 30 or more words. But when a sentence exceeds 40 words, try to rewrite it into more than one sentence. Also, if all sentences are short (under 10 words), the result is overly simple.

This memorandum is being distributed with the blueprints that show the final version of the new offices at our new Lahore headquarter and are to be used later for discussion at the next board meeting, which is to be held on Sept, 14. (Long sentence)

This memo is being distributed with the blueprints. The blueprints show the final version of the Lahore. Headquarter offices. Later they will be used at the Sept. 14 board meeting. (Improved sentence)

Unity

In a sentence – whether simple, compound, or complex – unity means that you have one main idea, and any other ideas in the sentence must be closely related to it.

Example: “We have safe deposit lockers, and we have the maximum employees in Pakistan.”

Coherence

To help improve the clarity of your writing, your sentences and paragraphs need to be coherent. Coherence is achieved by making sure the relationships between parts of sentences and paragraphs are clear to the reader and by placing the modifiers in the correct location in each sentence.

Example

The car is in the garage that he wrecked. (means that he wrecked the garage that housed a car)

The car he wrecked is in the garage. (means that he wrecked a car and it is in the garage).

Emphasis

The technique of emphasis is used when you want certain words, phrases, clauses, or sentences to stand out. Some of the emphasis techniques that you can employ are position, repetition, quantity, and mechanics.

Emphasis stands out in two positions: the beginning and the ending. The beginning is generally the preferred location, unless you are presenting negative information. When using the repetition technique, you simply repeat the words you want to emphasize. In addition, you can emphasize an idea by increasing the number of words devoted to its discussion. Emphasis can also be achieved by presenting a key idea in a short paragraph and then using the paragraphs that follow to present additional information. Finally, several mechanical means of emphasizing ideas are available, including underlining, putting information in all capitals, and using a different color ink.

Writers must decide what needs emphasis, and then choose sentence structure. In the example below, the first of the two sentences illustrates how overuse of the repetition technique can have a negative impact.

Example

Change: Candidates should be motivated and have interest in public speaking, and have prerequisites and others.

To: Candidates should have prerequisites and be motivated for public speaking.

Lesson 28

Elements of Effective Written Communication

5. Concreteness

Communicating concretely means being specific, definite, and vivid rather than vague and general. Concrete writing makes specific references to persons, places, objects, & actions while abstract means making general references to these items.

To make your writing concrete you should:

- Include as much specific information as possible.
- Use active rather than passive verbs.
- Use vivid, image-building words.

Include as much specific information as possible

Unfortunately, what is concrete to us may not be concrete to our readers. An effective way to overcome this dilemma is to provide as much specific information as possible rather than general information. For example, knowing how “fast” “fast” is in the following sentence is impossible without presenting additional information.

Change: She is a fast typist.

To: She types @ of 80 words/min.

Another example of a general statement and a more concrete revised version follows.

Change: He got a good score in his MBA Program.

To: His GPA in 2000 was 3.9 on a four point scale.

General words are often interpreted differently by the reader from what you intended. The following is a partial list of particularly troublesome words.

large	good
small	around
old	convenient
young	little
majority	large

It's permissible – even desirable - to use general expressions, only when:

- It's not possible to be specific: “You may not have the precise figures & facts.”
- You wish to be diplomatic (considerate): “You have missed three invitations to my office” – is harsh, rude; you may be tactful by saying, “I have sent you several reminders to see me in my office.”
- Exact figures are unimportant, as in “more than half the committee was present”.

Use active rather than passive verbs

Active verbs help make your sentences more:

- Specific: “The Dean decided” is more explicit than “A decision has been made”.
- Personal: “You will note” is both personal and specific. “It will be noted” is impersonal.

3. Concise: The passive requires more words and thus slows both writing and reading. Compare “Figure shows” with “It’s shown by figures”
4. Emphatic: Passive words dull action. Compare “The students held a contest” with “A contest was held by the students”.

You may prefer the passive voice, instead of the active, only in such situations:

1. When you want to avoid personal, blunt accusations or comments. “The October cheque was not included” is more tactful than “You failed to include the October cheque”. “Attendance at the meeting is required” is less harsh than “ You must attend”.
2. When you want to stress the object of the action. In “Your saving account is insured up to 1,00,000”, you have intentionally stressed “your account” not the firm that does the insuring. Also “You are invited” is better than “We invite you.”
3. When the doer isn’t important in the sentence. In “Three announcements were made before the meeting started” the emphasis is on the announcements not on who gave them or who made the announcement.

Use vivid, image-building words Among the devices you can use to make your messages forceful, vivid, and specific are sensory appeals, comparisons, concrete nouns, and well-chosen adjectives and adverbs.

Examples:

Change:	This report is weak.
To:	The following flaws weaken the quality of this report: - the numerous grammatical errors - the inaccurate information that is presented, and - the absence of feasible recommendations.”

Change:	This is a long letter.
To	This letter is three times as long as you said it would be.

6. Completeness

Incomplete messages quickly increase the organization’s cost. Any time a message is prepared that requires the preparation of another message, the cost of communicating doubles. Incomplete messages are costly in other ways as well because they can result in:

1. Loss of goodwill.
2. Loss of valued customers.
3. Loss of sales.
4. Waste of time trying to make sense out of an incomplete message.
5. Cost of returning merchandise because of an incomplete order.

The best way to determine if you have provided enough information is to subject your writing to questions like Who? What? When? Where? Why? How? – 5Ws & H. If you have provided clear answers to these questions, your response is likely to be complete. If you cannot answer these questions, you probably should consider adding additional information.

As you strive for completeness, keep the following guidelines in mind:

- Provide all necessary information.
- Answer all questions asked.
- Give something extra, when desirable.

Provide all necessary information

When you initiate a message, check to make sure you have provided all the information the reader needs for thorough, accurate understanding. One way to help make your message complete is to answer the five W questions – *who, what, when, where, why* – and any other essentials such as *how*.

Examples:

While placing an order (request), make clear:

what – you want

when – you need it

where- to send it

how – payment will be made

suppose you are reserving a banquet hall or rooms, specify:

accommodation required (what for)

location - (where)

sponsoring agency - (who)

date & time - (when)

event – (why)

details – (how to pay ..)

Answer all questions asked

Whenever you reply to an inquiry, try to answer all questions – stated and implied. A colleague or prospective customer's reaction to an incomplete reply is likely to be unfavorable. The customer may think the respondent is careless or purposely trying to conceal information. In general, "Omissions cast suspicions." Whether you are answering an inquiry about your product or recommending a former employee for a new job. If you have no information on a particular question, say so clearly. If you have unfavorable information in answer to certain questions, handle your reply with both tact and honesty.

Give something extra; when desirable

sometimes you must do more than answer the customers' specific questions. For example, suppose you receive the following inquiry from an out-of-the-town visitor:

I will be visiting your country next week. Since we have not met for a long time, I would like to know where we could meet.

If you answer only this one question - "when could we meet" - your letter would be incomplete. Realizing that your reader is a newcomer, you should include in your reply a welcome plus such needed details as direction for reaching the meeting place, day, date, and time of meeting.

Lesson 29

Preparing for Effective Business Writing

Effective business writers prepare for writing. In fact, much of their writing success can be attributed to the quality of their preparation. Occasionally, preparing to write may be as time consuming as the actual writing.

Preparing to write is a multifaceted activity that includes the planning and organizing stages, which are followed by the drafting or dictating stage. Most inexperienced writers also find it necessary to edit their first draft – and in some case several drafts – before they are satisfied with their message.

Several steps are found within each of the stages. The following outline identifies these steps.

1. Planning Stage
 - Determine your purpose
 - Consider your reader
 - Choose your idea
 - Determine the appropriate content
2. Organizing Stage
 - Outline the topics you plan to include
 - Determine the order of the topics
3. Drafting Stage
 - Develop appropriate beginning paragraph
 - Compose the body
 - Develop appropriate ending paragraph
4. Editing Stage
5. Proofreading stage

1. Planning Stage

The more time you devote to planning your message, the more effective it will be because planning will help you determine what material to include given the nature of the situation and the reader. During the planning stage you determine your purpose, consider your reader, and determine the appropriate content for your message.

Determine your purpose

The first step you undertake in planning a written message is to determine your purpose. Is the message to be sent to the reader as a response to a message you received from him/her? Does the message have to be persuasive? Is the nature of the situation positive or negative? your message mainly informational, such as announcing your firm's new location? The purpose of your message determines the content as well as the order in which you present the material.

Consider your reader

Effective writing is readily understood by your reader. Unless you are familiar with your reader and have considered his/her background, you may have difficulty focusing on his/her needs. The approach & content you use in writing for one reader may not be appropriate for another reader.

The purpose of your message will determine how much you need to know about your reader. The amount of necessary background knowledge will vary from situation to situation. For example, when you are composing a reply to an invitation to speak at a convention, you will need to know less about your reader than when you are composing a sales letter designed to promote the computer supplies distributed by your company. In the first example, you will want to write in a concise, courteous, and straight-forward manner. In the second case, you will want to know the type of computer supplies the reader buys, in what quantity, for what popular brands of equipment, and so forth. Knowing this information will enable you to “pitch” your message to the reader.

To give full consideration to your reader, you will want to have several answers to the following questions.

1. How much technical background does your reader have?
2. Are you preparing material for one reader or for multiple readers?
3. Is your reader from within the organization or outside the organization?
4. What is your reader’s occupation & income level?
5. What is your reader’s age?
6. What important habits of your reader should be considered?
7. What is the educational level of your reader?
8. What is your reader’s geographical location?
9. Is your message likely to be read as part of your reader’s routine?
10. What do you expect your reader to do with the information contained in your message?

Choose your ideas

With your purpose and receiver in mind, the next step is to choose the ideas for your message. If you are answering a letter, underline the main points to discuss and jot your ideas in the margin. If you are writing an unsolicited or a complex message, begin by listing ideas as they come to you – brainstorming – and then choosing the best ideas for your receiver.

Determine the appropriate content

Determining the content for a letter in which you are responding to a request is easier than when you are initiating the communication relationship. When responding to a request, you simply answer the questions asked in the originating letter, adding any additional information that you feel would be helpful to your reader. But when the letter you are preparing is the first of a series, you have no prior correspondence to guide your decision about what material to include.

To determine appropriate content, you might find answering the following questions helpful.

1. What information is relevant for this situation, given the purpose of the message and the reader’s needs?
2. What information should be included to make the message complete?
3. If I were the recipient of this message, what information would I find helpful?
4. What material needs to be included to make the message conform with the content customarily found in the type of message I am preparing.

Once you have determined the broad topics to be included in the message, the planning stage is completed. The next stage, organizing the material, now begins.

Lesson 30

Preparing for Effective Business Writing

2. Organizing Stage

Outline the topics

Once the broad areas to be included in your message have been identified, your next step is to outline the. This step involves identifying the various subtopics to be discussed within each of the broad topics.

Assume you are composing a letter to send to a client whose credit account has had a past due balance for four months. One of the broad topics you decide to discuss is the need for the client to pay the amount of the past-due balance. The following partial outline summarizes the information that could be included in the discussion of this broad area.

A. Need to have account paid in full by Dec...

1. The customer can protect his/her credit reputation by paying now.
2. Receipt of payment now will help you avoid having to borrow short-term money, which will benefit the customer in the long run because you will not have to increase your prices.
3. The customer can avoid paying additional finance or interest charges on his/her account.

Careful outlining is helpful for several reasons: One, it improves the clarity of your message; Second, it saves writing time later (changes in outline are easy than in writing material); and Third, it enables to emphasize properly the various topics in the message (placing the most important at the beginning is more emphatic than in the middle).

Several methods can be used in developing topics:

1. Direct method

2. Indirect method

The direct method involves presenting a general statement first, followed by specific supporting statements. This method is generally preferred when presenting positive or good-news information because the reader is immediately given the information of greater interest. The supporting information, which is of lesser interest, can be presented next.

An example of the direct method is shown in the outline below:

- A. Mention that replacement copier is on its way
- B. Discuss the examination of the copier revealed two defects
 1. Weak transistor
 2. Short circuit in one of the components
- C. Mention that quality control tests do not find all defects
- D. Discuss warranty on new copier
- E. Express “satisfaction guaranteed” in courteous closing

Example of Direct-Method Letter

Dear Mr. ..

A copier was sent to you this morning to replace the copier you sent to us for repair.

An examination of your copier revealed a weak transistor and a short circuit in one of the electronic components. Because your copier was still under warranty, we prefer to replace the copier with a new one.

Our electronic equipment is subjected to right quality control tests during several stages of its manufacture. These tests find nearly 99% of the defective components - which is the best performance record in the industry. The reliability of our products is accepted by many of our customers.

The 120-day warranty on your replacement copier will take effect upon its receipt. Please complete and return the warranty card enclosed with the copier.

You are sure to have good performance by your copier. Remember, your satisfaction is guaranteed.

The indirect method, which is more appropriate for negative-news messages, presents the specific information first, followed by the conclusion.

- A. Use a neutral opening that compliments the reader for having good credit references.**
- B.** Discuss the reasons that the credit account cannot be approved for Rs. 1, 00,000. 1. Company requires minimum monthly income of Rs. 50,000 for this credit limit. 2. Is advantageous to applicant by helping him avoid assuming a potentially greater financial burden than can be effectively handled on this income level.
- C.** Mention that the credit account can be opened for Rs. 75,000 but not for the Rs. 1,00,000 that was requested.
- D.** Suggest that the reader, if he desires, can have account reviewed after one year to determine if credit limit can be increased.

Example of Indirect-Method Letter:

Dear Mr. ...

Each of the individuals you listed as credit references on your charge account application spoke favorably about your bill-paying habits. You can be proud of this record.

A minimum monthly income of Rs. 50,000 is required to open an account for the Rs. 100,000 max. that you requested. Your present monthly income is Rs. 30,000. We find this limit actually benefits many of our customers because it helps them avoid assuming a greater financial burden than they might be able to handle on income of less than 50,000.

Your income level qualifies you for a charge account with a credit limit of Rs. 75,000. If you would like for us to open an account with this credit limit, please sign & return the enclosed card, which we need as authorization to open an account for you.

If you wish, we will review your account after one year to determine if the maximum limit can be increased to 100,000. All you need to do is request the review.

Our charge account can enhance the convenience of your shopping in our store.

Determine the appropriate order of the topics

Once you have prepared your outline, the next step involves reviewing the topics to make sure they are discussed in an appropriate order.

When you are determining the order of the topics, you should review your outline, keeping the following questions in mind.

1. Are the ideas of equal importance presented in a parallel manner?
2. Is the sequence of the topics appropriate for the development method I am using (direct, indirect)?
3. Is the sequence of the topics likely to add clarity to my message?
4. Are related topics properly sequenced?
5. Are the topics presented in the sequence recommended for the type of the message I am preparing?

To illustrate how changing the order of topics in an outline can improve message clarity, note the difference in the two outlines below.

Topical method of outlining

1. Health Insurance

- a. Individual insurance
- b. Group insurance
- c. Federal insurance / industrial insurance
- d. Dependent coverage

2. Life Insurance

- a. Option I
- b. Option II

3. Long-Term Disability

4. Dental Insurance

- a. Employee group insurance
- b. Dependent coverage

5. Retirement

Revised topical outline

1. Types of Employee Benefit Plans & Coverage

A. Health Insurance

- a. Individual insurance
- b. Group insurance
- c. Federal insurance / industrial insurance

B. Dental Insurance

- a. Employee group insurance

C. Life Insurance

- a. Option I
- b. Option II

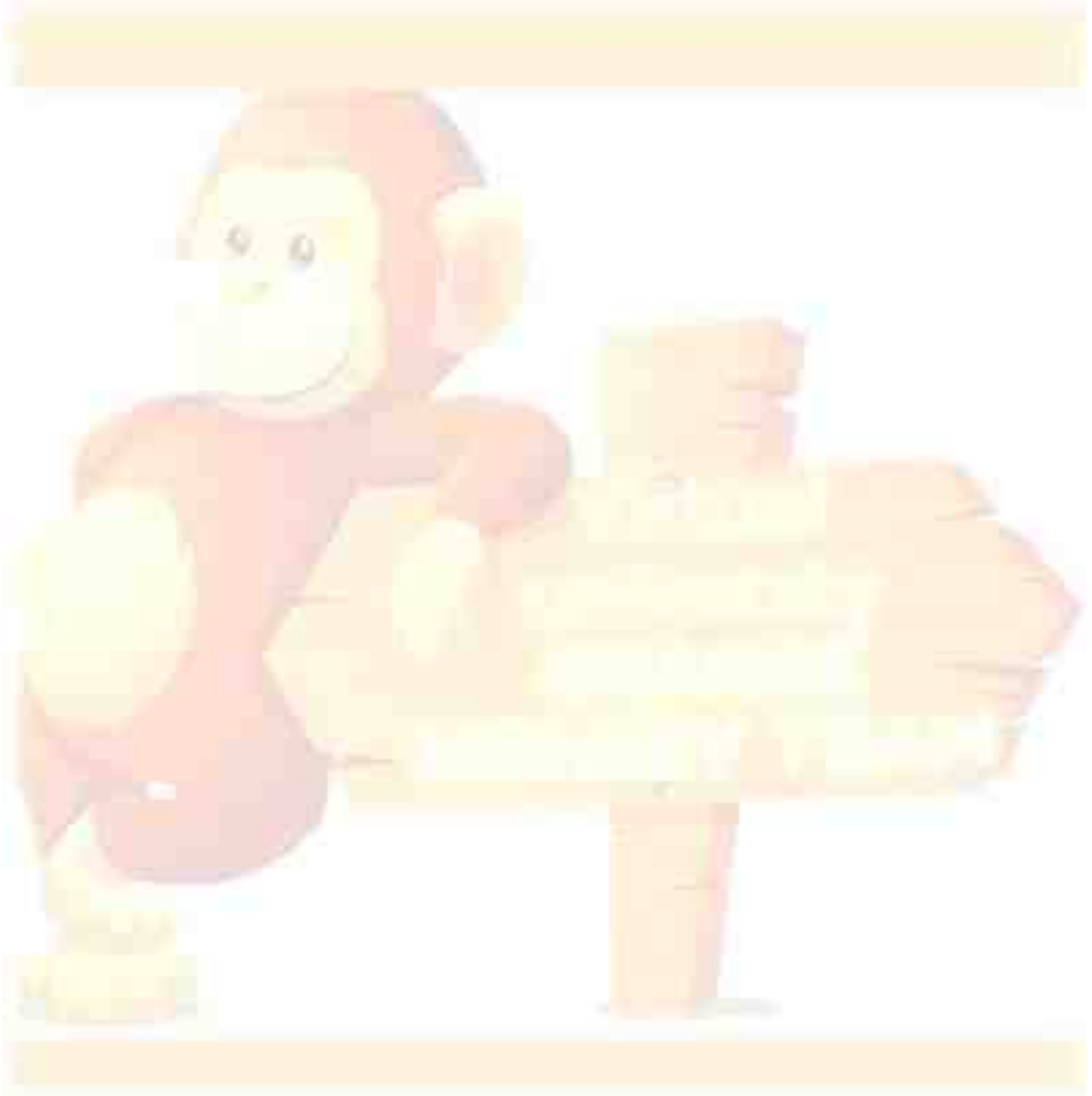
D. Long-Term Disability

E. Retirement

2. Dependent Coverage

A. Health insurance

B. Dental insurance



MCM301-Communication Skills

FINAL TERM MCQS

Prepared by: JUNAID MALIK

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Question # 1

All of the following steps are essential to an effective response of questions

EXCEPT:

Select correct option:

Listen

Discern

Anticipation

Answer

Question # 2

When applied to business messages 'correctness' means all of the following,

EXCEPT:

Select correct option:

Use the right level of language

Check accuracy of words, information and data

Use correct grammar and punctuation

Check font style

Question # 3

Which of the following is NOT among the drawbacks of using computerized design programs?

Select correct option:

Poorly conceived messages

Simplistic presentations

Design over content

Overly complex presentations

Question # 4

Supporting material can serve which of the following functions?

Select correct option:

Apply clarity

Increase interest

Provide proof

All of the given options

Question # 5

How can the credibility of a presenter be increased?

Select correct option:

Being well dressed and well groomed

Complimenting the audience

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Demonstrating your sincerity

All of the given options

Question # 6

Which of the following are central features of a group?

Select correct option:

Interaction

Mutual influence

Interdependence

All of the given options

Question # 7

All of the following are the types of comments from an audience EXCEPT:

Select correct option:

Agreement

Addition

Objection

Arbitrate

Question # 9

Suppose there is a group meeting and in the end all the group members agree on the final decision through discussion and debate. What kind of solution is it?

Select correct option:

Consensus

Compromise

Arbitration

Majority vote

Question # 10

Which of the following is not a guideline for courteous writing?

Select correct option:

Respond late

Exclude irritating expressions

Include meaningful apologies

Omit discourteous wording

Question # 11

Writing with a you-attitude shows sincere _____ for the reader.

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Select correct option:

Apathy

Concern

Sympathy

Curiosity

Question # 12

All of the following are the common reasons for disruptive behavior EXCEPT one. Which one is that?

Select correct option:

Resistance to change

Resentment of the presenter

Repetition of behavior that is successful for the detractor

Reappearance of the presenter

Question # 13

Which one of the following seating is the least comfortable for an audience, especially for presentations that last longer than an hour?

Select correct option:

U-formation

Modified T-formation

Conventional classroom style

Conventional theater style

Question # 14

Which one of the following refers to the seating arrangement in which people in the audience are seated in rows and columns without tables?

Select correct option:

Theater-style arrangement

Conventional classroom style

Modified T-formation

V-formation

Question # 16

Which one of the following is suitable for both promotional and informational es?

Select correct option:

V-formation

Modified T-formation

T-formation

AL-JUNAID TECH INSTITUTE

U-formation

Question # 18

A speech designed to change or reinforce the audience's beliefs or actions.

This is an example of:

Select correct option:

Informative speech

Ceremonial speech

Persuasive speech

None of the given options

Question # 20

While using a flip board in presentation, 6x6 formula is used. What does it refers to?

Select correct option:

6 sentences with 6 different colors on one chart

6 words in every sentence written in 6 different colors

6 sheets on flip board

6 lines, each having 6 words on a sheet

Question # 21

Visual aids perform which of the following functions?

Select correct option:

Emphasizing important points

Illustrating how things work

Illustrating how things related to one another

All of the given options

Question # 22

Business associates can be a helpful source for:

Select correct option:

Identifying probable questions and objections

Can reveal questions and concerns

It is helpful to recall the questions

None of the given options

Question # 23

Which one of the following should not be interpreted to mean brevity, which will result in an incomplete message?

Select correct option:

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Conciseness

Correctness

Consideration

Courtesy

Question # 24

When do you think groups, rather than individuals working alone, should be used to solve a problem?

Select correct option:

When the task requires a limited amount of information and skills

When a quick resolution is essential

When commitment to the decision is important

When the task is fairly simple and straightforward

Question # 25

Which one of the following information is true about bar charts, simple column charts and multi-column charts?

Select correct option:

All can be used effectively for the same purpose

Can be used to illustrate varied values

Are usually illegal for visual aids

Are usually not good visual aids

Question # 26

What is the basic requirement of Coordinating behavior?

Select correct option:

It requires that group members be in the same geographic area

It requires the use of verbal communication only

It requires the use of nonverbal communication only

It requires the exchange of messages whether verbal or nonverbal

Question # 27

Which one of the following is not required to keep conciseness in writing?

Select correct option:

Including only relevant material

Adding extra and unrelated information

Eliminating wordy expressions

Avoiding unnecessary repetition

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Question # 28

If your objective is to try to change what an audience thinks or does, what should be your general goal or general purpose?

Select correct option:

To inform

To persuade

To teach

To entertain

Question # 29

When considering objects or models as visual aids, the presenter should consider which of the following point?

Select correct option:

Objects and models are too big to use in a presentation

Audience-members can easily learn as much from other visual aides

The object or model needs to be passed around the audience during the speaker's presentation so the audience-members can get a look at it while it is described

There are situations in which the object being discussed or a realistic model makes the best support

Question # 30

Diagrams are excellent for conveying all of the following, except :

Select correct option:

Information about size

Information about shape

Information about structure

Information about audience

Question # 31

When using visuals in a presentation, which of the following should be avoided?

Select correct option:

Taking time to explain the visual.

Fitting the visual to the material being discussed.

Talking to the visual.

None of the given options

Question # 32

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Which one of the following is suitable for both promotional and informational presentations in either the Proactive or Interactive modes?

Select correct option:

V-formation

Modified T-formation

T-formation

U-formation

Question # 33

In which stage of Group formation Members work to solve conflicts and recognize acceptable kinds of conduct?

Select correct option:

Forming

Storming

Norming

Performing

Question # 34

_____ is often regarded as an undesirable thing, which prevents the best ideas from being adopted.

Select correct option:

Compromise

Compulsion

Impulsion

Perception

Question # 35

With a limited time frame available for presentation, the Q & A session is conducted:

Select correct option:

At the end of a presentation

During a presentation

Before a presentation

Not at all

Question # 36

Which one of the following group often meets face to face with a common purpose in mind?

Select correct option:

Informal group

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Formal group
Universal group
Standard group

Question # 37

All of the following are the benefits of handouts EXCEPT:

Select correct option:

Handouts eliminate the need for note taking.
Handouts provide an accurate record of the information being presented.
Handouts can be used with all types of presentation media.

Handouts passed out in advance tend to cause attendees to prejudge the presenter and/or the presentation.

Question # 38

Which one of the following seating is more common for proactive presentation delivered to large audiences?

Conventional theatre style.

Conventional classroom style
Modified T- formation
V-formation

Question # 39

Business associates can be helpful for

Identifying probable questions & objections

Can reveal questions and concerns
It is helpful to recall the questions
None of the above options

Question # 40

A presenter who speaks too loudly may be perceived as

Bombastic
Aggressive
Insensitive to listeners

All of the above options

Question # 41

Which one of the following is most appropriate when using problem/solution method?

Chronological
Topical

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Logical

Spatial

Question # 42

Which types of speaking relies on speaking notes

Manuscript

Memorized

Impromptu

Extemporaneously

Question # 43

Which of the following is the skill of speaking in distinct syllables

Articulations

Fillers

Inflection

Monotone delivery

Question # 44

Which one of following is the most formal type of speech delivery

Manuscript

Memorized

Impromptu

Extemporaneous

Question # 45

In a comfortable setting, people in the audience can do all of the following, EXCEPT

See clearly

Hear on edge

Sit comfortably

Focus attentively

Question # 46

Which one of the following is method of arranging information by dividing it into parts

Spatial pattern

Chronological pattern

Topical pattern

Logical pattern

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Question # 47

What is the average rate of the speech

130 words/minute

140 words/minute

150 words/minute

160 words/minute

Question # 48

When applied to business messages 'correctness' means all of the following, EXCEPT:

Select correct option:

Use the right level of language

Check accuracy of words, information and data

Use correct grammar and punctuation

Check font style

Question # 49

All of the following are considered as the core values of correctness, except:

Select correct option:

Proper grammar

Punctuation

Spelling

Loudness

Question # 50

Which of the given sentences is bias free?

Select correct option:

Please share this report with your supervisor.He will find it interesting.

Mr. Usman, aged 55, has just joined our Technical Department.

Mr. Umer is an unusually tall Asian.

Workers with physical disabilities face many barriers on the job.

Question # 51

All of the following are the benefits of handouts EXCEPT:

Select correct option:

Handouts eliminate the need for note taking.

Handouts provide an accurate record of the information being presented.

Handouts can be used with all types of presentation media.

Handouts passed out in advance tend to cause attendees to prejudge the presenter and/or the presentation.

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Question # 52

Which one of the following should not be interpreted to mean brevity, which will result in an incomplete message?

Select correct option:

Conciseness

Correctness

Consideration

Courtesy

Question # 53

All of the following statements about groups are true, EXCEPT:

Select correct option:

Group members strive to achieve some common purpose

Group members influence and are influenced by one another

Group members are interdependent

Group members must interact face-to-face.

All of the following statements about groups are true

Question # 54

All of the following are the common reasons for disruptive behavior EXCEPT one. Which one is that?

Select correct option:

Resistance to change

Resentment of the presenter

Repetition of behavior that is successful for the detractor

Reappearance of the presenter

Question # 55

A speech designed to change or reinforce the audience's beliefs or actions.

This is an example of:

Select correct option:

Informative speech

Ceremonial speech

Persuasive speech

None of the given options

Question # 56

A presenter can prepare effective responses by which of the following?

Select correct option:

Anticipating

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Answering

Revising

All of the above

Question # 57

Effective writers visualize the _____ before starting to write.

Select correct option:

Story

Reader

Colours

Publisher

Question # 58

Which of the following are central features of a group?

Select correct option:

Interaction

Mutual influence

Interdependence

All of the given options

Question # 59

Which of the following can help the presenter to avoid a computer catastrophe?

Select correct option:

Have a contingency plan

Have back-up technical support available

Use the Internet in real-time

Question # 60

Have a contingency plan and back-up technical support available

Business associates can be a helpful source for:

Select correct option:

Identifying probable questions and objections

Can reveal questions and concerns

It is helpful to recall the questions

None of the given options

Question # 61

Suppose there is a group meeting and in the end all the group members agree on the final decision through discussion and debate. What kind of solution is it?

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Select correct option:

Consensus

Compromise

Arbitration

Majority vote

Question # 62

With a limited time frame available for presentation, the Q & A session is conducted:

Select correct option:

At the end of a presentation

During a presentation

Before a presentation

Not at all

Question # 63

When do you think groups, rather than individuals working alone, should be used to solve a problem?

Select correct option:

When the task requires a limited amount of information and skills

When a quick resolution is essential

When commitment to the decision is important

When the task is fairly simple and straightforward

Question # 64

Which one of the following group often meets face to face with a common purpose in mind?

Select correct option:

Informal group

Formal group

Universal group

Standard group

Question # 65

All of the following are considered as some basic truths about human nature that help us humanize our business messages, EXCEPT:

Select correct option:

People are self-centered

People are defensive

People are perfect

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People expect courtesy

Question # 66

When does a presentation begin?

Select correct option:

The moment you begin speaking.

The moment you are asked to give a presentation.

The moment you are in view of your listeners.

The moment you decide on a topic for your presentation.

Question # 67

Which one of the following seating is the least comfortable for an audience, especially for presentations that last longer than an hour?

Select correct option:

U-formation

Modified T-formation

Conventional classroom style

Conventional theater style

Question # 68

Which of the following is the most appropriate definition of group communication?

Select correct option:

Two or more persons who are interacting with one another during which mutual influence is taking place

Any interaction between two or more persons

Any time two or more persons influence each other

Any collection of two or more persons

Question # 69

All of the following tactics can be employed for dealing with disruptive incidents EXCEPT:

Select correct option:

Detour

Delay

Dismiss

Drag

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Question # 70

In which stage of Group formation Members work to solve conflicts and recognize acceptable kinds of conduct?

Select correct option:

Forming

Storming

Norming

Performing

Question # 71

Where does immediacy come from during a presentation?

Select correct option:

Looking at your notes

Standing

Dressing with authority

Making eye contact

Question # 72

If your objective is to try to change what an audience thinks or does, what should be your general goal or general purpose?

Select correct option:

To inform

To persuade

To teach

To entertain

Question # 73

All of the following are the common reasons for disruptive behavior EXCEPT one. Which one is that?

Select correct option:

Resistance to change

Resentment of the presenter

Repetition of behavior that is successful for the detractor

Reappearance of the presenter

Question # 74

Select which sort of information you will include in your statement when you need to answer concisely:

Select correct option:

Include all information

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Include irrelevant information too

Include authentic statement

To the point information

Question # 75

All of the following are the elements of effective written communication, EXCEPT:

Select correct option:

Courtesy

Correctness

Conciseness

Cleanliness

Question # 76

Which of the following are central features of a group?

Select correct option:

Interaction

Mutual influence

Interdependence

All of the given options

Question # 77

To keep a sentence effective, the suggested average sentence length is:

Select correct option:

17 to 20 words

20 to 30 words

30 to 40 words

More than 40 words

Question # 78

Which of the given sentences is bias free?

Select correct option:

Please share this report with your supervisor. He will find it interesting.

Mr. Usman, aged 55, has just joined our Technical Department.

Mr. Umer is an unusually tall Asian.

Workers with physical disabilities face many barriers on the job.

Question # 79

Q&A is an abbreviation of which of the following?

Select correct option:

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Quest and availability

Question and answer

Question and anticipation

Query and audience

Question # 80

Which one of the following should not be interpreted to mean brevity, which will result in an incomplete message?

Select correct option:

Conciseness

Correctness

Consideration

Courtesy

Question # 81

“His black assistant speaks more clearly than he does”. Which kind of biasness this sentence shows?

Select correct option:

Gender biasness

Racial biasness

Age biasness

Disability biasness

Question # 82

When do you think groups, rather than individuals working alone, should be used to solve a problem?

Select correct option:

When the task requires a limited amount of information and skills

When a quick resolution is essential

When commitment to the decision is important

When the task is fairly simple and straightforward

Question # 82

Which one of the following group often meets face to face with a common purpose in mind?

Select correct option:

Informal group

Formal group

Universal group

Standard group

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Question # 83

Which one of the following refers to the seating arrangement in which people in the audience are seated in rows and columns without tables?

Select correct option:

Theater-style arrangement

Conventional classroom style

Modified T-formation

V-formation

Question # 84

Which one of the following is suitable for both promotional and informational presentations in either the Proactive or Interactive modes?

Select correct option:

V-formation

Modified T-formation

T-formation

U-formation

Question # 85

Which of the following is not a guideline for courteous writing?

Select correct option:

Respond late

Exclude irritating expressions

Include meaningful apologies

Omit discourteous wording

Question # 86

All of the following are the common reasons for disruptive behavior EXCEPT one. Which one is that?

Select correct option:

Resistance to change

Resentment of the presenter

Repetition of behavior that is successful for the detractor

Reappearance of the presenter

Question # 87

Which of the following is the appropriate response to a comment of agreement?

Select correct option:

I agree with it.

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That's a very good point

Thank you

That's not right

Question # 88

Effective writers visualize the _____ before starting to write.

Select correct option:

Story

Reader

Colours

Publisher

Question # 89

With a limited time frame available for presentation, the Q & A session is conducted:

Select correct option:

At the end of a presentation

During a presentation

Before a presentation

Not at all

Question # 90

Which of the following is NOT among the drawbacks of using computerized design programs?

Select correct option:

Poorly conceived messages

Simplistic presentations

Design over content

Overly complex presentations

Question # 91

When does a presentation begin?

Select correct option:

The moment you begin speaking.

The moment you are asked to give a presentation.

The moment you are in view of your listeners.

The moment you decide on a topic for your presentation.

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Question # 92

Which one of the following is suitable for both promotional and informational presentations in either the Proactive or Interactive modes?

Select correct option:

V-formation

Modified T-formation

T-formation

U-formation

Question # 93

Which one of the following is not required to keep conciseness in writing?

Including only relevant material

Adding extra and unrelated information

Eliminating wordy expressions

Avoiding unnecessary repetition

Question # 94

Supporting material can serve which of the following functions?

Select correct option:

Apply clarity

Increase interest

Provide proof

All of the given options

Question # 95

Which one of the following should not be interpreted to mean brevity, which will result in an incomplete message?

Select correct option:

Conciseness

Correctness

Consideration

Courtesy

Question # 96

_____ is the language of business correspondence written for a general readership.

Select correct option:

Informal English

Formal English

Common English

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African English

Question # 97

Visual aids perform which of the following functions?

Select correct option:

Emphasizing important points

Illustrating how things work

Illustrating how things related to one another

All of the given options

Question # 98

A presenter can prepare effective responses by which of the following?

Select correct option:

Anticipating

Answering

Revising

All of the above

Question # 99

Tributes, acceptance, inspiration, speaking after-dinner, & master of ceremonies are examples of:

Select correct option:

Informative speech

Ceremonial speech

Informative speech

None of the above

Question # 100

Which one of the following arrangement is a modification of conventional classroom seating?

Select correct option:

U-formation

T-formation

Modified T-formation

V-formation

Question # 101

Which one of the following seating is the least comfortable for an audience, especially for presentations that last longer than an hour?

Select correct option:

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U-formation

Modified T-formation

Conventional classroom style

Conventional theater style

Question # 102

How can the credibility of a presenter be increased?

Select correct option:

Being well dressed and well groomed

Complimenting the audience

Demonstrating your sincerity

All of the given options

Question # 103

Which of the following is not a guideline for courteous writing?

Select correct option:

Respond late

Exclude irritating expressions

Include meaningful apologies

Omit discourteous wording

Question # 104

Which one of the following group often meets face to face with a common purpose in mind?

Select correct option:

Informal group

Formal group

Universal group

Standard group

Question # 105

All of the following tactics can be employed for dealing with disruptive incidents EXCEPT:

Select correct option:

Detour

Delay

Dismiss

Drag

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Question # 106

Effective writers visualize the _____ before starting to write.

Story

Reader

Colours

Publisher

Question # 107

All of the following are considered as the core values of correctness, except:

Proper grammar

Punctuation

Spelling

Loudness

Question # 108

Which of the following is NOT used in oral speaking style?

Mostly long sentences

Personal pronouns freely

Active voice

Contractions often

Question # 109

Supporting material can serve which of the following functions?

Apply clarity

Increase interest

Provide proof

All of the given options

Question # 110

Which one of the following seating is the least comfortable for an audience, especially for presentations that last longer than an hour?

U-formation

Modified T-formation

Conventional classroom style

Conventional theater style

Question # 111

Writing with a you-attitude shows sincere _____ for the reader.

Apathy

Concern

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Sympathy

Curiosity

Question # 112

Tributes, acceptance, inspiration, speaking after-dinner, & master of ceremonies are examples of:

Informative speech

Ceremonial speech

Informative speech

None of the above

Question # 113

Diversity is important to the success of groups. What does it mean?

Group members should tolerate diversity

Group members should encourage and support diversity

Group members should be honest in their personal views toward diversity

Co-cultures can contribute to group dysfunction if differences dominate group goals

Question # 114

Which one of the following refers to the seating arrangement in which people in the audience are seated in rows and columns without tables?

Theater-style arrangement

Conventional classroom style

Modified T-formation

V-formation

Question # 115

How can the credibility of a presenter be increased?

Being well dressed and well groomed

Complimenting the audience

Demonstrating your sincerity

All of the given options

Question # 116

Which of the following is the most appropriate definition of group communication?

Two or more persons who are interacting with one another during which mutual influence is taking place

Any interaction between two or more persons

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Any time two or more persons influence each other
Any collection of two or more persons

Question # 117

_____ is the language of business correspondence written for a general readership.

Informal English

Formal English

Common English

African English

Question # 118

A presenter can prepare effective responses to questions by following all of the given steps EXCEPT one. Which one is that?

Anticipating

Answering

Recording

Rehearsing

Question # 119

All of the following are the types of comments from an audience EXCEPT:

Agreement

Addition

Objection

Arbitrate

Question # 120

“His black assistant speaks more clearly than he does”. Which kind of biasness this sentence shows?

Gender biasness

Racial biasness

Age biasness

Disability biasness

Question # 121

All of the following steps are essential to an effective response of questions EXCEPT:

Listen

Discern

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Anticipation

Answer

Question # 121

Which of the following can help the presenter to avoid a computer catastrophe?

Have a contingency plan

Have back-up technical support available

Use the Internet in real-time

Have a contingency plan and back-up technical support available

Question # 122

When do you think groups, rather than individuals working alone, should be used to solve a problem?

When the task requires a limited amount of information and skills

When a quick resolution is essential

When commitment to the decision is important

When the task is fairly simple and straightforward

Question # 123

With a limited time frame available for presentation, the Q & A session is conducted:

At the end of a presentation

During a presentation

Before a presentation

Not at all

Question # 124

Which one of the following seating is most common for proactive presentation delivered to large audiences?

Conventional theater style

Conventional classroom style

Modified T-formation

V-formation

Dear Students!

Quiz will be based on Multiple Choice Questions (MCQs). **Covering Lesson 23 to 30.**

This is to inform that **Quiz # 03** will be **opened on August 24, 2022** and **last date to attempt** quiz will be **August 26, 2022.**

Visual aids perform which of the following functions?

All of the given options

Business associates can be a helpful source for:

Identifying probable questions and objections

Which one of the following should not be interpreted to mean brevity, which will result in an incomplete message?

Conciseness

When do you think groups, rather than individuals working alone, should be used to solve a problem?

When a quick resolution is essential

Which one of the following information is true about bar charts, simple column charts and multi-column charts?

All can be used effectively for the same purpose

What is the basic requirement of Coordinating behavior?

Select correct option:

It requires the exchange of messages whether verbal or nonverbal

Which one of the following is not required to keep conciseness in writing?

Adding extra and unrelated information

If your objective is to try to change what an audience thinks or does, what should be your general goal or general purpose?

To persuade

Writing with a you-attitude shows sincere _____ for the reader.
Sympathy

All of the following are the common reasons for disruptive behavior EXCEPT one. Which one is that?
Reappearance of the presenter

Which one of the following seating is the least comfortable for an audience, especially for presentations that last longer than an hour?
Conventional theater style

Which one of the following refers to the seating arrangement in which people in the audience are seated in rows and columns without tables?
Theater-style arrangement

Which one of the following is suitable for both promotional and informational _____ es?
U-formation

A speech designed to change or reinforce the audience's beliefs or actions. This is an example of:
Persuasive speech

While using a flip board in presentation, 6x6 formula is used. What does it refers to?
6 lines, each having 6 words on a sheet

When considering objects or models as visual aids, the presenter should consider which of the following point?
Audience-members can easily learn as much from other visual aides

The object or model needs to be passed around the audience during the speaker's presentation so the audience-members can get a look at it while it is described
There are situations in which the object being discussed or a realistic model makes the best support

Diagrams are excellent for conveying all of the following, except :
Information about size
Information about audience

When using visuals in a presentation, which of the following should be avoided?

Select correct option:

Talking to the visual

Which one of the following is suitable for both promotional and informational presentations in either the Proactive or Interactive modes?

U-formation

In which stage of Group formation Members work to solve conflicts and recognize acceptable kinds of conduct?

Norming

_____ is often regarded as an undesirable thing, which prevents the best ideas from being adopted.

Compromise

With a limited time frame available for presentation, the Q & A session is conducted:

At the end of a presentation

Which one of the following group often meets face to face with a common purpose in mind?

Informal group

All of the following are the benefits of handouts EXCEPT:

Handouts passed out in advance tend to cause attendees to prejudge the presenter and/or the presentation.

Which one of the following seating is more common for proactive presentation delivered to large audiences?

Conventional theatre style.

Business associates can be helpful for

Identifying probable questions & objections

A presenter who speaks too loudly may be perceived as

All of the above options

Which one of the following is most appropriate when using problem/solution method?

Logical

Which types of speaking relies on speaking notes

Manuscript

Which of the following is the skill of speaking in distinct syllables

Articulations

Which one of following is the most formal type of speech delivery

Manuscript

In a comfortable setting, people in the audience can do all of the following, EXCEPT

Hear on edge

Which one of the following is method of arranging information by dividing it into parts

Topical pattern

What is the average rate of the speech

140 words/minute

When applied to business messages 'correctness' means all of the following, EXCEPT:

Check font style

All of the following are considered as the core values of correctness, except:

Loudness

Which of the given sentences is bias free?

Workers with physical disabilities face many barriers on the job.

All of the following are the benefits of handouts EXCEPT:

Handouts passed out in advance tend to cause attendees to prejudge the presenter and/or the presentation.

Which one of the following should not be interpreted to mean brevity, which will result in an incomplete message?

Conciseness

All of the following statements about groups are true, EXCEPT:

Group members are interdependent

All of the following are the common reasons for disruptive behavior EXCEPT one. Which one is that?

Reappearance of the presenter

A speech designed to change or reinforce the audience's beliefs or actions. This is an example of:

Persuasive speech

A presenter can prepare effective responses by which of the following?

All of the above

Effective writers visualize the _____ before starting to write.

Reader

Which of the following are central features of a group?

All of the given options

Which of the following can help the presenter to avoid a computer catastrophe?

Have back-up technical support available

Business associates can be a helpful source for:

Identifying probable questions and objections

Suppose there is a group meeting and in the end all the group members agree on the final decision through discussion and debate. What kind of solution is it?

Consensus

With a limited time frame available for presentation, the Q & A session is conducted:

At the end of a presentation

When do you think groups, rather than individuals working alone, should be used to solve a problem?

When a quick resolution is essential

Which one of the following group often meets face to face with a common purpose in mind?

Informal group

All of the following are considered as some basic truths about human nature that help us humanize our business messages, EXCEPT:

People are perfect

When does a presentation begin?

The moment you decide on a topic for your presentation.

Which one of the following seating is the least comfortable for an audience, especially for presentations that last longer than an hour?

Conventional theater style

Which of the following is the most appropriate definition of group communication?

Select correct option:

Two or more persons who are interacting with one another during which mutual influence is taking place

All of the following tactics can be employed for dealing with disruptive incidents EXCEPT:

Drag

In which stage of Group formation Members work to solve conflicts and recognize acceptable kinds of conduct?

Norming

Where does immediacy come from during a presentation?

Making eye contact

If your objective is to try to change what an audience thinks or does, what should be your general goal or general purpose?

To persuade

All of the following are the common reasons for disruptive behavior EXCEPT one. Which one is that?

Reappearance of the presenter

Select which sort of information you will include in your statement when you need to answer concisely:

To the point information

All of the following are the elements of effective written communication, EXCEPT:

Cleanliness

Which of the following are central features of a group?

All of the given options

To keep a sentence effective, the suggested average sentence length is:

17 to 20 words

Which of the given sentences is bias free?

Workers with physical disabilities face many barriers on the job.

Q&A is an abbreviation of which of the following?

Question and answer

Which one of the following should not be interpreted to mean brevity, which will result in an incomplete message?

Conciseness

“His black assistant speaks more clearly than he does”. Which kind of biasness this sentence shows?

Racial biasness

When do you think groups, rather than individuals working alone, should be used to solve a problem?

When a quick resolution is essential

Which one of the following group often meets face to face with a common purpose in mind?

Informal group

Which one of the following refers to the seating arrangement in which people in the audience are seated in rows and columns without tables?

Theater-style arrangement

Which one of the following is suitable for both promotional and informational presentations in either the Proactive or Interactive modes?

U-formation

Which of the following is not a guideline for courteous writing?

Select correct option:

Respond late

All of the following are the common reasons for disruptive behavior EXCEPT one. Which one is that?

Reappearance of the presenter

Which of the following is the appropriate response to a comment of agreement?

Thank you

Effective writers visualize the _____ before starting to write.

Reader

With a limited time frame available for presentation, the Q & A session is conducted:

At the end of a presentation

Which of the following is NOT among the drawbacks of using computerized design programs?

Simplistic presentations

When does a presentation begin?

The moment you decide on a topic for your presentation.

Which one of the following is suitable for both promotional and informational presentations in either the Proactive or Interactive modes?

U-formation

Which one of the following is not required to keep conciseness in writing?

Eliminating wordy expressions

Supporting material can serve which of the following functions?

All of the given options

Which one of the following should not be interpreted to mean brevity, which will result in an incomplete message?

Conciseness

_____ is the language of business correspondence written for a general readership.

Formal English

Visual aids perform which of the following functions?

All of the given options

A presenter can prepare effective responses by which of the following?

All of the above

Tributes, acceptance, inspiration, speaking after-dinner, & master of ceremonies are examples of:

Ceremonial speech

Which one of the following arrangement is a modification of conventional classroom seating?

V-formation

Which one of the following seating is the least comfortable for an audience, especially for presentations that last longer than an hour?

Conventional theater style

How can the credibility of a presenter be increased?

All of the given options

Which of the following is not a guideline for courteous writing?

Respond late

Which one of the following group often meets face to face with a common purpose in mind?

Informal group

All of the following tactics can be employed for dealing with disruptive incidents EXCEPT:

Drag

Effective writers visualize the _____ before starting to write.

Reader

All of the following are considered as the core values of correctness, except:

Loudness

Which of the following is NOT used in oral speaking style?

Mostly long sentences

Supporting material can serve which of the following functions?

All of the given options

Which one of the following seating is the least comfortable for an audience, especially for presentations that last longer than an hour?

Conventional theater style

Writing with a you-attitude shows sincere _____ for the reader.

Sympathy

Tributes, acceptance, inspiration, speaking after-dinner, & master of ceremonies are examples of:

Ceremonial speech

Diversity is important to the success of groups. What does it mean?

Group members should encourage and support diversity

Which one of the following refers to the seating arrangement in which people in the audience are seated in rows and columns without tables?

Theater-style arrangement

How can the credibility of a presenter be increased?

All of the given options

Which of the following is the most appropriate definition of group communication?

Two or more persons who are interacting with one another during which mutual influence is taking place

_____ is the language of business correspondence written for a general readership.

Formal English

A presenter can prepare effective responses to questions by following all of the given steps EXCEPT one. Which one is that?

Recording

All of the following are the types of comments from an audience EXCEPT:

Arbitrate

“His black assistant speaks more clearly than he does”. Which kind of biasness this sentence shows?

Racial biasness

All of the following steps are essential to an effective response of questions EXCEPT:

Discern

Which of the following can help the presenter to avoid a computer catastrophe?

Have back-up technical support available

When do you think groups, rather than individuals working alone, should be used to solve a problem?

When a quick resolution is essential

With a limited time frame available for presentation, the Q & A session is conducted:

At the end of a presentation

Which one of the following seating is most common for proactive presentation delivered to large audiences?

Conventional theater style

All of the following steps are essential to an effective response of questions EXCEPT:

Discern

When applied to business messages 'correctness' means all of the following, EXCEPT:

Check font style

Which of the following is NOT among the drawbacks of using computerized design programs?

Simplistic presentations

Supporting material can serve which of the following functions?

All of the given options

How can the credibility of a presenter be increased?

All of the given options

Which of the following are central features of a group?

All of the given options

All of the following are the types of comments from an audience EXCEPT:

Arbitrate

Suppose there is a group meeting and in the end all the group members agree on the final decision through discussion and debate. What kind of solution is it?

Consensus

Which of the following is not a guideline for courteous writing?

Respond late

Careful outlining of topics is helpful for all of the given reasons EXCEPT:

It keeps the suspense in message

All of the following statements about groups are true, EXCEPT:

Group members must interact face-to-face

While determining the order of the topics, one should review the outline, keeping all of the following questions in mind. EXCEPT:

Are related topics properly shuffled?

Writing with you-attitude shows sincere ____ for the reader.

Concern

When do you think groups, rather than individuals working alone, should be used to solve a problem?

When commitment to the decision is important

Which of the following is NOT the stage of effective business writing?

Theater Stage

Which one of the following would not be interpreted to mean brevity which will result in an incomplete message?

Conciseness

When applied to business messages 'correctness' means all of the following EXCEPT:

Check font style

What is the basic requirement of Coordinating behavior?

It requires that group members be in the same geographic area

It requires the use of verbal communication only

It requires the use of nonverbal communication only

It requires the exchange of messages whether verbal or nonverbal

___ is the language of business correspondence written for a general readership.

Informal English

Formal English

Common English

African English

While writing a letter to inquire about the people, one should keep in mind all of the following except:

Respect human rights, both legal and moral

Ask only for info related to the job

Stress unrelated information/facts

Structure the questions around the job

Bcc stands for:

Blind carbon copy

Blind compiled copy

Branded carbon copy

Branded compiled copy

While you plan to make a good speech, you must be engaged in which of the following?

Audience-centered approach

Self-centered approach

Theme or idea of the subject

Results

When people ask you for information and you can't honor the request, you may answer with:

Direct approach only
Indirect approach only
None

Both direct and indirect approach

In a well written disappointing newsletter all of the following points are important, except:

Enough detail to make the reason for the refusal logically acceptable
Explaining the company's policy as logical rather than rigid

Offering an apology for the decision

Avoiding negative personal expressions

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
The letters written to book some place like room, hall etc. are called
Informal social invitation letters

Reservation letters

Which of the following is not suggested for an appropriate ending of business writing (request letters)?

Keep the ending paragraph as long as circumstances allow

In a direct request letter, request can be presented in:

First sentence

Which of the following is NOT the stage of effective business writing?

Body composition stage

While preparing for effective business writing Drafting stage involves all of the following EXCEPT:

Editing

Which of the following is NOT a result of incomplete messages?

Gaining the good name

"His GPA in 2000 (MBA) was 3.9 on a four point scale". Which of the following is a correct and more concrete form of this statement?

His GPA was 3.9 on a four point scale

The vocabulary of informal writing is:

Less difficult

Which of the following is not a fallacy about resume?

The objective of a resume is to kindle the employer interest and generate an interview

The suggested plan for a sales letter includes all of the following elements, EXCEPT:

An opening that could detract the reader's attention

Where do cultural styles of audience in persuasion tend to differ?

All of given

Which of the following must NOT be adopted in preparing disappointing news messages?

Use negative words or phrases

All of the following functions are performed by a good buffer, except:

Indicates your lack of understanding of the reader's needs

All of the following is achieved by adopting audience centered tone in a disappointing news message, EXCEPT:

Destroying the receiver's pride

Which of the following is true about goodwill messages?

All of the given

Which statement would be the best close for an adjustment letter?

We regret the trouble that the faulty keyboard caused you

Your new keyboard is being air expressed to you

You may be interested in upgrading your internal memory with our inexpensive chips

The direct plan can be used for:

Claims

BC is an abbreviation of which of the following?

Blind copy

With the use of which of the following, we reason from specific evidence to specific evidence?

Analogy

All of the following are correct when it comes to writing disappointing news letters EXCEPT:

Avoid a neutral or buffered opening

Which of the following calls on human reason?

Logical appeals

Almost every customer who makes a claim is emotionally involved; therefore; the ___ is usually the best approach for a refusal

Indirect method

All of the following are the different types of buffer EXCEPT:

Bad news

Which of the following is to make a neutral, non-controversial statement that is closely related to the point of the message?

Buffer

With the use of which of the following, we reason from a generalizing to a specific conclusion?

Deduction

To say a clear no or writing a straight refusal in a disappointing news letter; all of the following techniques are useful EXCEPT:

Use a non-courteous tone

Which of the following is the most correct statement about the interest section of the indirect plan for persuasion?

Show benefits to receiver

Which type of goodwill message is most likely to use an RSVP?

Condolence

Which of the following is NOT true about a congratulatory message?

The message may close by referring to the writer's assistance to the receiver in his or her achievement

Which of the following is the characteristic of good news letter?

Begin with good news

Which of the following method is the best approach for refusing a claim?

Indirect method

Which of the following calls on human feeling, basing the argument on audience needs or sympathies?

Emotional appeals

Checking for the accuracy of dated figures, amounts and numbers, misspelled words, topographic errors etc. is done in which stage of writing?

Proofreading

Which of the following is the informal report used to communicate with individuals outside of organization?

Letter

Letters of invitation include:

All of the given

All of the following are Essential parts of a letter EXCEPT:

Subject line

The courteous close of a direct request letter contains all of the following EXCEPT:

Information about your city

“Would you please send me information about points of interest and scheduled events for families visiting Murree?” Which kind of letter would be suitable for the given information?

Indirect inquiry letter

In routine requests, it is advised to use direct approach which means:

Placing the main idea in opening

Which of the following is the most appropriate opening for an invitation to a fund raising event?

Explain the purpose of the event

To begin a disappointed newsletter with a negative information, ____ a negative situation

Complicates

Which one of the following options refers to complimentary close?

Yours sincerely,

Which of the following is not suggested to improve the effectiveness of the opening paragraph of business writing?

Use a U-viewpoint and I-viewpoint together in the opening

Order letters are usually written, when ____ are not available

Order blanks

All of the following are non essential parts of letter EXCEPT:

Complimentary close

All of the following are qualities of effective claim letters EXCEPT:

An effective claim letter contains threat

Like all routine messages, routine requests have all of the following EXCEPT:

A center

All of the following suggestions help improve the effectiveness of the opening paragraph EXCEPT:

Make sure the beginning is inappropriate for the situation

Due to which one of the following reason the claim letter differs from other positive and neutral messages using the direct plan

Contains negative information

Bpc is an abbreviation of which of the following?

Blind photo copy

Writing a letter to inquire about people involve two considerations. First is the need to respect the rights – legal and moral; second is:

The need to structure the questions around the job involved

All of the following are Important details to include in the letter of invitation EXCEPT:

The menu of lunch to be given in the end of presentation

Order letters are comprised of all of the following distinct content components except:

Quality report of the items

Which of the following type of letter is used to request general information rather than answers to specific questions?

Indirect request

How can the credibility of a presenter be increased?

All of the given

Which one of the following is not required to keep conciseness in writing?

Adding extra and unrelated information

All of the following steps are found in the planning stage of business writing, EXCEPT:

Proofreading

Which one of the following information is true about bar charts, simple column charts and multi-column charts?

can be used effectively for the same purpose

To find the right media for your presentation you need to first determine which one of the following?

All of the given

All of the following are the characteristics of concrete writing EXCEPT:

Vague

All of the following are considered as some basic truths about human nature that helps us humanize our business messages, EXCEPT:

People are perfect

All of the following are the elements of effective written communication EXCEPT:

Cleanliness

All of the following factors bring the element of completeness in a message EXCEPT:

Using vivid, image-building tools

Which of the following method of outlining speech is generally preferred for negative news messages?

Indirect method

“His black assistant speaks more clearly than he does”. Which kind of biasness this sentence shows?

Racial biasness

Which one of the following group often meets face to face with a common purpose in mind?

Informal group

___ is often regarded as an undesirable thing, which prevents the best ideas from being adopted

Compromise

While using a flip board in presentation, 6×6 formula is used. What does it refers to?

6 lines, each having 6 words on a sheet

The sender analyzes the receiver’s knowledge so that he/she could:

Avoid making a negative impression