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MSc Mass Communication
Spring 2016

1. Which one of the following statement defines situational context of interpersonal communication?
 - ☐ It concerns your reactions to other other person
 - ✓ It deals with the psycho-social “where” you are communicating
 - ☐ It is who you are and what you bring to interaction.
 - ☐ It deals with the physical “where” you are communicating.
2. Which one of the following is an interpersonal need to establish identity with others?
 - ✓ Inclusion
 - ☐ Control
 - ☐ Affection
 - ☐ Power
3. What is the reason that communication is not a cure-all for the problems we experience?
 - ✓ Because communication has the potential for creating or intensifying problems
 - ☐ Because communication has the potential for eliminating problems
 - ☐ Because communication has the potential for abolishing problems.
 - ☐ Because communication has the potential for purging problems.
4. When it comes to listening, many of us are guilty of some bad habits. For example:
 - ✓ Instead of listening we think about what we are going to say next while the other person is still talking.
 - ☐ We are not easily distracted by the speaker’s mannerism or by what is going on around us
 - ☐ We try not to interrupt people before they have finished talking.
 - ☐ We do not drift into daydreams
5. Determining the audience’s attitude toward you as the speaker is an aspect of?
 - ☐ Analyzing the audience
 - ✓ Analyzing the speaker
 - ☐ Analyzing the occasion
 - ☐ Analyzing the audience and the speaker
6. What does gripping the lectern, having clenched fists and constant clearing of the throat convey?
 - ✓ Open or confident
 - ☐ Dictatorial or arrogant
 - ☐ Insecure or nervous
 - ☐ Happy or pleased



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



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



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



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



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



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

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

Detour:

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

Delay:

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

Dismiss:

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

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

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

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

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

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

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

Skipped. Please preapre from hand outs.



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

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

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

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

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

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

The 5 stages for effective business writing are below:

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

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

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

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



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Cost increase

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

Employees low morale

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

Employees productivity

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



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- 1 Which type of communication occupies the most amount of time.
 - ☐ Writing
 - ☐ Speaking
 - ☒ Listening
 - ☐ Reading

- 2 Film, direct mail campaign, pamphlet, brochure, etc are the modes of:
 - ☐ Mediated Communication
 - ☒ Mass Communication
 - ☐ Person to group communication
 - ☐ None of the above

- 3 What is involved in communication process?
 - ☒ Idea - encoding - channel - decoding - feedback
 - ☐ idea - information - channel - receiver
 - ☐ Information - channel - receiver
 - ☐ Sender - receiver - channel

- 4 Each morning Amna decides how to dress? what to eat? where to go? etc. This refers to which of the following level of communication?
 - ☐ Interpersonal Communication
 - ☐ Mediated Communication
 - ☒ Intrapersonal Communication
 - ☐ Person-to-Group Communication

- 5 What does limited eye contact signal?
 - ☐ Control
 - ☒ Dishonesty
 - ☐ Intimidation
 - ☐ Playfulness

- 6 In USA, maintaining eye contact while talking with elders show confidence, in Pakistan, it shows disrespect. What does this example depict?
 - ☒ The interpretation of body language is universal
 - ☐ The interpretation of body language is not universal
 - ☐ The interpretation of body language is same worldwide
 - ☐ The interpretation of body language is global.

- 7 What do the clothes we wear communicate?
 - ☐ Affection
 - ☒ Status
 - ☐ Rejection
 - ☐ Boredom



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QUIZ # 1 > Lectures 1 - 8

MCM 301
Communication Skills

- 8 Which of the following is/are example(s) of interpersonal exchange?
- ☒ Conversation
 - ☒ Dialogues
 - ☒ Small group discussion
 - ✓ All of the given options
- 9 Which of the following is NOT a form of nonverbal communication?
- ☒ Gestures
 - ☒ Facial expressions
 - ☒ Appearance
 - ✓ A radio interview
- 10 Letters, reports, stockholder reports, proposals, stockholder meetings, telephone conversations, and conferences are types of media used by an organization to communicate?
- ☒ Internally
 - ✓ Externally
 - ☒ Personally
 - ☒ None of the above options
- 11 All of the following are the levels of listening except?
- ☒ Active Listening
 - ☒ Protective Listening
 - ☒ Partial Listening
 - ✓ Critical Listening
- 12 Probing is?
- ☒ Attempting to explain what the sender's statement means.
 - ✓ Attempting to gain additional information, continue the discussion, or clarify a point
 - ☒ Attempting to evaluate the credibility of the sender
 - ☒ Making a judgement about the worth of sender's statement
- 13 Select which of the following is example for paralanguage?
- ☒ Tone of voice
 - ☒ Body language
 - ☒ Hand gestures
 - ✓ All of the above three
- 14 Which one of the following is an interpersonal need to exercise leadership and prove one's abilities?
- ☒ Inclusion
 - ✓ Control
 - ☒ Affection
 - ☒ Power



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- 15 Select the correct type of communication which occurs when two or a few people talk face to face?
- ☒ Interpersonal Communication
 - ☒ Intrapersonal Communication
 - ☒ Mediated Communication
 - ☒ Person-to-Group Communication
- 16 What is the average speaker's rate per minute?
- ☒ 100 to 150 words per minute
- 17 Listener can comprehend rate per minute?
- ☒ 400 to 500 words per minute
- 18 The word 'Communicatio'n is derived from the Latin word 'Communico' which means
- ☒ To Share
 - ☒ To respond
 - ☒ To give
 - ☒ To tell
- 19 All of the following are the levels of communication EXCEPT
- ☒ Intrapersonal Communication
 - ☒ Interpersonal Communication
 - ☒ Mediated Communicaiton
 - ☒ Frame Communication
- 20 How many components do self-concept has?
- ☒ Two (self-image, and self-esteem)
 - ☒ Five
 - ☒ Four
 - ☒ Three
- 21 The process by which individuals resolve issues in an informal or formal atmosphere, or when issues are resolved as part of the ongoing interactions between individuals is known as
- ☒ Conflict resolution
 - ☒ Conflict prevention
 - ☒ Efective communication
 - ☒ Communication breakdown



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QUIZ # 2 > Lectures 8 - 16

MCM 301
Communication Skills

- 1 All of the following are the barrier to communication, EXCEPT
 - ☒ Over Communication
 - ☒ Conflicting Information
 - ☒ Language Differences
 - ✓ Composing message at proper level
- 2 Which of the following is not a demographic characteristic?
 - ☒ Sex
 - ☒ Age
 - ☒ Cultural Background
 - ✓ Attitude
- 3 Poor retention either on the part of the sender or on the part of the receiver can create problems or lead to.....?
 - ✓ Misunderstanding
 - ☒ Hatred
 - ☒ Understanding
 - ☒ Generosity
- 4 Being resistant to issues which are contrary to already existing ideas hampers the process of: ?
 - ☒ Evaluation
 - ☒ Transmission
 - ✓ Communication
 - ☒ Production
- 5 Which of the following is not a form of non verbal communication?
 - ☒ Gestures
 - ☒ Facial expressions
 - ☒ Appearance
 - ✓ Radio Interview
- 6 Which of the following is a method of arranging information by dividing it into parts?
 - ☒ Spatial pattern
 - ☒ Chronological pattern
 - ✓ Topical pattern
 - ☒ Logical pattern
- 7 Broadly classifying the barriers, select how many kinds of communication barriers exists?
 - ☒ Three
 - ☒ Four
 - ☒ Five
 - ✓ More than seven
- 8 The entire following are the main points that are kept in mind while developing thesis, except:?
 - ☒ Clear
 - ☒ Logical
 - ☒ Equal in value
 - ✓ Ambiguity



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- 9 In verbal communication one's physical appearance affects the?
- ☒ Message
 - ☐ Channel
 - ☐ Sender
 - ☐ Status
- 10 In verbal communication one's physical appearance affects the?
- ☒ Message
 - ☐ Channel
 - ☐ Sender
 - ☐ Status
- 11 Which of the following barriers are most often the hardest to identify and reduce or eliminate?
- ☐ Physical barriers
 - ☒ Listener barriers
 - ☐ Sender barriers
 - ☐ None of the above
- 12 An opinion condition, value, attitude, or feeling of all the following characteristics are expressed in which of the following?
- ☒ Thesis statement
 - ☐ Subject of the topic
 - ☐ Speech topic
 - ☐ References
- 13 Which phrase shows the key rule to make a good speech?
- ☒ Keep in mind that audiences care most about things that directly affect them.
 - ☐ To avoid the audiences choice and most about things that directly affects them
 - ☐ Centering on the self
 - ☐ To keep in mind that idea that is presented in speech
- 14 How many purposes your introduction should have:
- ☐ Two
 - ☐ Three
 - ☒ Four
 - ☐ Five
- 15 What do the clothes we wear communicate :
- ☐ Affection
 - ☒ Status
 - ☐ Rejection
 - ☐ Boredom
- 16 All of the following are the purposes of introduction except :
- ☐ Getting the audiences's attention
 - ☐ Introducing your thesis
 - ☐ Establishing your rapport or credibility with the audience
 - ☒ Avoid the audience



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- 17 All of the following are the purposes of introduction except :
- ☒ Getting the audiences's attention
 - ☒ Introducing your thesis
 - ☒ Establishing your rapport or credibility with the audience
 - ✓ Avoid the audience
- 18 It is always easier to communicate at the
- ✓ Peer level
 - ☒ Differing status
 - ☒ Different position
 - ☒ Different class
- 19 Which of the following statement has biased language?
- ☒ Most Germans are direct in their communication
 - ☒ Jews generally make business people
 - ✓ Some japanese business people can not speak English
 - ☒ Older people generally have lower energy levels.
- 20 At what point does an introduction begin?
- ✓ It begins the moment you address the audience.
 - ☒ It begins at the middle of your speech.
 - ☒ It begins at any moment during your speech.
 - ☒ All of the given options.
- 21 Being resistant to issues which are contrary to already existing ideas hampers the process of :?
- ☒ Evaluation.
 - ☒ Transmission.
 - ✓ Communication.
 - ☒ Production.
- 22 Which of the following is correct about human memory?
- ☒ Not very sharp
 - ✓ Reconstructive
 - ☒ Poorly developed
 - ☒ All of the given options
- 23 A good rule to recall when using statistics is ?
- ☒ The more statistics, the better the effectiveness
 - ☒ Statistics should include several places passed the decimal point for effect
 - ☒ Rounding and using a few key statistics is ineffective
 - ✓ Rounding and using a few key statistics is generally most effective
- 24 Speaking notes for speech should be:
- ✓ Legible
 - ☒ Unobtrusive
 - ☒ Detailed
 - ☒ Legible and unobtrusive



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- 25 An opinion, condition, value, attitude, or feeling all of the following characteristics are express in which of the following?
- ☒ Thesis statement
 - ☒ Subject of the topic
 - ☒ Speech topic
 - ☒ References
- 26 Itself is probably the most common barrier to effective communication.
- ☒ Language
 - ☒ Information
 - ☒ Speech
 - ☒ Communication
- 27 Which of the following is a form of communication in which messages are sent to large, public, dissimilar, anonymous, distant audiences using some intermediate instrument of transfer?
- ☒ Mediated communication
 - ☒ Mass communication
 - ☒ Interpersonal communication
 - ☒ Group communication
- 28 A simple sentence that makes a statement or expresses an attitude, opinion, condition, position, or feeling about the subject. It is called which of the following.
- ☒ Speech
 - ☒ Thesis statement
 - ☒ Introduction
 - ☒ Outline
- 29 While talking to your friend underneath an elm tree, you hear the sounds of birds singing and this distracts you from your conversation. What would you call it?
- ☒ Feedback
 - ☒ Psychological noise
 - ☒ Physical noise
 - ☒ Physiological noise
- 30 Which of the following pattern is not a specific organizational pattern?
- ☒ Spatial
 - ☒ Chronological
 - ☒ Topical
 - ☒ Deductive



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- 31 Which of the following is the practice of altering the tone and/or pitch of voice to more clearly express or magnify meaning
- ✓ Inflection
 - ☒ Articulation
 - ☒ Pauses
 - ☒ Fillers
- 32 Which of the following is not a tool for capturing audience attention?
- ☒ Rhetorical questions
 - ☒ Style of delivery
 - ☒ Startling statements
 - ✓ Time period
- 33 A facial expression that reveals anxiety on speaker's face causes an audience to feel?
- ☒ Relaxed
 - ✓ Anxious and uneasy
 - ☒ Confident
 - ☒ Sleepy



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- 1 All of the following are the purposes of introduction except
 - ☒ Getting the audience's attention
 - ☒ Introducing your thesis
 - ☒ Establishing your rapport or credibility with the audience
 - ✓ Avoid to the audience

- 2 All of the following are the common reasons for disruptive behavior EXCEPT one. Which one is that?
 - ☒ Resistance to change
 - ☒ Resentment of the presenter
 - ☒ Repetition of behavior that is successful for the detractor
 - ✓ Reappearance of the presenter

- 3 At what point does an introduction begin?
 - ✓ It begins the moment you address the audience.
 - ☒ It begins at the middle of your speech.
 - ☒ It begins at any moment during your speech.
 - ☒ All of the given options

- 4 Q&A is an abbreviation of which of the following?
 - ☒ Quest and availability
 - ✓ Question and answer
 - ☒ Question and anticipation
 - ☒ Query and audience

- 5 A presenter can prepare effective responses by which of the following?
 - ☒ Anticipating
 - ☒ Answering
 - ☒ Revising
 - ✓ All of the given options

- 6 An effective presenter uses pitch changes to indicate a change in the message. At the end of a sentence, raising the pitch signifies which of the following?
 - ✓ A question
 - ☒ Statement
 - ☒ Speech
 - ☒ Confess

- 7 Visual aids perform which of the following functions?
 - ☒ Emphasizing important points
 - ☒ Illustrating how things work
 - ☒ Illustrating how things related to one another
 - ✓ All of given option



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- 8 Where does **immediacy** come from during a presentation?
- ☐ Looking at your notes
 - ☐ Standing
 - ☐ Dressing with authority
 - ✓ Making eye contact
- 9 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
- 10 A speech designed to change or reinforce the audience's beliefs or actions. This is an example of:
- ☐ Informative speech
 - ☐ Ceremonial speech
 - ✓ Persuasive speech
 - ☐ None of the given options
- 11 Which of the following option of anticipating part of speech can reveal questions and concerns that may be raised during presentation?
- ☐ Previous experience
 - ☐ Common concerns
 - ✓ Planning
 - ☐ Input from associates
- 12 Which of the following refers to the degree of highness or lowness of a sound?
- ✓ Pitch
 - ☐ Speed
 - ☐ Volume
 - ☐ Rate
- 13 Business associates can be a helpful source for:
- ✓ Identifying probable questions and objections
 - ☐ Can reveal questions and concerns
 - ☐ It is helpful to recall the questions
 - ☐ None of the given options
- 14 A presenter who consistently speaks at a rapid rate may be perceived as:
- ☐ To be nervous
 - ☐ Impatient
 - ☐ Hurried
 - ✓ All of given option



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- 15 All of the following steps are found in the planning stage of business writing, EXCEPT:
- ☒ Determine your purpose
 - ☒ Consider your reader
 - ☒ Choose your idea
 - ✓ Proofreading
- 16 Which of the following is NOT the stage of effective business writing?
- ☒ Planing Stage
 - ☒ Drafting Stage
 - ☒ Organizing Stage
 - ✓ Theater Stage
- 17 Which of the following is the most appropriate opening for an invitation to a fund-raising event?
- ☒ Explain the purpose of the event.
 - ✓ Give details of the event.
 - ☒ Extend the invitation
 - ☒ Remind the recipient to bring a checkbook
- 18 Which of the following are central features of a group?
- ✓ Interaction
 - ☒ Mutual influence
 - ☒ Interdependence
 - ☒ All of the given options
- 19 Letters of invitation include:
- ☒ Speaking invitations
 - ☒ Informal social invitation
 - ☒ Formal social invitations
 - ✓ All of the given options
- 20 The direct plan can be used for which one of the following? Answer Pls!
- ☒ Sales messages
 - ☒ Request refusals
 - ☒ Claims
 - ✓ None of the given options (I think)
- 21 Which of the following type of letter is used to request general information rather than answers to specific questions?
- ☒ Direct Request
 - ✓ Indirect request (Indirect – Inquiry Letters)
 - ☒ Claim
 - ☒ Order



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- 22 Which of the following is not a part of 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
- 23 In a direct request letter, request can be presented in:
- ☒ Closing paragraph
 - ☒ Closing sentence
 - ✓ First sentence
 - ☒ None of the given options
- 24 Which one of the following is suitable for both promotional and informational presentations in either the Proactive or Interactive modes?
- ☒ V-formation
 - ☒ Modified T-formation
 - ☒ T-formation
 - ✓ U-formation
- 25 Which of the following method of outlining topic presents the specific information first, followed by conclusion?
- ☒ Direct method
 - ✓ Indirect method
 - ☒ Supporting method
 - ☒ Sustaining method
- 26 Types of media used to direct information upward are:
- ✓ Reports, interoffice memos and supervisor subordinate conferences
 - ☒ Letters, newspapers and radio
 - ☒ Newspapers, books and interoffice memos
 - ☒ TV, radio and wall chalking
- 27 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



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- 28 All of the following are the elements of communication process. EXCEPT:
- ☒ Sender
 - ☒ Message
 - ☒ Channel
 - ✓ Creativity
- 29 If a modern organization uses the mediums like reports, conferences or interoffice memos to communication with the people working in the organization, what type of communication it will be?
- ✓ Internal communication
 - ☒ External communication
 - ☒ Interpersonal communication
 - ☒ Interchange communication
- 30 All of the following statements about groups are true, EXCEPT: No idea?
- ☒ 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.
- 31 Nonverbal messages are extremely important because _____.
- ☒ They comprise well over half of our communication in face-to-face settings.
 - ☒ They are often more reliable because they are hard to fake.
 - ☒ In a number of situations, we rely on them more than on verbal cues.
 - ✓ Of all of the given reasons
- 32 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
- 33 While preparing for effective business writing Planning Stage involves all of the following, EXCEPT:
- ✓ Choosing appropriate clothes
 - ☒ Considering your reader
 - ☒ Determining the appropriate content
 - ☒ Determining your purpose



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- 34 Which of the following would be a negative result of failing to analyze the audience properly? NO IDEA. Answer Please
- ☐ Assuming that gender stereotypes still hold true
 - ☐ Offending audience members with a position that is contrary to their religious/moral beliefs
 - ☐ Using jargon or vocabulary that is inappropriate for the audience's educational level
 - ✓ All of given options (I think)
- 35 In which process two people i.e. sender and the receiver are thinking at the same time?
- ✓ Listening
 - ☐ Hearing
 - ☐ Writing
 - ☐ Speaking
- 36 In a disappointing newsletter:
- ☐ It is important to apologize.
 - ☐ Apology can be made with reason.
 - ✓ No apology is offered for the decision.
 - ☐ None of the given options.
- 37 The degree to which you and others share common meanings for words will depend on:
- ☐ The diversity of your backgrounds.
 - ✓ The extent to which you share common backgrounds and experiences.
 - ☐ The extent to which you share common approaches.
 - ☐ None of the given options.
- 38 Effective writers visualize the _____ before starting to write.
- ☐ Story
 - ✓ Reader
 - ☐ Colours
 - ☐ Publisher
- 39 Which of the following is(are) the example of public(s) that organizations communicate with, in external communication?
- ☐ Consumers
 - ☐ Stockholders
 - ☐ Government agencies
 - ✓ All of the given options



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- 40 When applied to business messages 'correctness' means all of the following, EXCEPT:
- ☒ Use the right level of language
 - ☒ Check accuracy of words, information and data
 - ☒ Use correct grammar and punctuation
 - ✓ Check font style
- 41 Which of the following cannot result from incomplete messages?
- ☒ Loss of goodwill
 - ☒ Loss of valued customers
 - ☒ Loss of sales
 - ✓ Gaining good name
- 42 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
 - ☒ The need to structure the questions according to your own personality and frame of mind
 - ☒ The need to structure the questions keeping in mind the organization you are writing to
 - ☒ The need to structure the questions with heavy vocabulary
- 43 Which of the following is not a guideline for courteous writing?
- ✓ Respond late
 - ☒ Exclude irritating expressions
 - ☒ Include meaningful apologies
 - ☒ Omit discourteous wording
- 44 Which of the following is the informal report used to communicate with individuals outside of an organization?
- ✓ Letter
 - ☒ Memo
 - ☒ Periodical
 - ☒ Magazine
- 45 Which of the following is NOT used in oral speaking style?
- ✓ Mostly long sentences
 - ☒ Personal pronouns freely
 - ☒ Active voice
 - ☒ Contractions often



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46. Which one of the following should not be interpreted to mean brevity, which will result in an incomplete message?
- ✓ Conciseness
 - ☒ Correctness
 - ☒ Consideration
 - ☒ Courtesy
47. Which of the following involves grasping what the speaker means by seeing the ideas and information from his/her point of view?
- ✓ Listening
 - ☒ Hearing
 - ☒ Filtering
 - ☒ Speaking
48. Effective communication benefits the organization by:
- ☒ Creating positive image
 - ☒ Reducing cost
 - ☒ Increasing employee productivity
 - ✓ All of the given options
- 49. When using visuals in a presentation, which of the following should be avoided? NO IDEA? Answer Please**
- ☒ Taking time to explain the visual.
 - ☒ Fitting the visual to the material being discussed.
 - ✓ Talking to the visual.
 - ☒ None of the given options
50. In order to listen more effectively, you should:
- ☒ Minimize distractions
 - ☒ Talk less
 - ☒ Pay attention to verbal and nonverbal cues
 - ✓ All of the given options
51. What does communication breakdown mean?
- ✓ We have been ineffective in communication.
 - ☒ We have been effective in communication.
 - ☒ We have been helpful in communication.
 - ☒ We physically broke communication.
52. Which one of the following pattern is especially effective if the audience already knows that the problem exists?
- ☒ Problem/solution order
 - ✓ Cause/effect order
 - ☒ Deductive order
 - ☒ Inductive order



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53. _____ is often regarded as an undesirable thing, which prevents the best ideas from being adopted.
- ✓ Compromise
 - ☒ Compulsion
 - ☒ Impulsion
 - ☒ Perception
- 54 Which type of communication it would be when co-workers decide to meet to deal with a problem?
- ☒ Upward
 - ✓ Horizontal
 - ☒ Downward
 - ☒ Intra-personal
- 55 Types of media used to direct information upward are:
- ✓ Reports, interoffice memos and supervisor subordinate conferences
 - ☒ Letters, newspapers and radio
 - ☒ Newspapers, books and interoffice memos
 - ☒ TV, radio and wall chalking
- 56 All of the following statements are the purposes of forming an outline for a speech EXCEPT one. Which one is it?
- ☒ It helps put order to the information.
 - ☒ It serves as a model to check your work.
 - ☒ It serves as a guide from which to deliver your speech.
 - ✓ It helps to build confusion for the listeners.
- 57 Which of the following is usually related to environmental factors that affect communication?
- ☒ Listener barrier
 - ☒ Sender barrier
 - ✓ Physical barrier
 - ☒ Resistance
- 58 In general, there are _____ of newspaper indexes:
- ☒ Two kinds
 - ✓ Three kinds
 - ☒ Many kinds
 - ☒ None of the given option
- 59 Diagrams are excellent for conveying all of the following, except :
- ☒ Information about size
 - ☒ Information about shape
 - ☒ Information about structure
 - ✓ Information about audience



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- 60 When centering on the audience, you start by finding _____ that enable you to identify with them.
- ☒ Rare traits
 - ✓ Common traits
 - ☒ Extraordinary character
- 61 Which one of the following statements is correct about communication?
- ☒ Communication can solve all problems
 - ☒ Communication skills are not learnt.
 - ✓ Communication is dynamic, not static.
 - ☒ Communication is just an information transfer
- 62 Downward communication flows from people at higher levels to those at lower levels in an organization. Primary function of downward communication is to provide:
- ☒ Organizational policies and procedures
 - ☒ Feedback about employees' performance
 - ☒ Organizational goals and objectives
 - ✓ All of the above.
- 63 Creating and holding a mental image of the person with whom you are conversing by telephone will:
- ☒ Give the impression the other person is important.
 - ✓ Help you keep the conversation focused on the other person.
 - ☒ Make your voice sound professional
 - ☒ Minimize the potential for in-person interruptions
- 64 _____ is an automatic psychological process of receiving aural stimuli
- ☒ Listening
 - ✓ Hearing
 - ☒ Speaking
 - ☒ None of these
- 65 A thesis statement is a _____ in sentence form
- ✓ Declarative statement
 - ☒ Direct statement
 - ☒ Indirect statement
 - ☒ Straight statement

Ambiguity

The quality of being open to more than one interpretation.



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- 66 How many levels communication can be divided in?
- ☐ Six
 - ☒ Five
 - ☐ Four
 - ☐ Three
- 67 Which of the following involves grasping what the speaker means by seeing the ideas and information from his/her point of view?
- ☒ Listening
 - ☐ Hearing
 - ☐ Filtering
 - ☐ Speaking
- 88 Mediated communication occurs through: Select correct option:
- ☒ Letters, reports, forms and interoffice memoranda
 - ☐ Letters, newspapers and radio
 - ☐ Newspapers, books and TV
 - ☐ TV, radio and wall chalking
- 89 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:
- ☐ Photographic slides
 - ☐ Chalk or dry-erase boards
 - ☒ Transparencies
 - ☐ CD-ROM or DVD
- 90 Which one of the following statement defines Environmental psychological context of interpersonal communication?
- ☐ It concerns your reactions to the other person.
 - ☐ It deals with the psycho-social "where" you are communicating.
 - ☒ It deals with the physical "where" you are communicating.
- 91 Where does immediacy come from during a presentation?
- ☐ Looking at your notes
 - ☐ Standing
 - ☐ Dressing with authority
 - ☒ Making eye contact
- 92 Which one of the following is not a part of electronic media?
- ☐ Radio
 - ☐ Television
 - ☐ Film
 - ☒ Brochure



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- 93 The eye is capable of processing 500-million bits of information per second, however the brain can only compute about _____ bits of information per second.
- ☐ 400
 - ✓ 500
 - ☐ 600
 - ☐ 650
- 94 Which type of communication it would be when co-workers decide to meet to deal with a problem?
- ☐ Upward
 - ✓ Horizontal
 - ☐ Downward
 - ☐ Intrapersonal
- 95 To select a good topic of speech one should keep in mind all of the following, EXCEPT:
- ☐ A topic should be intriguing
 - ☐ A topic should be appealing
 - ☐ A topic should not tell too much about a speech
 - ✓ A topic should be too vague
- 96 Which of the following is a type of nonverbal communication derived from the sound of the speaker's voice?
- ☐ Paralegalism
 - ☐ Parallelism
 - ☐ Paradigm
 - ✓ Paralanguage
- 97 All of the following reduces communication apprehension, except:
- ☐ Rehearsing your presentation
 - ☐ Speaking more often
 - ☐ Taking speech courses and workshops
 - ✓ Concentrating on your nervousness
- 98 In word Audience C stands for
- ☐ Creativity
 - ✓ Customize
 - ☐ Care
 - ☐ None of given



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- 99 All of the following are the types of periodical except: Select correct option:
- ☐ Journals
 - ☐ Magazines
 - ☐ Newspapers
 - ✓ Note-cards
- 100 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
- 101 Which one of the following arrangement is a modification of conventional classroom seating?
- ☐ U-formation
 - ☐ T-formation
 - ☐ Modified T-formation
 - ✓ V-formation (ANS)
- 102 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 (ANS)
 - ☐ Conventional classroom style
 - ☐ Modified T-formation
 - ☐ V-formation
- 103 In a comfortable setting, people in the audience can do all of the following, EXCEPT:
- ☐ See clearly
 - ✓ Hear on edge (ANS)
 - ☐ Sit comfortably
 - ☐ Focus attentively
- 104 Tributes, acceptance, inspiration, speaking after-dinner, & master of ceremonies are examples of:
- ☐ Informative speech
 - ✓ Ceremonial speech
 - ☐ Informative speech
 - ☐ None of the above



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105 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

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

- ✓ Conventional Theater Style
- ☐ Conventional Classroom Style
- ☐ Modified T-Formation
- ☐ V-Formation

107 Supporting material can serve which of the following?

- ☐ Apply clarity
- ☐ Increase interest
- ☐ Provide proof
- ✓ All of the given options

108 Business Associates can be helpful source for:

- ✓ Identifying probable questions and objections
- ☐ Can reveal questions and concerns
- ☐ It is helpful to recall the question
- ☐ None of the given option

109 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

110 Visual aids perform which of the following functions?

- ☐ Emphasizing important points
- ☐ Illustrating how things work
- ☐ Illustrating how things related to one another
- ✓ All of given option

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

- ✓ Mostly long sentences
- ☐ Personal pronouns freely
- ☐ Active voice
- ☐ Contractions often



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- 112 A presenter can prepare effective responses by which of the following?
- ☒ Anticipating
 - ☒ Answering
 - ☒ Recording
 - ☒ Rehearsing
- 113 All of the following are the common reasons for disruptive behavior EXCEPT one. Which one is that?
- ☒ Resistance to change
 - ☒ Resentment of the presenter
 - ☒ Repetition of behavior that is successful for the detractor
 - ☒ Reappearance of the presenter
- 114 If your objective is to try to change what an audience thinks or does, what should be your goal or general purpose?
- ☒ To inform
 - ☒ To persuade
 - ☒ To teach
 - ☒ To entertain
- 115 All of the steps are essential to an effective response of questions Except :
- ☒ Listen
 - ☒ Discern
 - ☒ Anticipation
 - ☒ Answer
- 116 While preparing for effective business writing Planning Stage involves all of the following EXCEPT:
- ☒ Choosing appropriate cloths
 - ☒ Considering your reader
 - ☒ Determining the appropriate content
 - ☒ Determining your purpose
- 117 BCC stands for
- ☒ Blind carbon copy
 - ☒ Blind compiled copy
 - ☒ Branded carbon copy
 - ☒ Branded compiled copy
- 118 Which of the following method of outlining topic involves presenting a general statement first, followed by specific supporting statements:
- ☒ Direct Method
 - ☒ Indirect Method
 - ☒ Supporting Method
 - ☒ Sustaining Method



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119 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 scale point
- ☒ His GPA was good in 2000
- ☒ He got a good score in his MBA Program
- ☒ All of the given options

120 While writing a persuasive message, which kind of beginning will be more appropriate?

- ☒ Make sure the beginning is appropriate for the situation.
- ☒
- ☒

121 In written communication active verbs help make sentences more

- ☒ Specific
- ☒ Concise
- ☒ Empathetic
- ☒ All of the given options

122 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

123 Which one of the following options refer to the complimentary close ?

- ☒ Dear Sir/Madam
- ☒ Yours Sincerely
- ☒ Confidential
- ☒ Head, Communication Dept.

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

- ☒ Are the ideas of equal importance presented in a parallel manner?
- ☒ Is the sequence of the topics appropriate for the development method?
- ☒ Is the sequence of the topics likely to add clarity to my message?
- ☒ Are related topics properly sequenced?
- ☒ Mention that replacement copier is on its way

125 BPC is an abbreviation of which of the following :

- ☒ Blind Photo Copy
- ☒ Blind Paper Copy
- ☒ Blind Person Copy
- ☒ Blind Pasted Copy



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5. Visual aids perform which of the following functions?
 - ☐ Emphasizing important points
 - ☐ Illustrating how things work
 - ☐ Illustrating how things related to one another
 - ✓ All of given option

6. Which of the following is NOT used in oral speaking style?
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 - ☐ Personal pronouns freely
 - ☐ Active voice
 - ☐ Contractions often

7. A presenter can prepare effective responses by which of the following?
 - ☐ Anticipating
 - ☐ Answering
 - ✓ Recording
 - ☐ Rehearsing



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- 8 All of the following are the common reasons for disruptive behavior EXCEPT one. Which one is that?
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 - ☐ Resentment of the presenter
 - ☐ Repetition of behavior that is successful for the detractor
 - ✓ Reappearance of the presenter
- 9 Diagrams are excellent for conveying all of the following, except :
- ☐ Information about size
 - ☐ Information about shape
 - ✓ Information about structure
 - ☐ Information about audience
- 10 All of the steps are essential to an effective response of questions Except :
- ☐ Listen
 - ☐ Discern
 - ☐ Anticipation
 - ✓ Answer
- 11 When using a story the Presenter should:
- ☐ Tell the story first, and than show how it illustrates the thesis
 - ✓ State the thesis first, and than show how the story support the thesis
 - ☐ Either option is acceptable
 - ☐ Neither option is acceptable
- 12 If your objective is to try to change what an audience thinks or does, what should be your general goal or general purpose?
- ☐ To inform
 - ✓ To persuade
 - ☐ To teach
 - ☐ To entertain
- 13 Fillers the continuity of communication
- ☐ Develop
 - ☐ Emphasize
 - ✓ Interrupt
 - ☐ Build up



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- 14 In a comfortable setting, people in the audience can do all of the following, EXCEPT:
- ☒ See clearly
 - ☐ Hear on edge
 - ☒ Sit comfortably
 - ☒ Focus attentively
- 15 All of the following tactics can be employed for dealing with disruptive incidents EXCEPT
- ☒ Detour
 - ☒ Delay
 - ☒ Dismiss
 - ☐ Drag
- 16 All of the following are the characteristics of concrete writing EXCEPT
- ☒ Specific
 - ☒ Definite
 - ☒ Vivid
 - ☐ Vague
- 17 To find the right media for your presentation you need to first determine which of the following:
- ☒ The size of your audience
 - ☒ Equipment and supply limitations
 - ☒ The presentation budget
 - ☐ All of the given options
- 18 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
- 19 Which of the given sentences is bias free?
- ☐ 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 unusually tall Asian
 - ☒ Workers with physical disabilities face many barriers on the job
- 20 Which of the following cannot result from incomplete messages?
- ☒ Loss of goodwill
 - ☒ Loss of valued customers
 - ☒ Loss of sales
 - ☐ Gaining good name



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- 21 A presenter can prepare effective responses to questions by following all of the given steps EXCEPT one. Which one is that?
- ☒ Anticipating
 - ☒ Answering
 - ☒ Revising
 - ✓ All of the given options
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- ☒ Informative speech
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 - ☒ Illustrating how things work
 - ☒ Illustrating how things related to one another
 - ✓ All of given option
- 24 Writing with a you-attitude shows sincere for the reader?
- ☒ Apathy
 - ✓ Concern
 - ☒ Sympathy
 - ☒ Curiosity
- 25 Which one of the following arrangement is a modification of conventional classroom seating?
- ☒ U-formation
 - ☒ T-formation
 - ☒ Modified T-formation
 - ✓ V-formation (ANS)
- 26 Which one of the following is suitable for both promotional and informational presentations in either the Proactive or Interactive modes?
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 - ☒ Modified T-formation
 - ☒ T-formation
 - ✓ U-formation
- 27 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
 - ☒ Compromise
 - ☒ Arbitration
 - ☒ Majority vote



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1. While preparing for effective business writing Planning Stage involves all of the following EXCEPT:
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 - ☒ Considering your reader
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 - ☒ He got a good score in his MBA Program
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 - ✓ Make sure the beginning is appropriate for the situation.
 - ☒
 - ☒

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 - ☒ Planning > Organizing > Drafting > Proofreading > Editing
 - ✓ Planning > Organizing > Drafting > Editing > Proofreading
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 - ☒ Is the sequence of the topics likely to add clarity to my message?
 - ☒ Are related topics properly sequenced?
 - ✓ Mention that replacement copier is on its way
- 10 BPC is an abbreviation of which of the following :
- ✓ Blind Photo Copy
 - ☒ Blind Paper Copy
 - ☒ Blind Person Copy
 - ☒ Blind Pasted Copy
- 11 While preparing for effective business writing Drafting Stage involves all of the following, EXCEPT:
- ☒ Developing appropriate beginning paragraph
 - ☒ Composing the body
 - ☒ Developing appropriate ending paragraph
 - ✓ Editing
- 12 Careful outlining of topics is helpful for all of the given reasons EXCEPT:
- ☒ It improves the clarity of message
 - ☒ It saves writing time
 - ☒ It enables to emphasize properly the various topics in the message
 - ✓ It keeps the suspense in message
- 13 Which of the following method of outlining topic presents the specific information first, followed by conclusion?
- ✓ Direct method
 - ☒ Indirect method
 - ☒ Supporting method
 - ☒ Sustaining method



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- 14 All of the following are considered as the core values of correctness, except:
- ☐ Proper grammar
 - ☐ Punctuation
 - ☐ Spelling
 - ✓ Loudness Ans
- 15 All of the following factors bring the element of completeness in a message EXCEPT:
- ☐ Provide all necessary information
 - ☐ Answer all questions asked
 - ☐ Give something extra, when desirable
 - ✓ Using vivid, image-building words
- 16 All of the following are the benefits of handouts EXCEPT:
- ☐ 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
- 17 To begin a disappointed newsletter with a negative information, _____ a negative situation.
- ☐ Eases
 - ☐ Reduces
 - ✓ Complicates
 - ☐ Relieves
- 18 All of the following steps are found in the planning stage of business writing, EXCEPT:
- ☐ Determine your purpose
 - ☐ Consider your reader
 - ☐ Choose your idea
 - ✓ Proofreading
- 19 When applied to business messages 'correctness' means all of the following, EXCEPT:
- ☐ Use the right level of language
 - ☐ Check accuracy of words, information and data
 - ☐ Use correct grammar and punctuation
 - ✓ Check font style



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- 20 All of the following guidelines play an important part to make your writing concrete, EXCEPT:
- ☒ Include as much specific information as possible.
 - ☒ Use active rather than passive verbs.
 - ☒ Use vivid, image-building words.
 - ✓ Use passive verbs.
- 21 Which of the following cannot result from incomplete messages?
- ☒ Loss of goodwill
 - ☒ Loss of valued customers
 - ☒ Loss of sales
 - ✓ Gaining good name
- 22 All of the following are Non Essential parts of a letter EXCEPT :
- ☒ Addressee notation
 - ☒ Attention line
 - ☒ Subject line
 - ✓ Complimentary close
- 23 All of the following are the elements of effective written communication, EXCEPT:
- ☒ Courtesy
 - ☒ Correctness
 - ☒ Conciseness
 - ✓ Cleanliness
- 24 Effective writers visualize the _____ before starting to write.
- ☒ Story
 - ✓ Reader
 - ☒ Colours
 - ☒ Publisher
- 25 All of the following are considered as some basic truths about human nature that help us humanize our business messages EXCEPT:
- ☒ People are self-centered
 - ☒ People are defensive
 - ✓ People are perfect
 - ☒ People expect courtesy
- 26 All of the following are essential part of a letter EXCEPT:
- ☒ Letterhead
 - ✓ Salutation
 - ☒ Subject Line
 - ☒ Signature



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- 27 Which of the following method is generally preferred when presenting positive or good news information?
- ☐ Direct method
 - ☒ Indirect method
 - ☐ Supporting method
 - ☐ Sustaining method
- 28 When using visuals in a presentation, which of the following should be avoided?
- ☐ Taking time to explain the visual.
 - ☐ Fitting the visual to the material being discussed.
 - ☒ Talking to the visual.
 - ☐ None of the given options
- 29 While using a flip board in presentation, 6x6 formula is used. What does it refer to?
- ☐ 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
- 29 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
- 30 Which one of the following group often meets face to face with a common purpose in mind
- ☐ Informal group
 - ☒ Formal group
 - ☐ Universal group
 - ☐ Standard group
- 31 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



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

- ☒ Poorly conceived messages
- ☒ Simplistic presentations
- ☒ Design over content
- ☒ Overly complex presentations

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

The size of your audience.

Equipment and supply limitations

The presentation budget.

All of the given options



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1. All of the following are the qualities of effective claim letters EXCEPT:
 - ☒ An effective claim letter contains you attitude material.
 - ✓ An effective claim letter presents all the facts pertinent to the situation.
 - ☒ An effective claim letter contains threat.
 - ☒ An effective claim letter makes a definite request.
- 2 The letter of decline must be:
 - ☒ Straight
 - ✓ Courteous
 - ☒ Callous
 - ☒ Unsympathetic
- 3 Like all routine messages, routine requests have all of the following EXCEPT:
 - ☒ An opening
 - ☒ A body
 - ☒ A close
 - ✓ A center
- 4 With the use of which of the following, we reason from a generalization to a specific conclusion?
 - ☒ Analogy
 - ☒ Logic
 - ☒ Induction
 - ✓ Deduction
- 5 Which of the following method is the best approach for refusing a claim?
 - ☒ Direct method
 - ☒ Callous method
 - ☒ Straight method
 - ✓ Indirect method
- 6 Letters of invitation include:
 - ☒ Speaking invitations
 - ☒ Informal social invitation
 - ☒ Formal social invitations
 - ✓ All of the given options
- 7 The courteous close of a direct request letter contains all of the following EXCEPT:
 - ☒ A specific request
 - ☒ Information about how you can be reached
 - ☒ An expression of appreciation or goodwill
 - ✓ Information about your city



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- 8 With the use of which of the following, we reason from specific evidence to specific evidence.
- ✓ Analogy
 - ☒ Logic
 - ☒ Induction
 - ☒ Deduction
- 9 Which of the following methods cannot be used to capture attention in the opening paragraph of a persuasive message?
- Use of color
 - Use of receiver's name
 - Use of conjunction
 - Use of an interjection
- 10 Which of the following is the most appropriate opening for an invitation to a fund raising event.
- ☒ Explain the purpose of the event.
 - ✓ Give details of the event.
 - ☒ Extend the invitation
 - ☒ Remind the recipient to bring a checkbook
- 11 Which of the following calls on human reason or human feelings, basing the argument on audience needs or sympathies?
- ✓ Emotional appeals
 - ☒ Logical appeals
 - ☒ Irrational appeals
 - ☒ Unreasonable appeals
- 12 What type of goodwill message is to most likely to use an RSVP?
- ☒ Condolance
 - ✓ Invitation
 - ☒ Appreciation
 - ☒ Holiday greeting
- 13 The direct plan can be used for which one of the following:
- ☒ Sales messages
 - ☒ Request refusals
 - ☒ Claims
 - ✓ None of the given options



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- 14 All of the following are the qualities of effective claim letters EXCEPT :
- ☒ An effective claim letter contains you attitude material
 - ☒ An effective claim letter presents all the facts pertinent to the situation
 - ✓ An effective claim letter contains threat
 - ☒ An effective claim letter makes a definite request
- 15 In routine requests, it is advised to use direct approach which means:
- ✓ Placing the main idea in opening
 - ☒ Placing the main idea in middle
 - ☒ Placing the main idea in the end
 - ☒ Placing the main idea anywhere according to writer's choice
- 16 While writing a letter to inquire about 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
- 17 The letters written to book some place like room, hall etc are called:
- ☒ Informal social invitation letters
 - ✓ Reservation letter
 - ☒ Claim letters
 - ☒ Order letters
- 18 All of the following are different types of Buffer EXCEPT:
- ☒ Agreement
 - ☒ Fairness
 - ☒ Cooperation
 - ✓ Bad news
- 18 All of the following are important details to include in the letter of invitation EXCEPT:
- ☒ The topic of the presentation
 - ☒ The date and time of presentation
 - ☒ The venue of the presentation
 - ✓ The menu of lunch to be given in the end of presentation
- 18 Which of the following is to make a neutral, non-controversial statement that is closely related to the point of message?
- ☒ Buffer
 - ✓ Feedback
 - ☒ Communication
 - ☒ Talk



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- 19 Which statement would be the best close for an adjustment letter?
- ☒ We regret the trouble that the faulty keyboard caused you.
 - ✓ Your new key board is being air expressed to you
 - ☒ Your business is appreciated
 - ☒ You may be interested in upgrading your internal memory with our inexpensive chips
- 20 Which of the following must NOT be adopted in preparing disappointing news message?
- ☒ Use sales-promotion material whenever appropriate
 - ☒ Consider using an implicit refusal rather than an explicit refusal
 - ☒ Capitalize on what you can do for the reader rather than what you can not do
 - ✓ Use negative words or phrases.
- 21 Which of the following is the characteristic of good news letter?
- ✓ Begin with good news
 - ☒ Use slow opening
 - ☒ Begin with explanatory details or information
 - ☒ Don't incorporate a you-viewpoint
- 22 Which of the following is to make a neutral, non-controversial statement that is closely related to the point of the message?
- ✓ Buffer
 - ☒ Feedback
 - ☒ Communication
 - ☒ Talk
- 23 In a well written disappointing newsletter, all of the following points are kept in mind, 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
- 24 Order letters are comprised of all of the following distinct content components, except:
- ☒ Pertinent information about the items being ordered
 - ☒ Directions for shipping the merchandize
 - ✓ Quality report of the items
 - ☒ Method of payment



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The Manuscript Speech?

Manuscript means “handwritten or typed”. It is the most formal type of speech if you want to have control on your speech. It is also helpful when you are going to talk on sensitive subject and have precise control over words.

When giving a manuscript speech, a speaker reads from a prepared document or teleprompter. The speech is delivered exactly as it is presented in the text. Speaker has little chance to have eye contact with the audience. It limits to observe the audience and evaluate feedback and adjust your message accordingly.

You need to observe the following points if going to deliver Manuscript Speech:

- 1 Write a draft outlining the speech.
- 2 Type text in large letters with double or triple space with wide margins and single side of the page.
- 3 Read sentence by sentence and make adjustment.
- 4 Practice several times in front of mirror or friend to improve the delivery and to have better eye contact.
- 5 Mark the points where to stop, look at the audience and have nonverbal expression.

The Memorized Speech?

A memorized speech is a speech that is recited from memory rather than reading from cue cards or of notes. It is not highly recommended method. Unless if your are a trained speaker and delivering that speech again and again.

It is the poorest delivery of method. The speaker always focus on his memorized sentences and have fear to forget some points. In this mode speech is delivered at robotic tone.

The disadvantages of memorized speech are:

- 1 Difficult to memorize speech.
- 2 Possibility of forgetting speech or its important points.
- 3 Loses the conventional method to deliver the speech.

What is Impromptu Speech?

An impromptu speech means “Unexpected Speech”. This is a speech that has no advanced planning or practice. You don’t have time to analyze your audience, organize your speech. Speakers needs to be fast thinker to deliver his speech. It is common for impromptu speeches to be given at meetings, gatherings or events by prominent members.

Points to remember when delivering Impromptu Speech.

- Find out the topic hint and write them on a paper if you have time.
- Begin to apply the guidelines while walking or turning to face the audience.
- Find out an introductory sentence and ending line of your speech. Fill in the middle space with many points you can add according to the topic.
- Move directly to the topic, objective, & key points.

Byzantium

1. The Byzantine Empire.
 2. An ancient city of Thrace on the site of present T day Istanbul, Turkey.
- It was founded by the Greeks in the seventh century bc and taken by the Romans in ad 196.



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- Try to get the audience involved and always make eye-contact with them.
- Watch for feedback to know what to repeat or clarify.

What is Extemporaneous Speech?

Extemporaneous Speaking provides 30 minutes of preparation time, followed by a seven-minute speech. When preparation starts, speakers are offered three questions to answer.

The extemporaneous speech is a perfect balance. This speech involves the speaker's use of notes and some details to deliver a speech.

- A speaker uses note cards.
- Create speech by writing outline with key points.
- Following key words and points on the cards and explain in his words.
- No need to memorize to use fix words.
- Have time to practice before facing audience.
- Natural way of action with full interaction with audience.

What is Communication?

Communication is derived from the Latin word 'Communico' which means "To Share". Hence the word "communication" means: The Process of Sharing Information – ideas, dealings, thoughts, needs, etc. Communication is a process, which involves sharing of information between people through a continuous activity of speaking, listening, and understanding.

The Communication Process or Cycle

Communication is the only source in today's life for a successful person to send his message to others and get their feedback. For this we need to communicate effectively and learn how to **Talk Well and Talk Wise**. Problems arise when communication process fails. Basically the sender exchanges information with receiver through channels. Other person must be able to receive the information properly and understand as required by the sender.

Communication is a Process which means we need to follow certain rules with particular order to get results. The main steps involved in the communication process are Idea, Encoding, Channel, Decoding and Feedback.

1. Idea

Information exists in the mind of the sender (who is the source). This can be a concept, idea, information, or feelings. The sender first develops the idea in his brain and thinks what type of information wants to send. This is called the planning stage.

2. Encoding:

Encoding means converting the idea into message that can be communicated to others. The source initiates a message by encoding the idea (thought) in words or symbols and sends it to a receiver.

The message is the actual physical product from the source encoding. The message can be oral, written, symbolic or nonverbal. For example, when we



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talk, speech is the message; when we write, the words and sentences are the message; when we give gesture, movements of our arms and face expression is the message; when a child cries, the crying is the message. Remember message could be in one form or combination of more than one forms.

3. The Channel

Channel is the medium (link) of sending message to receiver. This link could be oral or written or gesture. It is the next step to take, once sender convert its idea/ thought into message.

The sender chooses the channel (method) suitable to convey message to the receiver according to his requirement. It is called transmission of message.

Some of the channels used for communication are:

Telephone/Video Phone: If feedback is required immediately and verbally.

Immediate transmission of written message (Emails, Scanned Copies)

Written Message: To make permanent record of the message (Letters)

Personal Meeting: If needs to persuade or negotiate (Face-to-Face)

Letters: For remote/wide area with personal touch. (Decisions, Information)

Contract: Written on paper for agreement. (Mutual Agreements)

4. Receiving

Once sender send the message the receiver must be able to receive the message properly. The message can be received in the form of writing, hearing, seeing, feeling (or combinations of some or all). If a message is verbal and the receiver is unable to listen it is no use.

5. Decoding

Once message received, the receiver interprets the message and try to understand according to his abilities. Thus act of understanding messages (Sound, Words, Gestures or Symbols) is called Decoding. Therefore, Listeners, Viewers and readers are called Decoders.

Effective communication takes place when sender and receiver both understand the same meaning.

Feedback

The final step of communication process is feedback. This feedback will tell the sender that the message is received and understood by the receiver with its importance. It increases the effectiveness of communication.

Feedback is a two-way communication. We can also say that while effective communication is taking place, the user and sender both are involved in Intra-Personal Communication and Inter-Personal Communication. Because at the same time they are sender as well as receiver. They are talking to themselves and others also.

Intra-personal (Intrapersonal) Communication

Intra-personal Communication means "talking to yourself". Intra means "within" and Intra-Personal "within the person". When we think, initiate, send and receive messages, we are talking to our self.



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Interpersonal Communication

Interpersonal communication occurs when two (or a few) people talk face to face. An activity where we exchange views with each other's. Conversation, dialogue, interviews or group discussion are called Interpersonal Communication.

Each person also operates Intra-personally during the exchange.

An exchange with just two people involves at least three communication elements – the unique thinking done by each person and the overriding process created by the interpersonal exchange.

Behaviors determine the quality of interpersonal relationship. Behavior is the reflection of our thoughts, feelings and emotions. Motive controls our behavior.

How to access others behavior?

To access others behavior we made following errors:

- We assume that people would behave the same way in every situation.
- We try to put everyone into consistent categories.
- We are too influenced by first impressions.
- We are positively influenced where we have common characteristics with other people, e.g. same school, same function.
- We are too influenced by apparent negative points.
- We make constant errors because of our own limited frames of reference and self-concept.

NOISE

It is anything which interfere in the sending, receiving or interpreting of a message. Noise may be internal (poor language, misprinted text, or maybe a typographical mistake) or external (environment noise, fault in tools used for communication). It can hinder the development of thought, make encoding faulty, interruption in transmission or inaccurate reception.

What is Mediated Communication?

When two or few people communicate with each other with the use of information communication technology . It could be a use of mechanical or electrical channel to transmit or receive messages, e.g. telephone, radio, TV etc.

Drawback of Mediated Communication

- This level of communication occurs when two (or a few) people use some intermediate means for carrying their messages. They do not communicate face to face and thus do not have direct feedback.
- Mediated communication often uses a mechanical or electrical device to transmit or receive messages.
- Examples include the telephone, closed-circuit television, radio, radar, and the communication satellite.
- Mediated communication also occurs through letters, reports, forms, and interoffice memorandum.



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What is Mass Communication?

Mass communication is the process by which a person, group of people or an organization create a message and transmit through some type of medium to a large, anonymous, unknown people regardless of their age, gender, culture boundaries.

What is Mass Media?

Mass Media are the mediums or media used for mass communication like newspaper, magazine, radio, television, Internet, Mobile, etc.

What basic characteristics distinguish nonverbal from verbal communication?

The foundation of any successful relationship is a good communication whether personal or professional. Nonverbal communication is an interpersonal communication through nonlinguistic means and in verbal communication we use words (in writing or spoken) to communicate.

Our nonverbal communication plays an important role—our facial expressions, gestures, eye contact, posture, and tone of voice—that speaks loudly. If there is contradiction, the nonverbal message expresses true feelings more accurately describe the person than its verbal message.

Define Citation?

A “citation” is the way you inform your readers that certain material in your work came from another source. It also inform your readers that from where this piece of information came, including:

- information about the author
- the title of the work
- Information about the Publishing Company that published the source
- Date of Publication of your information
- Reference to page numbers of the material you are borrowing

What is the body?

Before you select the body of your speech, you need to make outline your information. Once you select the topic, prepare your thesis and select the main points the necessary work is done.

Now create an outline. An outline serves three purposes for a speech:

1. Put your information in order
2. Work as a model to check your work.
3. Serves as a guide according which you deliver speech.

Next step is to select the specific organizational pattern. That will help create meaning for your audience.

- Spatial
- Chronological
- Topical
- Logical



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Spatial order

In this pattern items are arranged according to their physical position or relationship of your topic. For instance, if you are going to describe a building, you might start from roof to the basement or from basement to the roof. It means organizing the information while keeping its physical properties in mind.

If you are throwing light on a trend, or a movement, you might arrange your information describing the movement that it came from east to west or from north to south. For example:

Topic: Accents

Thesis: Accents are different throughout the country.

Spatial order:

- I. Accents in the East have certain characteristics.
- II. Accents in the West have certain characteristics.
- III. Accents in the North have certain characteristics.
- IV. Accents in the South have certain characteristics.

Chronological Order

The arrangement of things following one after another in time. Like Information about historical movement in a time sequence.

Topic: History of Lahore

Thesis: Rapid change in Lahore over the period of last ten years

- I. Major roads were reconstructed 10 years ago.
- II. Connected to the motorways five Five years ago.
- III. It is the busiest city of the country today.

Topical Order

Method of arranging information according to its main topics and subtopics, following by logical steps or categories.

Topic: Earth quake victims

Thesis: The Band-Aid Benefit Concert helped a lot towards the rehabilitation

- I. 1st main point discusses Band-Aid administration
- II. 2nd main point discusses performers
- III. 3rd main point discusses sponsors
- IV. 4th main point discusses audience

Logical order

This method is effective if you want to persuade your audience that a problem exists and you talk about its causes and possible solutions. At the end you propose the best solution.

There are several types of logical order:

- Problem/solution
- Cause/effect
- Deductive
- Inductive



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The following steps are involved in problem/solution organization:

- I. Define the problem.
- II. Show the possible solutions.
- III. Propose the best solution to the problem.

Topic: Fad Diets

Thesis: Fad diets can be dangerous to your health.

- I. Fad dieting is a serious, widespread problem affecting people's health.
- II. There are alternative solutions to the problem of being overweight.
- III. People should seek professional medical advice in selecting the best way for them to lose weight.

Faulty Communication causes the most problems Discuss

Most of the problems arises in an organization are the result of failing to communicate. Faulty communication is the main reason to most of the problems and it create confusion and mislead people.

Communication is sharing information and ideas from one person to another person. It involves sender, encoding, channel, receiver and decoding. Effective communication occurs only when the receiver understands the message exactly as send by sender and the message delivered without any hindrance in the channel or noise.

Difference between informative speech and persuasive speech

Informative Speech

In Informative Speech you get time for research, organizing contents and practice your writing and speaking skills. A speaker learn how to find out the information, divide into sub categories, sort out relevant points clearly according to his topic. This practice will help him to become an effective "Speaker" during his speech and it will help him in his career also.

The main purpose is to provide audiences useful, interesting and uniques information which create interest and make positive impact on the audience as well as help you to succeed in your career.

Persuasive speech

Persuasion is a psychological process and it is designed to change the audience thinking or action. The ability to persuade others help speaker in his daily life from personal relations to his career development.

When you try to persuade your audience, basically your are advocating your point of view on certain topic in his favour or completely opposing. It is a challenging and complex process. Audience analysis must be considered in this process. You speech must be on realistic grounds. If your audience do not have firm believe on the subject, you will be able to convince most of them. If they oppose your idea, some of them must consider your thoughts.

A speaker must have a strategy to win the audience to his side.



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Define Critical Listening

Critical listening is a form of listening when we want to make analysis, critical thinking and judgment. It is needed when suspect a biased source of information. Critical listening is also associated to detect propaganda devices used by a communicator.

It occurs when you still want to understand what the other person is saying, but also have some reason or responsibility to evaluate what is being said to you and how it is being said. For example, if there's an upcoming election and you need to decide who to vote for, you probably use some form of critical listening when you watch a televised debate. You listen, AND you evaluate.

Guidelines for critical listening

- Recognize your own biases.
- Keep your mind open and avoid filtering out unwanted information
- Listen carefully and critically when you need to make evaluations and judgments.
- Analyze the audience and adapt the message to the listeners.
- Clearly organize the speech so that the listeners can follow the train of thought.
- What is the speaker motive and what he is looking from the audience? Is he giving you information or trying to persuade?
- Must be active listener, knows different meanings of the words and be able to read between the lines
- Is the message supported by evidence, reasoning, clearly and logically stated?
- Does the speakers verbal and nonverbal messages are matching with each other?

What is Introduction to speech?

Every speech has these general parts. Usually it is organized by dividing it into these three areas:

1. Introduction
2. Body
3. Conclusion

Every speech, no matter how poorly constructed and poorly organized, has some kind of introduction (you have to begin), some middle section (the body), and some kind of conclusion (at some point in time you have to finish).

Introduction

An introduction is a beginning. It is a very important part of the speech process because it is during the introduction that the audience first sees you and learns about your topic. At what point does an introduction begin? It begins the moment you address the audience. The moment you turn to look at the audience and utter your first sounds or communicate something nonverbally, you have: begun your introduction. In the introduction phase, the audience may decide if you are credible and if your speech will be worth their attention.

Your introduction should have four purposes:



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1. Getting the audience's attention
2. Introducing your thesis
3. Adapting to the audience
4. Establishing your rapport or credibility with the audience

Discuss the Barriers to Communication

Barriers that stop you from communicating with people around you. Here is a list of barriers to communication, or reasons why we sometimes find it difficult to take the risk and communicate our true attitudes and feelings to one another.

- Fear of appearing low in the listener's eyes.
- Fear of exposing your feelings and weaknesses.
- Fear of hurting others or getting hurt.
- Fear of being rejected, blamed, or condemned.
- Fear of not receiving a positive response.
- Fear of a potential conflict.
- Fear of risking self-disclosure.
- Fear of appearing self-centred.
- Fear of appearing stupid.
- Fear of not being taken seriously.
- Fear of not getting the help you think you need.
- Fear of ruining a good situation.

Q2 What are the Sender barriers?

Q.3 Write about importance of Listening skills

Speak effectively

How to be an impressive speaker, a good communicator? All answers depend on how effective is your speech and speech depends on how skillful is the speaker. And a good speech is how skillful the speaker is.

Following points to be remembered to deliver effective speech:

- Speaker (motivation, credibility and style of delivering)
- Message (What is the message? Its content, style, structure and conclusion)
- Audience (Analyze your audience, their education, culture, geographic location, sex, group membership, careers etc)
- Channel (Verbal, nonverbal, pictorial, volume, pitch and tone)
- Feedback (Getting feedback, responding to the questions accordingly)
- Setting (The area of speech, sitting position of people, free of noise etc)



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Difference between informative speech and persuasive speech

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A speaker must have a strategy to win the audience to his side.

Badly Expressed Message in presentation? Mark3

Q.2 What are the different levels of meaning. (3)

Q.5 How can you make your writing more concrete?

Q.6 How do emotional appeals differ from logical appeals?

Q.8 What are the benefits of using computer based presentation?

Q.9 Define feedback and also list the various forms of feedback you receive during a typical day.

Q.10 Language itself is probably the most common barrier to effective communication. Discuss.

Q.11 What do you know about claim letter? Describe qualities of effective claim letter.



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Why is it necessary to know the audience knowledge about the topic?

Audience knowledge about the topic is a very important step. Audience will show interest if the delivered speech directly relates to them. It is vital for a successful speech to be "Audience-Centered".

Audience presence is a proof that the delivered speech will be directly affecting them. So you the good speaker always consider the following points:

- 1) Age group
- 2) Education Level
- 3) Occupation
- 4) Gender
- 5) Religion beliefs
- 6) Cultural and Ethnic background
- 7) Group affiliation

In order to find a topic of speech one has to follow some rules for selection of the topic. Discuss those different rules that are used to select the topic.

In real life the topic of a speech is given to you or selected on the circumstances. Product Launch Ceremony, Award Ceremony or General meetings are some of the situations. Following rules must be considered while selecting the topic:

- 1) Begin early: As early as you select the topic it will give you more time to work on it. Outline its main points and support them with details
- 2) Topic of your interest: Choose the topic you have interest in it. If you have interest, it will be shown from your way of delivering the speech. People will be interested because of your passion and emotion.
- 3) Topic of your knowledge: Your topic must be based on some research and knowledge you have. You can easily explain to your audiences.
- 4) Research and info material: Your speech must be based on the research findings and supported by fact. People should know that the words coming out from your mouth have a solid evidence. Information material easily available in the form of internet, magazines, journals, and books.
- 5) Organized and updated info. Your speech must be organized. You should know from where to start, what are the main points that require audiences' attention, how to fill the body and where it requires ending. Make sure that audience interest will be maintained.



MAHMOOD RANA
MSc Mass Communication
Spring 2016

- Q4** Reading from manuscript seriously limits your ability to exhibit a natural style, maintain eye contact, observe and evaluate feedback, and adjust the messages
Discuss.
- Q1** What do you understand by the term mediated communication? Give examples.



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- 1 What does communication breakdown mean?
 - ✓ We have been ineffective in communication.
 - ☐ We have been effective in communication.
 - ☐ We have been helpful in communication.
 - ☐ We physically broke communication.
- 2 Which of the following is NOT a form of nonverbal communication?
 - ☐ Gestures
 - ☐ Facial expressions
 - ☐ Appearance
 - ✓ A radio interview
- 3 In USA, maintaining eye contact while talking with elders show confidence, in Pakistan, it shows disrespect. What does this example depict?
 - ☐ The interpretation of body language is universal
 - ✓ The interpretation of body language is not universal
 - ☐ The interpretation of body language is same worldwide
 - ☐ The interpretation of body language is global.
- 4 Which of the following is correct about human memory?
 - ☐ Not very sharp
 - ✓ Reconstructive
 - ☐ Poorly developed
 - ☐ All of the given options
- 5 All of the following are the purposes of introduction except :
 - ☐ Getting the audiences's attention
 - ☐ Introducing your thesis
 - ☐ Establishing your rapport or credibility with the audience
 - ✓ Avoid the audience
- 6 In USA, maintaining eye contact while talking with elders show confidence, in Pakistan, it shows disrespect. What does this example depict?
 - ☐ The interpretation of body language is universal
 - ✓ The interpretation of body language is not universal
 - ☐ The interpretation of body language is same worldwide
 - ☐ The interpretation of body language is global.
7. Telephone is and example of which form of communication?
 - ☐ Interpersonal communication
 - ☐ Intrapersonal communication
 - ✓ Mediated Communication
 - ☐ Mass Communication



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- 8 Jumping to conclusions is a:
- ✓ Listener barrier
 - ☒ Sender barrier
 - ☒ Physical barrier
 - ☒ Noise
- 9 Which of the following could not be an appropriate beginning of speech?
- ☒ Appropriate quotation
 - ☒ Asking a rhetorical question
 - ✓ An ordinary story
 - ☒ A startling statement
- 10 When a quotation is quite long for the introduction of speech, it is suggested that the presenter may:
- ☒ Use it as it is at the beginning of the presentation
 - ☒ Use it as it is at the conclusion of the presentation
 - ✓ Paraphrase the quotation to avoid confusion and/or boredom
 - ☒ Decide not to take advantage of the quotation
- 11 All of the following statements are the purposes of forming an outline for a speech EXCEPT one. Which one is it?
- ☒ It helps put order to the information
 - ☒ It serves as a model to check your work
 - ☒ It serves as a guide from which to deliver your speech
 - ✓ It helps to build confidence for the listeners
- 12 Which of the following is a skill of speaking in distinct syllables?
- ✓ Articulation
 - ☒ Fillers
 - ☒ Inflection
 - ☒ Monotone delivery
- 13 Improper formulation and presentation of message refers to which of the following barrier?
- ☒ Loss in Transmission
 - ✓ Badly Expressed Message
 - ☒ Differing Status
 - ☒ Prejudice



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- 14 Which of the following statement is true for the pauses in speech?
- ☒ A pause in speech shows that speaker is not well prepared
 - ✓ A pause gives an opportunity to listeners to digest what they've heard.
 - ☒ Pauses drag the speech.
 - ☒ Pauses cannot be used in business talks.
- 15 Which of the following ways can be used to achieve vocal emphasis?
- ☒ Going from loud to soft
 - ☒ Getting louder
 - ✓ Using graphics
 - ☒ Adopting a soft tone
- 16 Which type of communication it would be when co-workers attempt to coordinate their individual tasks with each other?
- ☒ Upward
 - ☒ Internal
 - ☒ Downward
 - ✓ Lateral
- 17 Listening process does not involve which of the following actions?
- ☒ Hearing
 - ☒ Filtering
 - ☒ Remembering
 - ✓ Feed back
- 18 Which of the following are identified from citation in periodical indexes?
- ✓ Articles
 - ☒ Stories
 - ☒ Features
 - ☒ Columns
- 19 Which of the following type of listening is used when we suspect that we may be listening to a biased source of information?
- ☒ Empathic listening
 - ✓ Critical listening
 - ☒ Active listening
 - ☒ Preferential listening
- 20 All of these are the purposes of introduction in thesis except:
- ☒ Getting the audience's attention
 - ✓ Introducing your target audience
 - ☒ Adapting to the audience
 - ☒ Establishing your rapport or credibility with the audience



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- 21 Which of the following begins with a general statement that is commonly accepted by the audience and then introducing more specific?
- ☒ Problem/solution order
 - ☒ Cause/effect order
 - ✓ Deductive order
 - ☒ Inductive order
- 22 Excess of information bombarded on the listener is termed as:
- ☒ Information bulk
 - ✓ Information load
 - ☒ Information mass
 - ☒ Information volume
- 23 Which of the following may Not be considered as a language barrier in communication?
- ☒ Differences in interpretation of statements
 - ☒ Inadequate vocabulary
 - ✓ Proper level of language
 - ☒ Good health

Why is it necessary to know the audience knowledge about the topic?

Audience knowledge about the topic is a very important step. Audience will show interest if the delivered speech directly relates to them. It is vital for successful speech to be "Audience-Centered".

Audience presence is a proof that the delivered speech will be directly affecting them. So you the good speaker always consider the following point:

- 1) Age group
- 2) Education Level
- 3) Occupation
- 4) Gender
- 5) Religion beliefs
- 6) Cultural and Ethnic background
- 7) Group affiliation



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In order to find a topic of speech one has to follow some rules for selection of the topic. Discuss those different rules that are used to select the topic.

In real life the topic of a speech is given to you or selected on the circumstances. Product Launch Ceremony, Award Ceremony or General meetings are some of the situations. Following rules must be considered while selecting the topic:

- 1) Begin early: As early you select the topic it will give you more time to work on it. Outline its main points and support them with details
- 2) Topic of your interest: Choose the topic you have interest in it. If you have interest, it will be shown from your way of delivering the speech. People will be interested because of your passion and emotion.
- 3) Topic of your knowledge: Your topic must be based on some research and knowledge you have. You can easily explain to your audiences.
- 4) Research and info material: Your speech must be based on the research findings and supported by fact. People should know that the words coming out from your mouth has a solid evidence. Information material easily available in the form of internet, magazines, journals, and books.
- 5) Organized and updated info. Your speech must be organized. You should know from where to start, what are the main points requires audiences attentions, how to fill the body and where it requires ending. Make sure that audience interest will be maintained.

Q4 Reading from manuscript seriously limits your ability to exhibit a natural style, maintain eye contact, observe and evaluate feedback, and adjust the messages Discuss.

Q1 What do you understand by the term mediated communication? Give examples.

MCM301 FINAL TERM SOLVED MCQs

(VISIT VURANK FOR MORE)

Question:

Intrapersonal communication processes depend upon communicators''

Options:

- ☐ Frame of reference
- ☐ Creativity
- ☐ Self-talk
- ☒ **All of the above.**

Question:

If a person is communicating with his friend on telephone then it will be:

Options:

- ☐ Intrapersonal communication
- ☐ Mass communication
- ☒ **Mass communication**
- ☐ None of the above

Question:

Which one of the following statement is correct about communication?

Options:

- ☐ Communication can solve all problems.
- ☐ Communication skills are not learnt.
- ☒ **Communication is dynamic, not static.**
- ☐ Communication is just an information transfer.

Question:

Which one of the following is not a part of electronic media?

Options:

- ☐ Radio
- ☐ Television

- ☐ Film
- ☒ **Brochure**

Question:

Downward communication flows from people at higher levels to those at lower levels in an organization. Primary function of downward communication is to provide:

Options:

- ☐ Organizational policies and procedures
- ☐ Feedback about employees' performance
- ☐ Organizational goals and objectives
- ☒ **All of the above.**

Question:

Which one of the following is a mass medium of communication?

Options:

- ☐ Television
- ☐ Radio
- ☐ Newspaper
- ☒ **All of the above**

Question:

The five steps involved in a communication process appear in a specific order. Which one of the following is the right order?

Options:

- ☐ IdeaàChannelàEncodingàDecodingàFeedback
- ☒ **Ideaà EncodingàChannelàDecodingàFeedback**
- ☐ ChannelàIdeaàEncodingàFeedbackàdecoding
- ☐ IdeaàDecodingàChannelàEncodingàfeedback

Question:

Probing in a communication process is:

Options:

- ☒ **An attempt to gain additional information**
- ☐ Making judgments
- ☐ An attempt to explain what the sender meant
- ☐ None of the above

Question:

Self Talk is also called as:

Options:

- ☐ Mediated communication
- ☐ Interpersonal communication
- ☒ **Imagined communication**
- ☐ Person-Group communication

Question:

Creating and holding a mental image of the person with whom you are conversing by telephone will:

Options:

- ☐ Give the impression the other person is important.
- ☒ **Help you keep the conversation focused on the other person.**
- ☐ Make your voice sound professional.
- ☐ Minimize the potential for in-person interruptions.

Question:

The person who attaches meaning to a message is called:

Options:

- ☐ Sender
- ☐ Encoding
- ☐ Transmitter
- ☒ **Receiver**

Question:

The eye is capable of processing 500-million bits of information per second, however the brain can only compute about _____ bits of information per second.

Options:

- ☐ 400
- ☒ **500**
- ☐ 600
- ☐ 650

Question:

_____ is an automatic psychological process of receiving aural stimuli. **Options:**

- ☐ Listening
- ☒ **Hearing**
- ☐ Speaking
- ☐ None of these

Question:

Some misconceptions about communication are

Options:

- ☒ Communication solves all problems
- ☐ Communication physically breaks down
- ☐ The meaning we attach to a word will be the meaning everyone else attaches to
- ☒ **All of the given options**

Question:

Specialized vocabulary is known as:

Options:

- ☐ Equivocal terms
- ☒ **Jargon**
- ☐ Trigger words
- ☐ Biased language

Question:

A thesis statement is a _____ in sentence form

Options:

- ☒ **Declarative statement**
- ☐ Direct statement
- ☐ Indirect statement
- ☐ Straight statement

Question:

_____ is a sentence that does not express the feeling, conditions, opinions and attitude.

Options:

- ☐ Thesis statement.
- ☐ Indirect statement

- ☐ Direct statement
- ☒ **Straight statement**

Question:

A _____ is a strong statement designed to evoke a powerful emotional response.

Options:

- ☒ **Startling statement**
- ☐ Indirect statement.
- ☐ Direct statement
- ☐ Straight statement

Question:

All of the following are the tools for getting audience attention, except:

Options:

- ☐ Startling statement
- ☐ Stories
- ☐ Rhetorical questions
- ☒ **Conclusion**

Question:

Deductive and inductive are the types of _____ order.

Options:

- ☐ Spatial
- ☐ Chronological
- ☐ Topical
- ☒ **Logical**

Question:

In which speech, speaker does not have time to analyze the audience

Options:

- ☐ Manuscript
- ☐ Memorized
- ☒ **Impromptu**
- ☐ Extemporaneous

Question:

If your objective is to train a new computer consultant, what will be your general goal or general purpose

Options:

- ☒ **To inform**
- ☐ To persuade
- ☐ To teach
- ☐ To entertain

Question:

Which of the following statement explains mediated communication?

Options:

- ☐ Mediated communication occurs when two (or a few) people use loud speaker to
- ☒ **Mediated communication occurs when two (or a few) people use some**
- ☐ Mediated communication occurs when people try to communicate at mass level.
- ☐ Mediated communication occurs when a group of people uses email to send a

Question:

When superiors provide directions to their subordinates regarding what to do, this is known as a type of _____ communication.

Options:

- ☐ Upward
- ☐ Horizontal
- ☒ **Downward**
- ☐ Lateral

Question:

After listening to Ayesha's long speech, Beenish told her what she understood from her long talk. Which form of listening it is?

Options:

- ☐ Empathic listening
- ☐ Critical listening
- ☒ **Active listening**
- ☐ Preferential listening

Question:

When working to create and maintain a favorable relationship with a receiver, a sender should:

Options:

- ☐ Do just what the receiver expects.
- ☐ Impress the receiver by using technical terms.

- ☐ Stress mutual interests and benefits.
- ☒ **Use positive wording.**

Question:

If a manager asks his assistant to compile a report on the overall performance of the department, which forms of communication it, will be?

Options:

- ☐ Upward communication
- ☐ Intrapersonal communication
- ☒ **Downward communication**
- ☐ Lateral communication

Question:

Drafting stage starts after

Options:

- ☐ Planning
- ☐ Organizing
- ☒ **Both 1 and 2**
- ☐ None

Question:

Which is NOT true for creating effective opening paragraph?

Options:

- ☐ Keep the beginning paragraph fairly short.
- ☐ Use a you-viewpoint in the opening
- ☐ Make sure the beginning is appropriate for the reader
- ☒ **Don't consider your reader**

Question:

Ending paragraph provides you the opportunity to

Options:

- ☐ Concentrate on the action you desire the reader to
- ☐ Show courtesy towards the reader.
- ☒ **Both 1 and 2**
- ☐ None of above

Question:

Ending paragraph provides you the opportunity to

Options:

- ☐ Concentrate on the action you desire the reader to
- ☐ Show courtesy towards the reader.
- ☒ **Both 1 and 2**
- ☐ None of above

Question:

Audience information i.e. age, gender, education, occupation and socioeconomic status falls into the category:

Options:

- ☒ **Demographic factors**
- ☐ Psychographic factors
- ☐ Geographic factors
- ☐ All of the given options

Question:

Generally there are _____ kinds of newspaper indexes

Options:

- ☒ **Three**
- ☐ Four
- ☐ Five
- ☐ None of the given options.

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MCM301 FINAL TERM SOLVED QUIZZES

(VISIT VURANK FOR MORE)

Question # 2 of 10 (Start time: 09:50:06 AM)

Total Marks: 1

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 # 3 of 10 (Start time: 09:51:32 AM)

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.

Question # 5 of 10 (Start time: 09:53:17 AM)

Total Marks: 1

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 # 6 of 10 (Start time: 09:54:48 AM)

Total Marks: 1

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 # 8 of 10 (Start time: 09:56:31 AM)

Total Marks: 1

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 # 9 of 10 (Start time: 09:57:31 AM)

Total Marks: 1

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 # 10 of 10 (Start time: 09:58:56 AM)

Total Marks: 1

Where does_____ during a presentation?

Select correct option:

Looking at your notes

Standing

Dressing with authority

Making eye contact

Question # 1 of 10 (Start time: 10:02:31 AM)

Total Marks: 1

Which one of the following is a planned and rehearsed speech that uses different words during rehearsals?

Select correct option:

Manuscript speech

Memorized speech

Impromptu speech

Extemporaneous speech

Question # 3 of 10 (Start time: 10:04:14 AM)

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

Question # 4 of 10 (Start time: 10:04:50 AM)

Total Marks: 1

Which of the following are central features of a group?

Select correct option:

Interaction

Mutual influence

Interdependence

All of the given options

Question # 5 of 10 (Start time: 10:05:03 AM)

Total Marks: 1

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 # 6 of 10 (Start time: 10:05:51 AM)

Total Marks: 1

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 # 7 of 10 (Start time: 10:06:46 AM)

Total Marks: 1

How many general parts a basic speech must have?

Select correct option:

Three

Four

Five

Six

Question # 8 of 10 (Start time: 10:07:26 AM)

Total Marks: 1

All of the following statements are the purposes of forming an outline for a speech **EXCEPT** one. Which one is it?

Select correct option:

It helps put order to the information.

It serves as a model to check your work.

It serves as a guide from which to deliver your speech.

It helps to build confusion for the listeners.

Question # 9 of 10 (Start time: 10:08:23 AM)

Total Marks: 1

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

Select correct option:

Quest and availability

Question and answer

Question and anticipation

Query and audience

Question # 10 of 10 (Start time: 10:08:37 AM)

Total Marks: 1

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 # 1 of 10 (Start time: 10:10:42 AM)

Total Marks: 1

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

Select correct option:

Spatial pattern

Chronological pattern

Topical pattern

Logical pattern

Question # 2 of 10 (Start time: 10:11:21 AM)

Total Marks: 1

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 # 3 of 10 (Start time: 10:12:01 AM)

Total Marks: 1

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

EXCEPT:

Select correct option:

Detour

Delay

Dismiss

Drag

Question # 4 of 10 (Start time: 10:12:43 AM)

Total Marks: 1

Which of the following pattern is most appropriate when you used the problem/solution method?

Select correct option:

Spatial

Chronological

Topical

Logical

Question # 5 of 10 (Start time: 10:13:25 AM)

Total Marks: 1

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

Select correct option:

Agreement

Addition

Objection

Arbitrate

Question # 6 of 10 (Start time: 10:14:04 AM)

Total Marks: 1

Select which of the following is the method of arranging your subject's main points in a time sequence?

Select correct option:

Spatial order

Chronological order

Topical order

Logical order

Question # 7 of 10 (Start time: 10:14:58 AM)

Total Marks: 1

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

Select correct option:

The size of your audience.

Equipment and supply limitations

The presentation budget.

All of the given options

Question # 8 of 10 (Start time: 10:15:47 AM)

Total Marks: 1

A presenter who speaks too loudly may be perceived as which of the following?

Select correct option:

Bombastic

Aggressive

Insensitive to listeners

All of the given options

Question # 9 of 10 (Start time: 10:16:03 AM)

Total Marks: 1

An effective presenter uses pitch changes to indicate a change in the message. At the end of a sentence, raising the pitch signifies which of the following?

Select correct option:

A question

Statement

Speech

Confess

Question # 10 of 10 (Start time: 10:17:18 AM)

Total Marks: 1

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 # 1 of 10 (Start time: 10:20:20 AM)

Total Marks: 1

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 # 2 of 10 (Start time: 10:21:08 AM)

Total Marks: 1

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

Select correct option:

Anticipating

Answering

Revising

All of the above

Question # 3 of 10 (Start time: 10:21:42 AM)

Total Marks: 1

Speaking notes for speech should be:

Select correct option:

Legible

Unobtrusive

Detailed

Legible and unobtrusive

Question # 4 of 10 (Start time: 10:23:05 AM)

Total Marks: 1

A good rule to recall when using statistics is:

Select correct option:

The more statistics, the better the effectiveness

Statistics should include several places past the decimal point for effect

Rounding and using a few key statistics is ineffective

Rounding and using a few key statistics is generally most effective

Question # 5 of 10 (Start time: 10:24:22 AM)

Total Marks: 1

Select which of the following is the practice of altering the tone and/or pitch of voice to more clearly express or magnify meaning:

Select correct option:

Inflection

Articulation

Pauses

Fillers

Question # 6 of 10 (Start time: 10:24:50 AM)

Total Marks: 1

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 # 7 of 10 (Start time: 10:25:06 AM)

Total Marks: 1

A presenter who consistently speaks at a rapid rate may be perceived as:

Select correct option:

To be nervous

Impatient

Hurried

All of above

Question # 8 of 10 (Start time: 10:25:23 AM)

Total Marks: 1

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

Select correct option:

Anticipating

Answering

Recording

Rehearsing

Question # 9 of 10 (Start time: 10:26:07 AM)

Total Marks: 1

Select which of the following is the method of arranging your subject's main points in a time sequence?

Select correct option:

Spatial order

Chronological order

Topical order

Logical order

Top of Form

Question # 1 of 10 (Start time: 06:00:48 PM)

Total Marks: 1

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

Select correct option:

Letterhead

Salutation

Subject line

Signature

Top of Form

Question # 2 of 10 (Start time: 06:01:54 PM)

Total Marks: 1

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

Select correct option:

Use the right level of language

Check a uracy of words, information and data

Use correct grammar and punctuation

Check font style

Question # 3 of 10 (Start time: 06:02:47 PM)

Total Marks: 1

Bpc is an abbreviation of which of the following?

Select correct option:

Blind photo copy

Blind paper copy

Blind person copy

Blind pasted copy

Top of Form

Question # 4 of 10 (Start time: 06:03:37 PM)

Total Marks: 1

To begin a disappointed newsletter with a negative information, _____ a negative situation.

Select correct option:

Eases

Reduces

Complicates

Relieves

Top of Form

Question # 5 of 10 (Start time: 06:05:00)

Total Marks: 1

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 C

Question # 6 of 10 (Start time: 06:05:38)

Total Marks: 1

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

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

Select correct option:

Providing all necessary information

Answering all questions asked

Giving something extra, when desirable

Using vivid, image-building words

Quiz Start Time: 06:00 PM

Question # 9 of 10 (Start time: 06:09:34 PM)

Total Marks: 1

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

Select correct option:

I agree with it.

That's a very good point

Thank you

That's not right

Question # 10 of 10 (Start time: 06:12:02)

Total Marks: 1

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

Question # 1 of 10 (Start time: 08:45:19 PM)

Total Marks: 1

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

People expect courtesy

Quiz Start Time: 08:45 PM

Question # 2 of 10 (Start time: 08:46:12 PM)

Total Marks: 1

Which of the following are central features of a group?

Select correct option:

Interaction

Mutual influence

Interdependence

All of the given options ??

Question # 3 of 10 (Start time: 08:46:42 PM)

Total Marks: 1

"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?

Select correct option:

His GPA was 3.9 on a four point scale.

His GPA was good in 2000.

He got a good score in his MBA Program.

All of the given options

Question # 5 of 10 (Start time: 08:47:36 PM)

Total Marks: 1

Which of the following cannot result from incomplete messages?

Select correct option:

Loss of goodwill

Loss of valued customers

Loss of sales

Gaining good name

Question # 6 of 10 (Start time: 08:48:21 PM)

Total Marks: 1

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

Select correct option:

Are the ideas of equal importance presented in a parallel manner?

Is the sequence of the topics appropriate for the development method I am using?

Is the sequence of the topics likely to add clarity to my message?

Are related topics properly shuffled?

Question # 6 of 10 (Start time: 08:48:21 PM)

Total Marks: 1

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

Select correct option:

Are the ideas of equal importance presented in a parallel manner?

Is the sequence of the topics appropriate for the development method I am using?

Is the sequence of the topics likely to add clarity to my message?

Are related topics properly shuffled?

Question # 7 of 10 (Start time: 08:49:42 PM)

Total Marks: 1

While writing a persuasive message, which kind of beginning will be more appropriate?

Select correct option:

Begin with the catching proverb

Begin with the buffer

Begin with information that will catch the reader's attention

Begin with detailed explanation

Quiz Start Time: 08:45 PM

Question # 8 of 10 (Start time: 08:50:18 PM)

Total Marks: 1

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

Select correct option:

Addressee notation

Attention line

Subject line

Complimentary close

Question # 9 of 10 (Start time: 08:51:16 PM)

Total Marks: 1

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

Top of Form

Question # 10 of 10 (Start time: 08:51:53 PM)

Total Marks: 1

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 # 1 of 10 (Start time: 06:01:09 PM)

Total Marks: 1

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.C

Question # 3 of 10 (Start time: 06:02:55 PM)

Total Marks: 1

Which of the following is not suggested for an appropriate ending of business writing?

Select correct option:

Keep the ending paragraph as long as circumstances allow.C

Avoid the inclusion of negative information in the ending.

Include reader-benefit material, if appropriate.

State who is to perform the desired action if the action is to be performed by someone other than the reader.

Question # 4 of 10 (Start time: 06:04:10 PM)

Total Marks: 1

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 # 7 of 10 (Start time: 06:06:06 PM)

Total Marks: 1

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

Select correct option:

Developing appropriate beginning paragraph

Composing the body

Developing appropriate ending paragraph

Editing

Question # 10 of 10 (Start time: 06:07:48 PM)

Total Marks: 1

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 # 1 of 10 (Start time: 04:12:49 PM)

Total Marks: 1

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 # 2 of 10 (Start time: 04:13:41 PM)

Total Marks: 1

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

Select correct option:

Direct method

Indirect method

Supporting method

Sustaining method

Question # 3 of 10 (Start time: 04:14:30 PM)

Total Marks: 1

Which of the following method of outlining topic involves presenting a general statement first, followed by specific supporting statements?

Select correct option:

Direct method

Indirect method

Supporting method

Sustaining method

Question # 4 of 10 (Start time: 04:15:27 PM)

Total Marks: 1

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

Select correct option:

Apathy

Concern

Sympathy

Curiosity

Question # 5 of 10 (Start time: 04:16:21 PM)

Total Marks: 1

Ali has to write a research paper. He has finalized the topic and collected the initial data. Now he is going to write the first paragraph. Which stage of effecting writing it depicts?

Select correct option:

Planning

Organizing

Drafting

Editing

Quiz Start Time: 04:12 PM

Question # 6 of 10 (Start time: 04:16:45 PM)

Total Marks: 1

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 (Note Sure)

Question # 9 of 10 (Start time: 04:18:54 PM)

Total Marks: 1

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

Select correct option:

Make sure the beginning is appropriate for the reader.

Make sure the beginning is inappropriate for the situation

Use a fast-start beginning rather than a slow beginning.

Keep the beginning paragraph fairly short.

Question # 10 of 10 (Start time: 04:19:20 PM)

Total Marks: 1

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.

Question # 2 of 15 (Start time: 05:03:55 PM)

Total Marks: 1

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

Select correct option:

Pertinent information about the items being ordered

Directions for shipping the merchandize

Quality report of the items

Method of payment

Question # 3 of 15 (Start time: 05:04:44 PM)

Total Marks: 1

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 # 4 of 15 (Start time: 05:06:12 PM)

Total Marks: 1

In written communication active verbs help make sentences more:

Select correct option:

Specific

Concise

Empathetic

All of the given options

Question # 6 of 15 (Start time: 05:07:55 PM)

Total Marks: 1

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

Select correct option:

Placing the main idea in opening

Placing the main idea in middle

Placing the main idea in the end

Placing the main idea anywhere according to writer's choice

Question # 7 of 15 (Start time: 05:09:05 PM)

Total Marks: 1

"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 # 9 of 15 (Start time: 05:10:03 PM)

Total Marks: 1

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

Select correct option:

An effective claim letter contains your attitude material.

An effective claim letter presents all the facts pertinent to the situation.

An effective claim letter contains threat.

An effective claim letter makes a definite request.

Question # 11 of 15 (Start time: 05:12:41 PM)

Total Marks: 1

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

Select correct option:

Condolence

Invitation

Appreciation

Holiday greeting

Question # 12 of 15 (Start time: 05:13:42 PM)

Total Marks: 1

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 # 13 of 15 (Start time: 05:14:21 PM)

Total Marks: 1

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

Select correct option:

The message may be sent to a company relocating to a new building.

The message may be sent to an individual for being elected to an office in a social organization.

The message should focus on the receiver from start to finish.

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

Question # 5 of 15 (Start time: 05:27:26 PM)

Total Marks: 1

The direct plan can be used for which one of the following?

Select correct option:

Sales messages

Request refusals

Claims

None of the given options

Question # 7 of 15 (Start time: 05:29:03 PM)

Total Marks: 1

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

Select correct option:

Direct method

Indirect method

Supporting method

Sustaining method

Question # 8 of 15 (Start time: 05:29:44 PM)

Total Marks: 1

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

Quiz Start Time: 05:23 PM

Question # 9 of 15 (Start time: 05:30:28 PM)

Total Marks: 1

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

Select correct option:

Specific

Definite

Vivid

Vague

Question # 10 of 15 (Start time: 05:31:48 PM)

Total Marks: 1

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

Select correct option:

It improves the clarity of message

It saves writing time

It enables to emphasize properly the various topics in the message

It keeps the suspense in message

Quiz Start Time: 05:23 PM

Question # 12 of 15 (Start time: 05:33:13 PM)

Total Marks: 1

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

Select correct option:

De-emphasize the disappointing-news

Use a conditional statement

Tell the audience what you did, can do, or will do, rather than what you did not do, cannot do, or will not do

Use a non-courteous tone

Question # 13 of 15 (Start time: 05:34:43 PM)

Total Marks: 1

Which of the following is the most appropriate opening for an invitation to a fund-

raising event?

Select correct option:

Explain the purpose of the event.

Give details of the event.

Extend the invitation.

Remind the recipient to bring a checkbook.

Question # 14 of 15 (Start time: 05:38:09 PM)

Total Marks: 1

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

Select correct option:

Direct request

Indirect request

Claim

Order

Top of Form

Question # 15 of 15 (Start time: 05:38:47 PM)

Total Marks: 1

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

MCM301:

Question # 1 of 15 (Start time: 05:45:46 PM)

Total Marks: 1

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 # 2 of 15 (Start time: 05:46:52 PM)

Total Marks: 1

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

Select correct option:

De-emphasize the disappointing-news

Use a conditional statement

Tell the audience what you did, can do, or will do, rather than what you did not do, cannot do, or will not do

Use a non-courteous tone

Question # 3 of 15 (Start time: 05:48:13 PM)

Total Marks: 1

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

Select correct option:

Condolence

Invitation

Appreciation

Holiday greeting

Question # 4 of 15 (Start time: 05:49:19 PM)

Total Marks: 1

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

Select correct option:

The topic of the presentation

The date and time of presentation

The venue of the presentation

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

Question # 5 of 15 (Start time: 05:50:20 PM)

Total Marks: 1

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

Select correct option:

Explain the purpose of the event.

Give details of the event.

Extend the invitation.

Remind the recipient to bring a checkbook.

Question # 6 of 15 (Start time: 05:51:07 PM)

Total Marks: 1

In a well written disappointing newsletter, all of the following points are kept in mind, except:

Select correct option:

Enough detail to make the reason for the refusal logically a eptable.

Explaining the company's policy as logical rather than rigid

Offering an apology for the decision

Avoiding negative personal expressions

Question # 7 of 15 (Start time: 05:51:59 PM)

Total Marks: 1

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 # 8 of 15 (Start time: 05:52:58 PM)

Total Marks: 1

Letters of invitation include:

Select correct option:

Speaking invitations

Informal social invitation

Formal social invitations

All of the given options

Question # 9 of 15 (Start time: 05:53:44 PM)

Total Marks: 1

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

Select correct option:

An effective claim letter contains you attitude material.

An effective claim letter presents all the facts pertinent to the situation.

An effective claim letter contains threat.

An effective claim letter makes a definite request.

Question # 10 of 15 (Start time: 05:55:01 PM)

Total Marks: 1

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

Select correct option:

Make sure the beginning is appropriate for the reader.

Make sure the beginning is inappropriate for the situation

Use a fast-start beginning rather than a slow beginning.

Keep the beginning paragraph fairly short.

Question # 11 of 15 (Start time: 05:56:15 PM)

Total Marks: 1

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 # 12 of 15 (Start time: 05:57:33 PM)

Total Marks: 1

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.

Question # 13 of 15 (Start time: 05:58:46 PM)

Total Marks: 1

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

Select correct option:

Are the ideas of equal importance presented in a parallel manner?

Is the sequence of the topics appropriate for the development method I am using?

Is the sequence of the topics likely to add clarity to my message?

Are related topics properly shuffled?

Question # 14 of 15 (Start time: 05:59:50 PM)

Total Marks: 1

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 # 15 of 15 (Start time: 06:01:01 PM)

Total Marks: 1

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

Top of Form

Skills new

Quiz Start Time: 10:59 PM

Question # 1 of 15 (Start time: 10:59:55 PM)

Total Marks: 1

Letters of invitation include:

Select correct option:

Speaking invitations

Informal social invitation

Formal social invitations

All of the given options

Bottom of Form

Top of Form

Quiz Start Time: 10:59 PM

Question # 2 of 15 (Start time: 11:00:39 PM)

Total Marks: 1

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

Select correct option:

Courtesy

Correctness

Conciseness

Cleanliness

Bottom of Form

Top of Form

Quiz Start Time: 10:59 PM

Question # 3 of 15 (Start time: 11:01:56 PM)

Total Marks: 1

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

Select correct option:

Direct request

Indirect request

Claim

Order

Top of Form

Quiz Start Time: 10:59 PM

Question # 4 of 15 (Start time: 11:03:09 PM)

Total Marks: 1

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

Top of Form

Quiz Start Time: 10:59 PM

Question # 5 of 15 (Start time: 11:03:53 PM)

Total Marks: 1

Which of the following are central features of a group?

Select correct option:

Interaction

Mutual influence

Interdependence

All of the given options

Top of Form

Quiz Start Time: 10:59 PM

Question # 6 of 15 (Start time: 11:04:34 PM)

Total Marks: 1

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

Select correct option:

Buffer

Feedback

Communication

Talk

Top of Form

Quiz Start Time: 10:59 PM

Question # 7 of 15 (Start time: 11:05:19 PM)

Total Marks: 1

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

Select correct option:

Planning > drafting > organizing > editing > proofreading

Planning > organizing > drafting > proofreading > editing

Planning > organizing > drafting > editing > proofreading

Planning > drafting > editing > organizing > proofreading

Top of Form

Quiz Start Time: 10:59 PM

Question # 8 of 15 (Start time: 11:06:25 PM)

Total Marks: 1

The letters written to book some place like room, hall etc are called:

Select correct option:

Informal social invitation letters

Reservation letters

Claim letters

Order letters

Top of Form

Question # 9 of 15 (Start time: 11:07:23 PM)

Total Marks: 1

The direct plan can be used for which one of the following?

Select correct option:

Sales messages

Request refusals

Claims

None of the given options

Top of Form

Quiz Start Time: 10:59 PM

Question # 10 of 15 (Start time: 11:08:01 PM)

Total Marks: 1

In a well written disappointing newsletter, all of the following points are kept in mind, except:

Select correct option:

Enough detail to make the reason for the refusal logically a eptable.

Explaining the company's policy as logical rather than rigid

Offering an apology for the decision

Avoiding negative personal expressions

Top of Form

Question # 11 of 15 (Start time: 11:08:55 PM)

Total Marks: 1

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

Top of Form

Question # 12 of 15 (Start time: 11:09:22 PM)

Total Marks: 1

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

Top of Form

Question # 13 of 15 (Start time: 11:09:50 PM)

Total Marks: 1

Supporting material can serve which of the following functions?

Select correct option:

Apply clarity

Increase interest

Provide proof

All of the given options

Top of Form

Question # 14 of 15 (Start time: 11:10:39 PM)

Total Marks: 1

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

Top of Form

Question # 15 of 15 (Start time: 11:11:19 PM)

Total Marks: 1

In written communication active verbs help make sentences more:

Select correct option:

Specific

Concise

Empathetic

All of the given options

Question # 1 of 15 (Start time: 12:35:02 PM)

Total Marks: 1

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

Select correct option:

Contains a sales appeal.

Have its explanation omitted.

Places blame on the receiver.

Contains negative information.

Question # 2 of 15 (Start time: 12:36:31 PM)

Total Marks: 1

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

Select correct option:

Informal group c

Formal group

Universal group

Standard group

Bottom of Form

Top of Form

Question # 3 of 15 (Start time: 12:37:21 PM)

Total Marks: 1

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

Select correct option:

Specific

Definite not confirm

Vivid

Vague

Question # 4 of 15 (Start time: 12:38:51 PM)

Total Marks: 1

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

Select correct option:

The topic of the presentation

The date and time of presentation

The venue of the presentation

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

Top of Form

Question # 5 of 15 (Start time: 12:40:21 PM)

Total Marks: 1

The letters written to book some place like room, hall etc are called:

Select correct option:

Informal social invitation letters

Reservation letters

Claim letters

Order letters

Top of Form

Question # 6 of 15 (Start time: 12:41:52 PM)

Total Marks: 1

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

Select correct option:

The size of your audience.

Equipment and supply limitations

The presentation budget.

All of the given options c

Top of Form

Question # 7 of 15 (Start time: 12:42:51 PM)

Total Marks: 1

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

Top of Form

Question # 8 of 15 (Start time: 12:43:38 PM)

Total Marks: 1

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

Top of Form

Question # 9 of 15 (Start time: 12:44:15 PM)

Total Marks: 1

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

Select correct option:

Direct approach only

Indirect approach only

Both direct and indirect approach

None of the given options

Top of Form

Question # 10 of 15 (Start time: 12:45:01 PM)

Total Marks: 1

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

People expect courtesy

[Top of Form](#)

Question # 11 of 15 (Start time: 12:46:29 PM)

Total Marks: 1

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

Select correct option:

Forming

Storming

Norming

Performing

[Top of Form](#)

Question # 12 of 15 (Start time: 12:47:06 PM)

Total Marks: 1

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

Select correct option:

Informal English

Formal English

Common English

African English

Top of Form

Question # 13 of 15 (Start time: 12:47:33 PM)

Total Marks: 1

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

Select correct option:

A specific request

Information about how you can be reached

An expression of appreciation or goodwill

Information about your city

Top of Form

Question # 14 of 15 (Start time: 12:48:50 PM)

Total Marks: 1

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 # 15 of 15 (Start time: 12:50:20 PM)

Total Marks: 1

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

Select correct option:

Compromise

Compulsion

Impulsion

Perception

Question # 1 of 15 (Start time: 11:45:08 PM)

Total Marks: 1

The direct plan can be used for which one of the following?

Select correct option:

Sales messages

Request refusals

Claims

None of the given options

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Question # 2 of 15 (Start time: 11:46:19 PM)

Total Marks: 1

Which of the following method of outlining topic involves presenting a general statement first, followed by specific supporting statements?

Select correct option:

Direct method

Indirect method

Supporting method

Sustaining method

Bottom of Form

Top of Form

Question # 3 of 15 (Start time: 11:47:29 PM)

Total Marks: 1

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

Select correct option:

Determine your purpose

Consider your reader

Choose your idea

Proofreading

Bottom of Form

Top of Form

Question # 4 of 15 (Start time: 11:48:12 PM)

Total Marks: 1

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

Bottom of Form

Top of Form

Question # 5 of 15 (Start time: 11:48:50 PM)

Total Marks: 1

The purpose of your message will determine:
Select correct option:

How much you need to know about your reader.

How much you need to know about your idea.

How much you need to know about the background of your letter.

All of the given options

Bottom of Form

Top of Form

Question # 6 of 15 (Start time: 11:49:43 PM)

Total Marks: 1

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

Select correct option:

Informal English

Formal English

Common English

African English

Bottom of Form

Top of Form

Question # 7 of 15 (Start time: 11:50:00 PM)

Total Marks: 1

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

Select correct option:

Begin with good news

Use slow opening

Begin with explanatory details or information

Don't incorporate a you-viewpoint

Bottom of Form

Top of Form

Question # 8 of 15 (Start time: 11:50:27 PM)

Total Marks: 1

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

Bottom of Form

Top of Form

Question # 9 of 15 (Start time: 11:50:52 PM)

Total Marks: 1

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

Select correct option:

Direct approach only

Indirect approach only

Both direct and indirect approach

None of the given options

Bottom of Form

Top of Form

Question # 10 of 15 (Start time: 11:51:25 PM)

Total Marks: 1

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

Select correct option:

A specific request

Information about how you can be reached

An expression of appreciation or goodwill

Information about your city

Bottom of Form

Top of Form

Question # 12 of 15 (Start time: 11:52:27 PM)

Total Marks: 1

In written communication active verbs help make sentences more:

Select correct option:

Specific

Concise

Empathetic

All of the given options

Bottom of Form

Top of Form

Question # 13 of 15 (Start time: 11:52:49 PM)

Total Marks: 1

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

Select correct option:

Direct method

Indirect method

Supporting method

Sustaining method

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Question # 14 of 15 (Start time: 11:53:08 PM)

Total Marks: 1

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

Bottom of Form

Top of Form

Question # 15 of 15 (Start time: 11:53:49 PM)

Total Marks: 1

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

Select correct option:

Agreement

Fairness

Cooperation

Bad news

Top of Form

Question # 4 of 15 (Start time: 11:55:30 PM)

Total Marks: 1

“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?

Select correct option:

Direct request letter

Indirect inquiry letter

Claim letter

Order letter

Top of Form

Question # 5 of 15 (Start time: 11:55:48 PM)

Total Marks: 1

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

Top of Form

Question # 6 of 15 (Start time: 11:56:38 PM)

Total Marks: 1

Select the correct option upon which the presentation through visual aid depends rather than presenter:

Select correct option:

Equipment

Literature

Feed back

Audio

Top of Form

Question # 7 of 15 (Start time: 11:57:45 PM)

Total Marks: 1

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

Select correct option:

Expresses your appreciation for being thought of

Assures the reader of your attention to the request

Compliments the reader

Indicates your lack of understanding of the reader's needs

Top of Form

Question # 8 of 15 (Start time: 11:58:20 PM)

Total Marks: 1

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

Select correct option:

Direct approach only

Indirect approach only

Both direct and indirect approach

None of the given options

Top of Form

Question # 9 of 15 (Start time: 11:58:40 PM)

Total Marks: 1

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

Select correct option:

The topic of the presentation

The date and time of presentation

The venue of the presentation

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

Top of Form

Question # 10 of 15 (Start time: 11:59:25 PM)

Total Marks: 1

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

Top of Form

Question # 11 of 15 (Start time: 11:59:34 PM)

Total Marks: 1

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

Select correct option:

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

Top of Form

Question # 12 of 15 (Start time: 12:00:07 AM)

Total Marks: 1

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

Select correct option:

Specific

Definite

Vague

Vivid

Top of Form

Question # 13 of 15 (Start time: 12:00:39 AM)

Total Marks: 1

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

Select correct option:

Use a U-viewpoint in the opening.

Use a fast-start beginning rather than a slow beginning.

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

Keep the beginning paragraph fairly short.

Top of Form

Question # 14 of 15 (Start time: 12:01:20 AM)

Total Marks: 1

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

Select correct option:

De-emphasize the disappointing-news

Use a conditional statement

Tell the audience what you did, can do, or will do, rather than what you did not do, cannot do, or will not do

Use a non-courteous tone

Top of Form

Question # 15 of 15 (Start time: 12:02:07 AM)

Total Marks: 1

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

Use the right level of language

Check a uracy of words, information and data

Use correct grammar and punctuation

Check font style

Top of Form

Question # 1 of 15 (Start time: 09:10:06 AM)

Total Marks: 1

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

Select correct option:

Direct method

Indirect method

Supporting method

Sustaining method

Top of Form

Question # 2 of 15 (Start time: 09:10:35 AM)

Total Marks: 1

Which of the following method of outlining topic involves presenting a general statement first, followed by specific supporting statements?

Select correct option:

Direct method

Indirect method

Supporting method

Sustaining method

Top of Form

Question # 3 of 15 (Start time: 09:11:06 AM)

Total Marks: 1

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

Top of Form

Question # 4 of 15 (Start time: 09:12:03 AM)

Total Marks: 1

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

Select correct option:

Use a U-viewpoint in the opening.

Use a fast-start beginning rather than a slow beginning.

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

Keep the beginning paragraph fairly short.

Top of Form

Question # 5 of 15 (Start time: 09:13:07 AM)

Total Marks: 1

Order letters are usually written, when _____ are not available.

Select correct option:

Order reports

Order blanks

Purchase reports

Purchase slips

Top of Form

Question # 6 of 15 (Start time: 09:14:40 AM)

Total Marks: 1

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

Select correct option:

Providing all necessary information

Answering all questions asked

Giving something extra, when desirable

Using vivid, image-building words

Top of Form

Question # 7 of 15 (Start time: 09:16:06 AM)

Total Marks: 1

The letters written to book some place like room, hall etc are called:

Select correct option:

Informal social invitation letters

Reservation letters

Claim letters

Order letters

Top of Form

Question # 8 of 15 (Start time: 09:17:38 AM)

Total Marks: 1

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

Select correct option:

The message may be sent to a company relocating to a new building.

The message may be sent to an individual for being elected to an office in a social organization.

The message should focus on the receiver from start to finish.

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

Top of Form

Question # 9 of 15 (Start time: 09:19:02 AM)

Total Marks: 1

In written communication active verbs help make sentences more:

Select correct option:

Specific

Concise

Empathetic

All of the given options

Top of Form

Question # 10 of 15 (Start time: 09:19:30 AM)

Total Marks: 1

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

Select correct option:

Organizing

Drafting

Editing

Proofreading

Top of Form

Question # 11 of 15 (Start time: 09:20:16 AM)

Total Marks: 1

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

Select correct option:

Planning > drafting > organizing > editing > proofreading

Planning > organizing > drafting > proofreading > editing

Planning > organizing > drafting > editing > proofreading

Planning > drafting > editing > organizing > proofreading

Top of Form

Question # 12 of 15 (Start time: 09:21:22 AM)

Total Marks: 1

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.

Top of Form

Question # 13 of 15 (Start time: 09:22:22 AM)

Total Marks: 1

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

Select correct option:

Addressee notation

Attention line

Subject line

Complimentary close

Top of Form

Question # 14 of 15 (Start time: 09:25:14 AM)

Total Marks: 1

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

Select correct option:

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

Top of Form

Question # 15 of 15 (Start time: 09:26:16 AM)

Total Marks: 1

In a persuasive message, opposing ideas should be:

Select correct option:

Cited, then refuted

Mentioned only when necessary

Ignored

Not mentioned

Question # 1 of 15 (Start time: 09:28:39 AM)

Total Marks: 1

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

Select correct option:

Emotional appeals

Logical appeals

Irrational appeals

Unreasonable appeals

Question # 2 of 15 (Start time: 09:29:09 AM)

Total Marks: 1

Bstands for:

Select correct option:

Blind carbon copy

Blind compiled copy

Branded carbon copy

Branded compiled copy

Question # 3 of 15 (Start time: 09:29:30 AM)

Total Marks: 1

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

Select correct option:

Courtesy

Correctness

Conciseness

Cleanliness

Question # 4 of 15 (Start time: 09:29:49 AM)

Total Marks: 1

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

Select correct option:

Include as much specific information as possible.

Use active rather than passive verbs.

Use vivid, image-building words.

Use passive verbs.

Question # 5 of 15 (Start time: 09:30:09 AM)

Total Marks: 1

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

Top of Form

Question # 6 of 15 (Start time: 09:31:02 AM)

Total Marks: 1

Which of the following is correct about coercion, persuasion and manipulation: for persuasive messages?

Select correct option:

Are three separate categories

Are loosely connected

Are blended into each other

Are unrelated

Question # 7 of 15 (Start time: 09:32:13 AM)

Total Marks: 1

In a disappointing newsletter:

Select correct option:

It is important to apologize.

Apology can be made with reason.

No apology is offered for the decision.

None of the given options

Question # 8 of 15 (Start time: 09:33:14 AM)

Total Marks: 1

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

Select correct option:

The topic of the presentation

The date and time of presentation

The venue of the presentation

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

Top of Form

Question # 9 of 15 (Start time: 09:33:40 AM)

Total Marks: 1

Which of the following is not true of emotions?

Select correct option:

Emotions help us to enact social roles.

Emotions are learned.

Emotions are innate.

Emotions are belief systems that guide our responses to feelings.

Question # 10 of 15 (Start time: 09:34:17 AM)

Total Marks: 1

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.

Bottom of Form

Top of Form

Question # 11 of 15 (Start time: 09:34:40 AM)

Total Marks: 1

Bc is an abbreviation of which of the following?

Select correct option:

Blind copy

Branded copy

Begged copy

Before copy

Top of Form

Question # 12 of 15 (Start time: 09:35:12 AM)

Total Marks: 1

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

Select correct option:

Direct method

Callous method

Straight method

Indirect method

Top of Form

Question # 13 of 15 (Start time: 09:35:47 AM)

Total Marks: 1

Motivational appeals refer to:

Select correct option:

Values

Psychological needs

Emotions

All of the given options

Question # 14 of 15 (Start time: 09:37:01 AM)

Total Marks: 1

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 # 1 of 15 (Start time: 02:53:00 PM)

Total Marks: 1

Bc is an abbreviation of which of the following?

Select correct option:

Blind copy

Branded copy

Begged copy

Before copy

Question # 2 of 15 (Start time: 02:53:53 PM)

Total Marks: 1

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

Select correct option:

An effective claim letter contains you attitude material.

An effective claim letter presents all the facts pertinent to the situation.

An effective claim letter contains threat.

An effective claim letter makes a definite request.

Top of Form

Question # 3 of 15 (Start time: 02:54:22 PM)

Total Marks: 1

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

People expect courtesy

Top of Form

Question # 4 of 15 (Start time: 02:55:12 PM)

Total Marks: 1

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

Select correct option:

Compromise

Compulsion

Impulsion

Perception

Top of Form

Question # 5 of 15 (Start time: 02:55:43 PM)

Total Marks: 1

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

Select correct option:

Informal English

Formal English

Common English

African English

Top of Form

Question # 6 of 15 (Start time: 02:56:21 PM)

Total Marks: 1

While writing a persuasive message, which kind of beginning will be more appropriate?

Select correct option:

Begin with the catching proverb

Begin with the buffer

Begin with information that will catch the reader's attention

Begin with detailed explanation

Question # 7 of 15 (Start time: 02:57:38 PM)

Total Marks: 1

The purpose of your message will determine:

Select correct option:

How much you need to know about your reader.

How much you need to know about your idea.

How much you need to know about the background of your letter.

All of the given options

Top of Form

Question # 8 of 15 (Start time: 02:58:26 PM)

Total Marks: 1

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

Select correct option:

The message may be sent to a company relocating to a new building.

The message may be sent to an individual for being elected to an office in a social organization.

The message should focus on the receiver from start to finish.

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

Question # 9 of 15 (Start time: 02:59:36 PM)

Total Marks: 1

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

Select correct option:

Apathy

Concern

Sympathy

Curiosity

Question # 10 of 15 (Start time: 03:00:18 PM)

Total Marks: 1

Which of the following is not true of emotions?

Select correct option:

Emotions help us to enact social roles.

Emotions are learned.

Emotions are innate.

Emotions are belief systems that guide our responses to feelings.

Top of Form

Question # 11 of 15 (Start time: 03:01:00 PM)

Total Marks: 1

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

Select correct option:

Direct method

Indirect method

Supporting method

Sustaining method

Question # 12 of 15 (Start time: 03:01:39 PM)

Total Marks: 1

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 # 13 of 15 (Start time: 03:02:17 PM)

Total Marks: 1

Order letters are usually written, when _____ are not available.

Select correct option:

Order reports

Order blanks

Purchase reports

Purchase slips

Question # 14 of 15 (Start time: 03:03:30 PM)

Total Marks: 1

To begin a disappointed newsletter with a negative information, _____ a

negative situation.

Select correct option:

Eases

Reduces

Complicates

Relieves

Top of Form

Question # 15 of 15 (Start time: 03:04:15 PM)

Total Marks: 1

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 # 1 of 15 (Start time: 06:50:24 PM)

Total Marks: 1

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

Select correct option:

Ascertaining that your disappointing-news represents a firm decision

Understanding that, under the circumstances, your decision was fair and reasonable

Remain well disposed toward your business

Destroying the receiver's pride

Question # 2 of 15 (Start time: 06:50:59 PM)

Total Marks: 1

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

Select correct option:

It improves the clarity of message

It saves writing time

It enables to emphasize properly the various topics in the message

It keeps the suspense in message

Bottom of Form

Top of Form

Question # 3 of 15 (Start time: 06:51:37 PM)

Total Marks: 1

In a disappointing newsletter:

Select correct option:

It is important to apologize.

Apology can be made with reason.

No apology is offered for the decision.

None of the given options

Question # 4 of 15 (Start time: 06:52:59 PM)

Total Marks: 1

"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?

Select correct option:

Direct request letter

Indirect inquiry letter

Claim letter

Order letter

Question # 5 of 15 (Start time: 06:53:48 PM)

Total Marks: 1

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

Select correct option:

Direct method

Callous method

Straight method

Indirect method

Bottom of Form

Top of Form

Question # 6 of 15 (Start time: 06:54:27 PM)

Total Marks: 1

Bstands for:

Select correct option:

Blind carbon copy

Blind compiled copy

Branded carbon copy

Branded compiled copy

Question # 7 of 15 (Start time: 06:55:03 PM)

Total Marks: 1

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

Select correct option:

The topic of the presentation

The date and time of presentation

The venue of the presentation

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

Question # 8 of 15 (Start time: 06:55:17 PM)

Total Marks: 1

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

Providing all necessary information

Answering all questions asked

Giving something extra, when desirable

Using vivid, image-building words

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

Select correct option:

Analogy

Logic

Induction

Deduction

Question # 10 of 15 (Start time: 06:55:54 PM)

Total Marks: 1

In written communication active verbs help make sentences more:
Select correct option:

Specific

Concise

Empathetic

All of the given options

Question # 11 of 15 (Start time: 06:56:16 PM)

Total Marks: 1

The letter of decline must be:

Select correct option:

Straight

Courteous

Callous

Unsympathetic

Question # 12 of 15 (Start time: 06:56:34 PM)

Total Marks: 1

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

Select correct option:

Expresses your appreciation for being thought of

Assures the reader of your attention to the request

Compliments the reader

Indicates your lack of understanding of the reader's needs

Question # 13 of 15 (Start time: 06:57:02 PM)

Total Marks: 1

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

Select correct option:

Informal English

Formal English

Common English

African English

Bottom of Form

Top of Form

Question # 14 of 15 (Start time: 06:57:21 PM)

Total Marks: 1

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 # 15 of 15 (Start time: 06:57:50 PM)

Total Marks: 1

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

Select correct option:

Use the right level of language

Check a uracy of words, information and data

Use correct grammar and punctuation

Check font style

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

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

- ▶ Planning Stage
- ▶ Organizing Stage
- ▶ Drafting Stage
- ▶ Body Composition Stage

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

The vocabulary of informal writing is:

- ▶ Less difficult
- ▶ Tricky
- ▶ Intricate
- ▶ All of the given options

Which one of the following is not a fallacy about resume?

- ▶ The purpose of a resume is to list all your skills and abilities.
- ▶ The more good information you present about yourself in your resume, the better.
- ▶ If you want a really good resume, have it prepared by a resume service.
- ▶ The objective of a resume is to kindle the employer interest and generate an interview.

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

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

- ▶ An opening that could detract the reader's attention
- ▶ A section that captures the reader's interest in the product or service you are selling
- ▶ A section designed to establish desire and conviction on the part of the reader
- ▶ A courteous, action-oriented closing

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

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

- ▶ Differ in their responses to persuasive appeals
- ▶ Differ in their levels of visible emotion
- ▶ Differ in how they regard supporting materials
- ▶ All of the given options

Which of the following methods cannot be used to capture attention in the opening paragraph of a persuasive message?

- ▶ Use of color
- ▶ Use of receiver's name
- ▶ Use of conjunction
- ▶ Use of an interjection

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

messages?

- ▶ Use sales-promotion material whenever appropriate.
- ▶ Consider using an implicit refusal rather than an explicit refusal.
- ▶ Capitalize on what you can do for the reader rather than what you cannot do.
- ▶ **Use negative words or phrases**

Which one of the following is NOT a common reason for disruptive behavior?

- ▶ Resistance to change.
- ▶ Resentment of the presenter.
- ▶ Repetition of behavior that is successful for the detractor.
- ▶ **Reappearance of the presenter.**

How do having your hands on your hips, pointing with your index finger, and pounding your fists is commonly interpreted as?

- ▶ Open or confident
- ▶ Dictatorial or arrogant
- ▶ **Insecure or nervous**
- ▶ Happy or pleased

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

- ▶ **Articulation**
- ▶ Fillers
- ▶ Inflection
- ▶ Monotone delivery

When does a presentation begin?

- ▶ 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.**

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

- ▶ Spatial pattern
- ▶ Chronological pattern
- ▶ **Topical pattern**
- ▶ Logical pattern

When a quotation is quite long for the introduction of speech, it is suggested that the presenter may:

- ▶ Use it as it is at the beginning of the presentation
- ▶ Use it as it is at the conclusion of the presentation
- ▶ Paraphrase the quotation to avoid confusion and/or boredom
- ▶ **Decide not to take advantage of the quotation**

Which of the following is usually related to environmental factors that affect the communication?

- ▶ Listener barrier
- ▶ Sender barrier
- ▶ **Physical barrier**

- ▶ Resistance

Which of the following barriers are most often the hardest to identify and reduce or eliminate?

- ▶ Physical barriers
- ▶ Listener barriers
- ▶ Sender barriers
- ▶ **None of given options**

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

- ▶ Compose the message at the proper level.

- ▶ Emphasize receiver benefits.
- ▶ Choose the approach to use in the message.
- ▶ **Avoid making a negative impression.**

What does Communication breakdown mean?

- ▶ **We have been ineffective in communication.**
- ▶ We have been effective in communication.
- ▶ We have been helpful in communication.
- ▶ We physically broke communication.

Farhan talking with his friend on telephone is an example of which type of communication?

- ▶ **Mediated communication**
- ▶ Mass communication
- ▶ Interpersonal communication
- ▶ Intrapersonal communication

Which of the following is correct for the person who attaches meaning to a message?

- ▶ Channel
- ▶ **Receiver**
- ▶ Sender
- ▶ Encoder

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MCM301- Communication skills

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FINALTERM EXAMINATION Fall 2009 MCM301- Communication skills (Session - 1)

Ref No: 472652
Time: 120 min
Marks: 81

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

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

- ▶ Direct approach only
- ▶ Indirect approach only
- ▶ None of the given options
- ▶ Both direct and indirect approach

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

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

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

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

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

The letters written to book some place like room, hall etc are called:

- ▶ Informal social invitation letters
- ▶ Reservation letters
- ▶ Claim letters
- ▶ Order letters

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

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.
- ▶ State who is to perform the desired action if the action is to be performed by someone other than the reader.
- ▶ Include reader-benefit material, if appropriate.
- ▶ Avoid the inclusion of negative information in the ending.

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

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

- ▶ Middle paragraph
- ▶ Closing sentence
- ▶ First sentence
- ▶ Closing paragraph

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

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

- ▶ Planning Stage
- ▶ Organizing Stage
- ▶ Drafting Stage
- ▶ Body Composition Stage

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

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

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

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

- ▶ Loss of goodwill
- ▶ Loss of valued customers
- ▶ Loss of sales
- ▶ Gaining the good name

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

"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.
- ▶ His GPA was good in 2000.

- ▶ He got a good score in his MBA Program.
- ▶ All of the given options

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

The vocabulary of informal writing is:

- ▶ Less difficult
- ▶ Tricky
- ▶ Intricate
- ▶ All of the given options

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

Which one of the following is not a fallacy about resume?

- ▶ The purpose of a resume is to list all your skills and abilities.
- ▶ The more good information you present about yourself in your resume, the better.
- ▶ If you want a really good resume, have it prepared by a resume service.
- ▶ The objective of a resume is to kindle the employer interest and generate an interview.

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

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

- ▶ An opening that could detract the reader’s attention
- ▶ A section that captures the reader’s interest in the product or service you are selling
- ▶ A section designed to establish desire and conviction on the part of the reader
- ▶ A courteous, action-oriented closing

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

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

- ▶ Differ in their responses to persuasive appeals
- ▶ Differ in their levels of visible emotion
- ▶ Differ in how they regard supporting materials
- ▶ All of the given options

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

When scientists note that the average temperature is rising each year in Sydney, Cairo, Tokyo, and other major cities, they conclude that the entire globe is warming up. Which form of reasoning are they using?

- ▶ Emotional
- ▶ Narrative
- ▶ Deductive
- ▶ Inductive

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

What do motivational appeals refer to?

- ▶ Emotions
- ▶ All of the given options
- ▶ Values
- ▶ Psychological needs

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

Which of the following methods cannot be used to capture attention in the opening paragraph of a persuasive message?

- ▶ Use of color
- ▶ Use of receiver's name
- ▶ Use of conjunction
- ▶ Use of an interjection

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

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

- ▶ Use sales-promotion material whenever appropriate.
- ▶ Consider using an implicit refusal rather than an explicit refusal.
- ▶ Capitalize on what you can do for the reader rather than what you cannot do.
- ▶ Use negative words or phrases.

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

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

- ▶ Compliments the reader
- ▶ Expresses your appreciation for being thought of
- ▶ Assures the reader of your attention to the request
- ▶ Indicates your lack of understanding of the reader’s needs

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

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

- ▶ Accepting that your disappointing-news represents a firm decision
- ▶ Understanding that, under the circumstances, your decision was fair and reasonable
- ▶ Remain well disposed toward your business
- ▶ Destroying the receiver’s pride

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

Which of the following is true about goodwill messages?

- ▶ Seemingly informative
- ▶ Presented to change attitudes
- ▶ Presented to change behaviors
- ▶ All of the given options

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

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.
- ▶ Your business is appreciated.
- ▶ You may be interested in upgrading your internal memory with our inexpensive chips.

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

The direct plan can be used for:

- ▶ Sales messages
- ▶ Request refusals
- ▶ Claims
- ▶ None of the given options

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

Bc is an abbreviation of which of the following?

- ▶ Blind copy

- ▶ Branded copy
- ▶ Begged copy
- ▶ Before copy

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

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

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

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

- ▶ Determine your purpose
- ▶ Consider your reader
- ▶ Determine the appropriate content
- ▶ Choose your clothes

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

Example of small group through put processes include:

- ▶ Solutions and decisions
 - ▶ Group members' personal satisfaction
 - ▶ Group norms
 - ▶ Group members' abilities and skills
- doubt

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

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

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

Visual aids perform which of the following functions?

- ▶ Emphasizing important points
- ▶ Illustrating how things work
- ▶ Illustrating how things are related to one another
- ▶ All of the given options

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

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

- ▶ All can be used effectively for the same purpose
- ▶ Can be used to illustrate varied values
- ▶ Are usually not good visual aids
- ▶ All of the given options

Question No: 31 (Marks: 1) - Please choose one

Which one of the following is NOT a common reason for disruptive behavior?

- ▶ Resistance to change.
- ▶ Resentment of the presenter.
- ▶ Repetition of behavior that is successful for the detractor.
- ▶ Reappearance of the presenter.

Question No: 32 (Marks: 1) - Please choose one

How do having your hands on your hips, pointing with your index finger, and pounding your fists is commonly interpreted as?

- ▶ Open or confident
- ▶ Dictatorial or arrogant
- ▶ Insecure or nervous
- ▶ Happy or pleased

Question No: 33 (Marks: 1) - Please choose one

When does a presentation begin?

- ▶ 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 No: 34 (Marks: 1) - Please choose one

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

- ▶ Articulation
- ▶ Fillers
- ▶ Inflection
- ▶ Monotone delivery

Question No: 35 (Marks: 1) - Please choose one

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

- ▶ Spatial pattern
- ▶ Chronological pattern
- ▶ Topical pattern
- ▶ Logical pattern

Question No: 36 (Marks: 1) - Please choose one

When a quotation is quite long for the introduction of speech, it is suggested that the presenter may:

- ▶ Use it as it is at the beginning of the presentation
- ▶ Use it as it is at the conclusion of the presentation
- ▶ Paraphrase the quotation to avoid confusion and/or boredom
- ▶ Decide not to take advantage of the quotation

Question No: 37 (Marks: 1) - Please choose one

Which of the following is usually related to environmental factors that affect the communication?

- ▶ Listener barrier
- ▶ Sender barrier
- ▶ Physical barrier
- ▶ Resistance

- Question No: 38 (Marks: 1) - Please choose one**
Which of the following barriers are most often the hardest to identify and reduce or eliminate?
- ▶ Physical barriers
 - ▶ Listener barriers
 - ▶ Sender barriers
 - ▶ None of given options

- Question No: 39 (Marks: 1) - Please choose one**
The sender analyzes the receiver's knowledge so that the he/she could:
- ▶ Compose the message at the proper level.
 - ▶ Emphasize receiver benefits.
 - ▶ Choose the approach to use in the message.
 - ▶ Avoid making a negative impression.

- Question No: 40 (Marks: 1) - Please choose one**
What does Communication breakdown mean?
- ▶ We have been ineffective in communication.
 - ▶ We have been effective in communication.
 - ▶ We have been helpful in communication.
 - ▶ We physically broke communication.

- Question No: 41 (Marks: 1) - Please choose one**
Farhan talking with his friend on telephone is an example of which type of communication?
- ▶ Mediated communication
 - ▶ Mass communication
 - ▶ Interpersonal communication
 - ▶ Intrapersonal communication

- Question No: 42 (Marks: 1) - Please choose one**
Which of the following is correct for the person who attaches meaning to a message?
- ▶ Channel
 - ▶ Receiver
 - ▶ Sender
 - ▶ Encoder

- Question No: 43 (Marks: 3)**
What are the advantages of writing functional resumes?

- Question No: 44 (Marks: 3)**
Write down the elements of the suggested plan for writing a direct-inquiry letter?

- Question No: 45 (Marks: 3)**
What do you know about informational meetings? Explain.

- Question No: 46 (Marks: 5)**
Discuss the characteristics of good news letters.

- Question No: 47 (Marks: 5)**
What questions must be kept in mind while evaluating the work during editing stage?

- Question No: 48 (Marks: 10)**
What is a good news letter? Discuss the format or suggested plan adopted for the letters accepting invitations. (2+8)

- Question No: 49 (Marks: 10)**
Discuss the guidelines that must be followed for effective and courteous writing.

Mcm_301- MCQS FOR PAPERS AND QUIZS2

Mcm_301- MCQS FOR PAPERS AND QUIZS 2

Quiz Start Time: 06:53 AM

Time Left 27

sec(s)

Question # 1 of 10 (Start time: 06:53:36 AM)

Total Marks: 1

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

Quiz Start Time: 06:53 AM

Time Left 64

sec(s)

Question # 2 of 10 (Start time: 06:54:54 AM)

Total Marks: 1

What is involved in communication process?

Select correct option:

Idea-encoding-channel-decoding-feedback

Idea-information- channel- receiver

Information-channel-receiver

Sender- receiver-channel

Quiz Start Time: 06:53 AM

Time Left 74

sec(s)

Question # 3 of 10 (Start time: 06:55:28 AM)

Total Marks: 1

Understanding is the stage at which you learn:

Select correct option:

What the speaker means correct

How to judge a message

Analyzing the conversation

None of the given options

Quiz Start Time: 06:53 AM

Time Left 34

sec(s)

Question # 4 of 10 (Start time: 06:55:51 AM)

Total Marks: 1

Conflicting information develops:

Select correct option:

Mental turbulence

Good understanding

Psychological disorders

Sharp thinking

Quiz Start Time: 06:53 AM

Time Left 72

sec(s)

Question # 5 of 10 (Start time: 06:57:01 AM)

Total Marks: 1

Which of the following involves grasping what the speaker means by seeing the ideas and information from his/her point of view?

Select correct option:

Listening

Hearing

Filtering

Speaking

Quiz Start Time: 06:53 AM

Time Left 63

sec(s)

Question # 6 of 10 (Start time: 06:57:28 AM)

Total Marks: 1

Self-confident individuals usually stand more erect than those:

Select correct option:

who lack confidence

who are over-confident

who are submissive

who are arrogant

Quiz Start Time: 06:53 AM

Time Left 38

sec(s)

Question # 7 of 10 (Start time: 06:58:03 AM)

Total Marks: 1

Nonverbal messages are extremely important because _____.

Select correct option:

They comprise well over half of our communication in face-to-face settings.

They are often more reliable because they are hard to fake.

In a number of situations, we rely on them more than on verbal cues.

Of all of the given reasons

Quiz Start Time: 06:53 AM

Time Left 50

sec(s)

Question # 8 of 10 (Start time: 06:59:18 AM)

Total Marks: 1

Which one of the following defines interpersonal communication as communication that occurs between people who have known each other for some time?

Select correct option:

Developm ental view

Contextual view

Relative view

Virtual view

Quiz Start Time: 06:53 AM

Time Left 69

sec(s)

Question # 9 of 10 (Start time: 07:00:05 AM)

Total Marks: 1

A presenter who speaks too loudly may be perceived as which of the following?

Select correct option:

Bombastic

Aggressive

Insensitive to listeners

All of the given options

Quiz Start Time: 06:53 AM

Time Left 68

sec(s)

Question # 10 of 10 (Start time: 07:00:34 AM)

Total Marks: 1

Which of the following pattern is not a specific organizational pattern?

Select correct option:

Spatial

Chronological

Topical

Deductive

2nd Quiz

Quiz Start Time: 07:01 AM

Time Left 29

sec(s)

Question # 1 of 10 (Start time: 07:01:59 AM)

Total Marks: 1

Which one of the following statement defines situational context of interpersonal communication?

Select correct option:

It concerns your reactions to the other person.

It deals with the psycho-social "where" you are communicating.

It is who you are and what you bring to interaction.

It deals with the physical "where" you are communicating.

Quiz Start Time: 07:01 AM

Time Left 76

sec(s)

Question # 2 of 10 (Start time: 07:03:09 AM)

Total Marks: 1

The word 'communication' is derived from a Latin word ‘communico’, which means:

Select correct option:

To share

To respond

To give

To tell
Quiz Start Time: 07:01 AM
Time Left 65
sec(s)
Question # 3 of 10 (Start time: 07:03:29 AM)
Total Marks: 1
Which of the following barriers are most often
the hardest to identify and reduce or
eliminate?
Select correct option:
Physical barriers
Listener barriers
Sender barriers
None of above
Quiz Start Time: 07:01 AM
Time Left 25
sec(s)
Question # 4 of 10 (Start time: 07:04:02 AM)
Total Marks: 1

Thesis statement is a _____of your
speech.
Select correct option:
Core idea or bottom line
End of the speech
Body
Indirect statement

Quiz Start Time: 07:01 AM
Time Left 73
sec(s)
Question # 5 of 10 (Start time: 07:05:15 AM)
Total Marks: 1
_____is a process which demands that
full attention be paid to the spoken material.
Select correct option:
Speaking
Listening
Hearing
Dialogue

Quiz Start Time: 07:01 AM
Time Left 38
sec(s)
Question # 6 of 10 (Start time: 07:05:39 AM)
Total Marks: 1
What does frequent eye contact show?
Select correct option:
Tension
Liking
Rejection
Boredom

Quiz Start Time: 07:01 AM
Time Left 30
sec(s)
Question # 7 of 10 (Start time: 07:06:38 AM)
Total Marks: 1
Which of the following statement has biased language?
Select correct option:
**Most Germans are direct in their
com munication .**
Jews generally make good
businesspeople.
Some Japanese businesspeople cannot
speak English.

Older people generally have lower
energy levels.
Quiz Start Time: 07:01 AM
Time Left 77

sec(s)
Question # 8 of 10 (Start time: 07:07:45 AM)
Total Marks: 1
Poor retention either on the part of the sender or on the part of the receiver can create problems or lead to_____.
Select correct option:
Misunderstanding
Hatred
Understanding
Generosity
Quiz Start Time: 07:01 AM
Time Left 32
sec(s)
Question # 9 of 10 (Start time: 07:08:04 AM)
Total Marks: 1
What do the clothes we wear communicate?
Select correct option:
Affection not sure
Status
Rejection
Boredom
Quiz Start Time: 07:01 AM
Time Left 80
sec(s)
Question # 10 of 10 (Start time: 07:09:28 AM)
Total Marks: 1
All of the following are the categories of feedback, except:
Select correct option:
Evaluation
Interpretation
Probing
Noise
Quiz Start Time: 07:10 AM
Time Left 79
sec(s)
Question # 1 of 10 (Start time: 07:10:27 AM)

Total Marks: 1
Articulate speech is characterized by:
Select correct option:
Correct pronunciation and clear enunciation
Vocal trait
Combination of pitch and strength
More clearly express or magnify meaning
Quiz Start Time: 07:10 AM
Time Left 87
sec(s)
Question # 2 of 10 (Start time: 07:10:43 AM)
Total Marks: 1
Poor retention either on the part of the sender or on the part of the receiver can create problems or lead to_____.
Select correct option:
Misunderstanding
Hatred
Understanding
Generosity
Quiz Start Time: 07:10 AM
Time Left 47
sec(s)
Question # 3 of 10 (Start time: 07:10:52 AM)
Total Marks: 1
Which of the following pattern is most appropriate when you used the problem/solution method?
Select correct option:
Spatial

Chronological

Topical

Logical

Quiz Start Time: 07:10 AM

Time Left 20

sec(s)

Question # 4 of 10 (Start time: 07:11:47 AM)

Total Marks: 1

Where does immediacy come from during a presentation?

Select correct option:

Looking at your notes

Standing

Dressing with authority

Making eye contact

Quiz Start Time: 07:10 AM

Time Left 73

sec(s)

Question # 5 of 10 (Start time: 07:13:16 AM)

Total Marks: 1

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

Select correct option:

Spatial pattern

Chronological pattern

Topical pattern

Logical pattern

Quiz Start Time: 07:10 AM

Time Left 83

sec(s)

Question # 6 of 10 (Start time: 07:13:38 AM)

Total Marks: 1

All of the following are the levels of communication. EXCEPT:

Select correct option:

Intrapersonal Communication

Interpersonal Communication

Mediated Communication

Frame Communication

Quiz Start Time: 07:10 AM

Time Left 87

sec(s)

Question # 7 of 10 (Start time: 07:13:53 AM)

Total Marks: 1

Understanding is the stage at which you learn:

Select correct option:

What the speaker means

How to judge a message

Analyzing the conversation

None of the given options

Quiz Start Time: 07:10 AM

Time Left 24

sec(s)

Question # 8 of 10 (Start time: 07:14:02 AM)

Total Marks: 1

Which of the following is the first step in

order to overcome communication barriers?

Select correct option:

To recognize the most common barriers and then, understand their negative impact on communication

To recognize the most common barriers

and then, find the positive aspects

To find the rare barriers and

understand their negative impact

All of the given options

Quiz Start Time: 07:10 AM

Time Left 51
sec(s)
Question # 9 of 10 (Start time: 07:15:33 AM)
Total Marks: 1
Which type of communication it would be when subordinate update their superior by telling them about problems at the workplace?
Select correct option:

- Upward**
- Horizontal
- Downward
- Group

Quiz Start Time: 07:10 AM
Time Left 85

sec(s)
Question # 10 of 10 (Start time: 07:16:18 AM)
Total Marks: 1
Audience information such as age, gender, education, and socioeconomic status falls into a category known as
Select correct option:

- Profiling
- Demographics**
- Topoi
- MYGLO

4 Quiz
th

Quiz Start Time: 07:17 AM
Time Left 55

sec(s)
Question # 1 of 10 (Start time: 07:17:14 AM)

Total Marks: 1
Jumps to conclusions. This is an example of:
Select correct option:

- Listener barrier**
- Sender barrier
- Physical barrier
- Noise

Quiz Start Time: 07:17 AM
Time Left 15

sec(s)
Question # 2 of 10 (Start time: 07:17:55 AM)
Total Marks: 1
Mediated communication occurs through:
Select correct option:

- Letters, reports, form s and interoffice mem oranda**

Letters, newspapers and radio
Newspapers, books and TV
TV, radio and wall chalking
Quiz Start Time: 07:17 AM

Time Left 77
sec(s)
Question # 3 of 10 (Start time: 07:19:18 AM)
Total Marks: 1
It is always easier to communicate at the

_____.

Select correct option:

- Peer level**
- Differing status
- Different position
- Different class

Quiz Start Time: 07:17 AM
Time Left 64

sec(s)
Question # 4 of 10 (Start time: 07:19:38 AM)
Total Marks: 1

A presenter can prepare effective responses by which of the following?
Select correct option:
Anticipating
Answering
Revising
All of the above

Quiz Start Time: 07:17 AM

Time Left 11

sec(s)

Question # 5 of 10 (Start time: 07:20:11 AM)

Total Marks: 1

Which one of the following is a planned and rehearsed speech that uses different words during rehearsals?

Select correct option:

Manuscript speech

Memorized speech

Impromptu speech

Extemporaneous speech

Quiz Start Time: 07:17 AM

Time Left 54

sec(s)

Question # 6 of 10 (Start time: 07:21:35 AM)

Total Marks: 1

All of the following are correct about magazines except:

Select correct option:

Magazine articles tend to be shorter and more general .

Magazines are a type of periodical.

Magazines publish articles written for a general audience.

Articles in magazines usually include bibliographies

Quiz Start Time: 07:17 AM

Time Left 72

sec(s)

Question # 7 of 10 (Start time: 07:22:18 AM)

Total Marks: 1

_____ can also seriously impede the transmission of ideas.

Select correct option:

Tolerance

Broadsides

Prejudice

Acceptance

Quiz Start Time: 07:17 AM

Time Left 71

sec(s)

Question # 8 of 10 (Start time: 07:22:43 AM)

Total Marks: 1

Which of the following involves grasping what the speaker means by seeing the ideas and information from his/her point of view?

Select correct option:

Listening

Hearing

Filtering

Speaking

Quiz Start Time: 07:17 AM

Time Left 42

sec(s)

Question # 9 of 10 (Start time: 07:23:08 AM)

Total Marks: 1

When using a story, the presenter should:

Select correct option:

Tell the story first, and then show how it illustrates the thesis

State the thesis first, and then show how the story supports the thesis

Either option is acceptable

Neither option is acceptable

Quiz Start Time: 07:17 AM
Time Left 52
sec(s)
Question # 10 of 10 (Start time: 07:24:06 AM)
Total Marks: 1
Effective internal communication helps to increase the job _____.
Select correct option:
Absenteeism and depression
Dejection and output
Grievances and sadness
Satisfaction and productivity

Solve quiz mcm 301 by Muhammad ibrahim

Question # 1 of 15 (Start time: 09:54:43 AM) Total Marks: 1
How many words is average speaker’s rate per minute?
Select correct option:

- 100 to 150**
- 400 to 500
- More than 500
- Countless

Question # 2 of 15 (Start time: 09:55:33 AM) Total Marks: 1
_____can also seriously impede the transmission of ideas.
Select correct option:

- Tolerance
- Broadsides
- Prejudice**
- Acceptance

Question # 3 of 15 (Start time: 09:56:05 AM) Total Marks: 1
Which one of the following is an interpersonal need to exercise leadership and prove one's abilities?
Select correct option:

- Inclusion
- Control**
- Affection
- Power

Which of the following process is the automatic psychological process of receiving aural stimuli?
Select correct option:

- Listening**
- Hearing
- Filtering
- Speaking

In USA, maintaining eye contact while talking with elders show confidence, in Pakistan, it shows disrespect. What does this example depict?
Select correct option:

- The interpretation of body language is universal.
- The interpretation of body language is not universal.
- The interpretation of body language is same worldwide.
- The interpretation of body language is global.
- In verbal communication one’s physical appearance affects the_____.

Mcm 301 quiz

Select correct option:

- Message**
- Channel
- Sender
- Status

Which of the following is not the type of electronic periodical indexes?
Select correct option:

- World Wide Web
- CD-ROM
- Online systems
- Journals**

Question # 8 of 15 (Start time: 10:00:07 AM) Total Marks: 1
Which of the following is(are) the example of public(s) that organizations communicate with, in external communication?
Select correct option:

- Consumers
- Stockholders
- Government agencies

All of the given options

All of the following are the types of periodical except:
Select correct option:

- Journals
- Magazines
- Newspapers

Note-cards

Which of the following is usually related to environmental factors that affect communication?
Select correct option:

- Listener barrier
- Sender barrier
- Physical barrier**
- Resistance

How many levels communication can be divided in?
Select correct option:

- Six
- Five
- Four
- Three**

Which of the following involves grasping what the speaker means by seeing the ideas and information from his/her point of view?
Select correct option:

- Listening**
- Hearing
- Filtering
- Speaking

All of the following are the examples of touching, EXCEPT:
Select correct option:

- Shake hand
- A hug
- A pat
- Drawing the eyebrow down**

What do the clothes we wear communicate?
Select correct option:

- Affection
- Status
- Rejection
- Boredom

Mediated communication occurs through:
Select correct option:

- Letters, reports, forms and interoffice memoranda
- Letters, newspapers and radio**
- Newspapers, books and TV
- TV, radio and wall chalking

Quiz Start Time: 09:17 PM

Time Left	71
	sec(s)

Question # 1 of 10 (Start time: 09:17:02 PM) **Total Marks: 1**

Which one of the following pattern is especially effective if the audience already knows that the problem exists?

Select correct option:

- ☐ Problem/solution order
- ☐ Cause/effect order
- ☒ **Deductive order**
- ☐ Inductive order

Question # 2 of 10 (Start time: 09:17:58 PM) **Total Marks: 1**

Which type of communication it would be when co-workers decide to meet to deal with a problem?

Select correct option:

- ☐ Upward
- ☐ Horizontal
- ☒ Downward

☒ Intrapersonal

Question # 3 of 10 (**Start time: 09:18:32 PM**)

Total Marks: 1

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 # 5 of 10 (**Start time: 09:20:26 PM**)

Total Marks: 1

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 # 6 of 10 (**Start time: 09:21:08 PM**)

Total Marks: 1

When centering on the audience, you start by finding _____that enable you to identify with them.

Select correct option:

- ☐ Rare traits
- ☐ Common traits
- ☒ Extraordinary character
- ☐ Unusual quality

Question # 7 of 10 (**Start time: 09:22:09 PM**)

Total Marks: 1

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

Select correct option:

- ☒ Direct method
- ☐ Indirect method
- ☐ Supporting method
- ☐ Sustaining method

Question # 8 of 10 (**Start time: 09:23:02 PM**)

Total Marks: 1

All of the following are the elements of communication process. EXCEPT:

Select correct option:

- ☐ Sender
- ☐ Message
- ☐ Channel
- ☒ Creativity

Question # 10 of 10 (**Start time: 09:24:32 PM**)

Total Marks:

Types of media used to direct information upward are:

Select correct option:

- ☐ Reports, interoffice memos and supervisor subordinate conferences
- ☒ Letters, newspapers and radio
- ☐ Newspapers, books and interoffice memos
- ☐ TV, radio and wall chalking

sec(s)

Quiz Start Time: 06:54 AM Time Left 52
sec(s)

Question # 1 of 10 (Start time: 06:54:48 AM) Total Marks: 1
A presenter who consistently speaks at a rapid rate may be perceived as:
Select correct option:

- To be nervous
- Impatient
- Hurried
- All of above

Quiz Start Time: 06:54 AM Time Left 69
sec(s)

Question # 2 of 10 (Start time: 06:55:36 AM) Total Marks: 1
In a well written disappointing newsletter, all of the following points are kept in mind, except:
Select correct option:

- 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

Quiz Start Time: 06:54 AM Time Left 75
sec(s)

Question # 3 of 10 (Start time: 06:56:54 AM) Total Marks: 1
The word 'communication' is derived from a Latin word ‘communico’, which means:
Select correct option:

- To share
- To respond
- To give
- To tell

Quiz Start Time: 06:54 AM Time Left 59
sec(s)

Question # 4 of 10 (Start time: 06:57:43 AM) Total Marks: 1
Which of the following method of outlining topic involves presenting a general statement first, followed by specific supporting statements?
Select correct option:

- Direct method
- Indirect method
- Supporting method
- Sustaining method

Quiz Start Time: 06:54 AM Time Left 82
sec(s)

Question # 5 of 10 (Start time: 06:59:08 AM) Total Marks: 1
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

Quiz Start Time: 06:54 AM Time Left 72
sec(s)

Question # 6 of 10 (Start time: 07:00:12 AM) Total Marks: 1
Partial or marginal listening can distort the intent of which of the following?
Select correct option:

- Message
- Channel
- Source
- All of the given options

Quiz Start Time: 06:54 AM Time Left 50
sec(s)

Question # 7 of 10 (Start time: 07:01:31 AM) Total Marks: 1
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.

Quiz Start Time: 06:54 AM Time Left 74
sec(s)

Question # 8 of 10 (Start time: 07:02:59 AM) Total Marks: 1
When using a story, the presenter should:
Select correct option:

- Tell the story first, and then show how it illustrates the thesis
- State the thesis first, and then show how the story supports the thesis
- Either option is acceptable
- Neither option is acceptable

Quiz Start Time: 06:54 AM Time Left 44
sec(s)

Question # 9 of 10 (Start time: 07:04:26 AM) Total Marks: 1
Which of the following would be the least helpful source when conducting audience research?
Select correct option:

- The program planner of the occasion where you are speaking
- The website of the organization that has invited you to speak
- Interviews of former members of the organization to whom you are invited to speak
- News releases highlighting the organization to whom you will be speaking

Quiz Start Time: 06:54 AM Time Left 42
sec(s)

Question # 10 of 10 (Start time: 07:05:57 AM) Total Marks: 1
Which of the following option of anticipating part of speech can reveal questions and concerns that may be raised during presentation?
Select correct option:

- Previous experience
- Common concerns
- Planning
- Input from associates

Quiz Start Time: 02:28 PM Time Left 31
sec(s)

Question # 1 of 15 (Start time: 02:28:27 PM) Total Marks: 1
Which one of the following is a planned and rehearsed speech that uses different words during rehearsals?

Select correct option:

- Manuscript speech
- Memorized speech
- Impromptu speech
- Extemporaneous speech

Quiz Start Time: 02:28 PM Time Left 50 sec(s)

Question # 2 of 15 (Start time: 02:29:49 PM) Total Marks: 1
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

Quiz Start Time: 02:28 PM Time Left 50 sec(s)

Question # 4 of 15 (Start time: 02:32:09 PM) Total Marks: 1
Which type of speaking relies on speaking notes?
Select correct option:

- Manuscript
- Memorized
- Impromptu
- Extemporaneous

Quiz Start Time: 02:28 PM Time Left 52 sec(s)

Question # 5 of 15 (Start time: 02:33:32 PM) Total Marks: 1
Which of the following option of anticipating part of speech can reveal questions and concerns that may be raised during presentation?
Select correct option:

- Previous experience
- Common concerns
- Planning
- Input from associates

Quiz Start Time: 02:28 PM Time Left 36 sec(s)

Question # 6 of 15 (Start time: 02:34:20 PM) Total Marks: 1
A good rule to recall when using statistics is:
Select correct option:

- The more statistics, the better the effectiveness
- Statistics should include several places past the decimal point for effect
- Rounding and using a few key statistics is ineffective
- Rounding and using a few key statistics is generally most effective

Quiz Start Time: 02:28 PM Time Left 52 sec(s)

Question # 7 of 15 (Start time: 02:35:42 PM) Total Marks: 1
A presenter can prepare effective responses by which of the following?
Select correct option:

- Anticipating
- Answering
- Revising
- All of the above

Quiz Start Time: 02:28 PM Time Left 43 sec(s)

Question # 8 of 15 (Start time: 02:36:26 PM) Total Marks: 1
How many purposes your introduction should have:
Select correct option:

- Two
- Three
- Four
- Five

Quiz Start Time: 02:28 PM Time Left 54 sec(s)

Question # 9 of 15 (Start time: 02:37:21 PM) Total Marks: 1
Which of the following refers to the degree of highness or lowness of a sound?
Select correct option:

- Pitch
- Speed
- Volume
- Rate

Quiz Start Time: 02:28 PM Time Left 40 sec(s)

Question # 10 of 15 (Start time: 02:38:09 PM) Total Marks: 1
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.

BC070400602 : Muhammad Ibrar

Quiz Start Time: 02:28 PM Time Left 69 sec(s)

Question # 12 of 15 (Start time: 02:40:32 PM) Total Marks: 1
A presenter who consistently speaks at a rapid rate may be perceived as:
Select correct option:

- To be nervous
- Impatient
- Hurried
- All of above

Quiz Start Time: 02:28 PM Time Left 48 sec(s)

Question # 13 of 15 (Start time: 02:41:25 PM) Total Marks: 1
Which of the following pattern is not a specific organizational pattern?
Select correct option:

- Spatial

Chronological
Topical
Deductive

Quiz Start Time: 02:28 PM Time Left 74
sec(s)

Question # 14 of 15 (Start time: 02:42:37 PM) Total Marks: 1
Which of the following is the skill of speaking in distinct syllables?
Select correct option:

Articulation
Fillers
Inflection
Monotone delivery

Quiz Start Time: 02:28 PM Time Left 46
sec(s)

Question # 15 of 15 (Start time: 02:43:06 PM) Total Marks: 1
All of the following are the purposes of introduction except:
Select correct option:

Getting the audience's attention
Introducing your thesis
Establishing your rapport or credibility with the audience
Avoid to the audience

MCM 301 Final Semester Quiz

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

A good rule to recall when using statistics is:

Select correct option:
The more statistics, the better the effectiveness
Statistics should include several places past the decimal point for effect
Rounding and using a few key statistics is ineffective tough
Rounding and using a few key statistics is generally most effective

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

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

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

A presenter who speaks too loudly may be perceived as which of the following?

Select correct option:
Bombastic
Aggressive
Insensitive to listeners

All of the given options

Which of the following option of anticipating part of speech can reveal questions and concerns that may be raised during presentation?

Which of the following pattern is most appropriate when you used the problem/solution method?

Select correct option:

- Spatial
- Chronological
- Topical

Logical

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

(Ans):Conventional theater style

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

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

Select correct option:

- Agreement
- Addition
- Objection

Arbitrate

Which one of the following is a method of arranging informa–tion by dividing it into parts?

- Spatial pattern
- Chronological pattern

Topical pattern

Logical pattern

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

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

Which of the following refers to the degree of highness or lowness of a sound?

Pitch

Speed

Volume

Rate

Question # 1 of 10 (Start time: 01:12:39 PM)

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

The U-formation is suitable for both promotional and informational presentations in either the Proactive or Interactive modes. It is one arrangement that allows every person in the audience to view not only the presenter, but every other person in the audience as well.

Question # 2 of 10 (Start time: 01:13:42 PM)

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

Page67

Input from Associates

Business associates can be a helpful source for identifying probable questions and objections.

Question # 3 of 10 (Start time: 01:14:30 PM)

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

Page # 67

Common reasons for disruptive behavior are:

- **Resistance to change**
- **Resentment of the presenter**
- **Repetition of behavior that is successful for the detractor**

Question # 5 of 10 (Start time: 01:16:50 PM)

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

☐ U-formation

Page # 81

Conventional theatre style

With a theater-style arrangement, people in the audience are seated in rows and columns without tables.

Question # 6 of 10 (Start time: 01:18:13 PM)

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

Select correct option:

Anticipating

Answering

Revising

All of the above

page67

Question # 8 of 10 (Start time: 01:20:22 PM)

A presenter who consistently speaks at a rapid rate may be perceived as:

Select correct option:

To be nervous

Impatient

Hurried

All of above

Page # 57
Presenters who consistently speak at a rapid rate may be perceived to be nervous, impatient, or hurried.

Question # 9 of 10 (Start time: 01:21:17 PM)

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

V-formation is modified form of conventional class seating

Question # 10
Last question was asked about concise answering nad the answer was “to the point”.
Note: when you are needed to answer concisely then answer to the point.

MCM301 Online Quiz No. 4

Question # 1

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

Proper grammar
Punctuation
Spelling
Loudness page#110

Question # 2

Which of the following is not suggested for an appropriate ending of business writing?
Select correct option:

Keep the ending paragraph as long as circumstances allow.
Avoid the inclusion of negative information in the ending.
Include reader-benefit material, if appropriate.
State who is to perform the desired action if the action is to be performed by someone other than the reader.

Question # 3

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

Question # 4

Which of the following method is generally preferred when presenting positive or good-news information?
Select correct option:

Direct method page#120
Indirect method
Supporting method
Sustaining method

Question # 5

Business associates can be a helpful source for:
Select correct option:

Identifying probable questions and objections page#67
Can reveal questions and concerns
It is helpful to recall the questions
None of the given options

Question # 6

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 page#81

Question # 7

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

Conciseness page#111
Correctness
Consideration
Courtesy

Question # 8

All of the following are Essential parts of a letter EXCEPT:
Select correct option:

Letterhead
Salutation
Subject line page#128
Signature

Question # 9

Q&A is an abbreviation of which of the following?
Select correct option:

Quest and availability
Question and answer page#68
Question and anticipation
Query and audience

Question # 10

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. Page#94

Question # 1 of 10 (Start time: 09:50:06 AM)

Total Marks: 1

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 # 3 of 10 (Start time: 09:51:32 AM)

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.

Question # 5 of 10 (Start time: 09:53:17 AM)

Total Marks: 1

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 # 6 of 10 (Start time: 09:54:48 AM)

Total Marks: 1

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 # 8 of 10 (Start time: 09:56:31 AM)

Total Marks: 1

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 # 9 of 10 (Start time: 09:57:31 AM)

Total Marks: 1

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 # 10 of 10 (Start time: 09:58:56 AM)

Total Marks: 1

Where does_____ during a presentation?

Select correct option:

Looking at your notes

Standing

Dressing with authority

Making eye contact

Question # 1 of 10 (Start time: 10:02:31 AM)

Total Marks: 1

Which one of the following is a planned and rehearsed speech that uses different words during rehearsals?

Select correct option:

Manuscript speech

Memorized speech

Impromptu speech

Extemporaneous speech

Question # 3 of 10 (Start time: 10:04:14 AM)

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

Question # 4 of 10 (Start time: 10:04:50 AM)

Total Marks: 1

Which of the following are central features of a group?

Select correct option:

Interaction

Mutual influence

Interdependence

All of the given options

Question # 5 of 10 (Start time: 10:05:03 AM)

Total Marks: 1

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 # 6 of 10 (Start time: 10:05:51 AM)

Total Marks: 1

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 # 7 of 10 (Start time: 10:06:46 AM)

Total Marks: 1

How many general parts a basic speech must have?

Select correct option:

Three

Four

Five

Six

Question # 8 of 10 (Start time: 10:07:26 AM)

Total Marks: 1

All of the following statements are the purposes of forming an outline for a speech EXCEPT one. Which one is it?

Select correct option:

It helps put order to the information.

It serves as a model to check your work.

It serves as a guide from which to deliver your speech.

It helps to build confusion for the listeners.

Question # 9 of 10 (Start time: 10:08:23 AM)

Total Marks: 1

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

Select correct option:

Quest and availability

Question and answer

Question and anticipation

Query and audience

Question # 10 of 10 (Start time: 10:08:37 AM)

Total Marks: 1

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 whichH 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 # 1 of 10 (Start time: 10:10:42 AM)

Total Marks: 1

Which one of the following is a method of arranging informa–tion by dividing it into parts?

Select correct option:

Spatial pattern

Chronological pattern

Topical pattern

Logical pattern

Question # 2 of 10 (Start time: 10:11:21 AM)

Total Marks: 1

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 # 3 of 10 (Start time: 10:12:01 AM)

Total Marks: 1

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

Select correct option:

Detour

Delay

Dismiss

Drag

Question # 4 of 10 (Start time: 10:12:43 AM)

Total Marks: 1

Which of the following pattern is most appropriate when you used the problem/solution method?

Select correct option:

Spatial

Chronological

Topical

Logical

Question # 5 of 10 (Start time: 10:13:25 AM)

Total Marks: 1

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

Select correct option:

Agreement

Addition

Objection

Arbitrate

Question # 6 of 10 (Start time: 10:14:04 AM)

Total Marks: 1

Select which of the following is the method of arranging your subject's main points in a time sequence?

Select correct option:

Spatial order

Chronological order

Topical order

Logical order

Question # 7 of 10 (Start time: 10:14:58 AM)

Total Marks: 1

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

Select correct option:

The size of your audience.

Equipment and supply limitations

The presentation budget.

All of the given options

Question # 8 of 10 (Start time: 10:15:47 AM)

Total Marks: 1

A presenter who speaks too loudly may be perceived as which of the following?

Select correct option:

Bombastic

Aggressive

Insensitive to listeners

All of the given options

Question # 9 of 10 (Start time: 10:16:03 AM)

Total Marks: 1

An effective presenter uses pitch changes to indicate a change in the message. At the end of a sentence, raising the pitch signifies which of the following?

Select correct option:

A question

Statement

Speech

Confess

Question # 10 of 10 (Start time: 10:17:18 AM)

Total Marks: 1

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 # 1 of 10 (Start time: 10:20:20 AM)

Total Marks: 1

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 # 2 of 10 (Start time: 10:21:08 AM)

Total Marks: 1

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

Select correct option:

Anticipating

Answering

Revising

All of the above

Question # 3 of 10 (Start time: 10:21:42 AM)

Total Marks: 1

Speaking notes for speech should be:

Select correct option:

Legible

Unobtrusive

Detailed

Legible and unobtrusive

Question # 4 of 10 (Start time: 10:23:05 AM)

Total Marks: 1

A good rule to recall when using statistics is:

Select correct option:

The more statistics, the better the effectiveness

Statistics should include several places past the decimal point for effect

Rounding and using a few key statistics is ineffective

Rounding and using a few key statistics is generally most effective

Question # 5 of 10 (Start time: 10:24:22 AM)

Total Marks: 1

Select which of the following is the practice of altering the tone and/or pitch of voice to more clearly express or magnify meaning:

Select correct option:

Inflection

Articulation

Pauses

Fillers

Question # 6 of 10 (Start time: 10:24:50 AM)

Total Marks: 1

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 # 7 of 10 (Start time: 10:25:06 AM)

Total Marks: 1

A presenter who consistently speaks at a rapid rate may be perceived as:

Select correct option:

To be nervous

Impatient

Hurried

All of above

Question # 8 of 10 (Start time: 10:25:23 AM)

Total Marks: 1

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

Select correct option:

Anticipating

Answering

Recording

Rehearsing

Question # 9 of 10 (Start time: 10:26:07 AM)

Total Marks: 1

Select which of the following is the method of arranging your subject's main points in a time sequence?

Select correct option:

Spatial order

Chronological order

Topical order

Logical order

Top of Form

Question # 1 of 10 (Start time: 06:00:48 PM)

Total Marks: 1

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

Select correct option:

Letterhead

Salutation

Subject line

Signature

Top of Form

Question # 2 of 10 (Start time: 06:01:54 PM)

Total Marks: 1

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

Select correct option:

Use the right level of language

Check a uracy of words, information and data

Use correct grammar and punctuation

Check font style

Question # 3 of 10 (Start time: 06:02:47 PM)

Total Marks: 1

Bpc is an abbreviation of which of the following?

Select correct option:

Blind photo copy

Blind paper copy

Blind person copy

Blind pasted copy

Top of Form

Question # 4 of 10 (Start time: 06:03:37 PM)

Total Marks: 1

To begin a disappointed newsletter with a negative information, _____ a negative situation.

Select correct option:

Eases

Reduces

Complicates

Relieves

Top of Form

Question # 5 of 10 (Start time: 06:05:00)

Total Marks: 1

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 C

Question # 6 of 10 (Start time: 06:05:38)

Total Marks: 1

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

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

Select correct option:

Providing all necessary information

Answering all questions asked

Giving something extra, when desirable

Using vivid, image-building words

Quiz Start Time: 06:00 PM

Question # 9 of 10 (Start time: 06:09:34 PM)

Total Marks: 1

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

Select correct option:

I agree with it.

That's a very good point

Thank you

That's not right

Question # 10 of 10 (Start time: 06:12:02)

Total Marks: 1

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

Question # 1 of 10 (Start time: 08:45:19 PM)

Total Marks: 1

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

People expect courtesy

Quiz Start Time: 08:45 PM

Question # 2 of 10 (Start time: 08:46:12 PM)

Total Marks: 1

Which of the following are central features of a group?

Select correct option:

Interaction

Mutual influence

Interdependence

All of the given options ??

Question # 3 of 10 (Start time: 08:46:42 PM)

Total Marks: 1

"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?

Select correct option:

His GPA was 3.9 on a four point scale.

His GPA was good in 2000.

He got a good score in his MBA Program.

All of the given options

Question # 5 of 10 (Start time: 08:47:36 PM)

Total Marks: 1

Which of the following cannot result from incomplete messages?

Select correct option:

Loss of goodwill

Loss of valued customers

Loss of sales

Gaining good name

Question # 6 of 10 (Start time: 08:48:21 PM)

Total Marks: 1

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

Select correct option:

Are the ideas of equal importance presented in a parallel manner?

Is the sequence of the topics appropriate for the development method I am using?

Is the sequence of the topics likely to add clarity to my message?

Are related topics properly shuffled?

Question # 6 of 10 (Start time: 08:48:21 PM)

Total Marks: 1

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

Select correct option:

Are the ideas of equal importance presented in a parallel manner?

Is the sequence of the topics appropriate for the development method I am using?

Is the sequence of the topics likely to add clarity to my message?

Are related topics properly shuffled?

Question # 7 of 10 (Start time: 08:49:42 PM)

Total Marks: 1

While writing a persuasive message, which kind of beginning will be more appropriate?

Select correct option:

Begin with the catching proverb

Begin with the buffer

Begin with information that will catch the reader’s attention

Begin with detailed explanation

Quiz Start Time: 08:45 PM

Question # 8 of 10 (Start time: 08:50:18 PM)

Total Marks: 1

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

Select correct option:

Addressee notation

Attention line

Subject line

Complimentary close

Question # 9 of 10 (Start time: 08:51:16 PM)

Total Marks: 1

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

Select correct option:

Consensus C

Compromise

Arbitration

Majority vote

Top of Form

Question # 10 of 10 (Start time: 08:51:53 PM)

Total Marks: 1

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 # 1 of 10 (Start time: 06:01:09 PM)

Total Marks: 1

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.C

Question # 3 of 10 (Start time: 06:02:55 PM)

Total Marks: 1

Which of the following is not suggested for an appropriate ending of business writing?

Select correct option:

Keep the ending paragraph as long as circumstances allow.C

Avoid the inclusion of negative information in the ending.

Include reader-benefit material, if appropriate.

State who is to perform the desired action if the action is to be performed by someone other than the reader.

Question # 4 of 10 (Start time: 06:04:10 PM)

Total Marks: 1

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 # 7 of 10 (Start time: 06:06:06 PM)

Total Marks: 1

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

Select correct option:

Developing appropriate beginning paragraph

Composing the body

Developing appropriate ending paragraph

Editing

Question # 10 of 10 (Start time: 06:07:48 PM)

Total Marks: 1

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

Select correct option:

Forming

Storming

Norming

Performing

Question # 1 of 10 (Start time: 04:12:49 PM)

Total Marks: 1

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 # 2 of 10 (Start time: 04:13:41 PM)

Total Marks: 1

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

Select correct option:

Direct method

Indirect method

Supporting method

Sustaining method

Question # 3 of 10 (Start time: 04:14:30 PM)

Total Marks: 1

Which of the following method of outlining topic involves presenting a general statement first, followed by specific supporting statements?

Select correct option:

Direct method

Indirect method

Supporting method

Sustaining method

Question # 4 of 10 (Start time: 04:15:27 PM)

Total Marks: 1

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

Select correct option:

Apathy

Concern

Sympathy

Curiosity

Question # 5 of 10 (Start time: 04:16:21 PM)

Total Marks: 1

Ali has to write a research paper. He has finalized the topic and collected the initial data. Now he is going to write the first paragraph. Which stage of effecting writing it depicts?

Select correct option:

Planning

Organizing

Drafting

Editing

Quiz Start Time: 04:12 PM

Question # 6 of 10 (Start time: 04:16:45 PM)

Total Marks: 1

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 (Note Sure)

Question # 9 of 10 (Start time: 04:18:54 PM)

Total Marks: 1

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

Select correct option:

Make sure the beginning is appropriate for the reader.

Make sure the beginning is inappropriate for the situation

Use a fast-start beginning rather than a slow beginning.

Keep the beginning paragraph fairly short.

Question # 10 of 10 (Start time: 04:19:20 PM)

Total Marks: 1

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.

Question # 2 of 15 (Start time: 05:03:55 PM)

Total Marks: 1

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

Select correct option:

Pertinent information about the items being ordered

Directions for shipping the merchandize

Quality report of the items

Method of payment

Question # 3 of 15 (Start time: 05:04:44 PM)

Total Marks: 1

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 # 4 of 15 (Start time: 05:06:12 PM)

Total Marks: 1

In written communication active verbs help make sentences more:

Select correct option:

Specific

Concise

Empathetic

All of the given options

Question # 6 of 15 (Start time: 05:07:55 PM)

Total Marks: 1

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

Select correct option:

Placing the main idea in opening

Placing the main idea in middle

Placing the main idea in the end

Placing the main idea anywhere according to writer's choice

Question # 7 of 15 (Start time: 05:09:05 PM)

Total Marks: 1

"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 # 9 of 15 (Start time: 05:10:03 PM)

Total Marks: 1

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

Select correct option:

An effective claim letter contains your attitude material.

An effective claim letter presents all the facts pertinent to the situation.

An effective claim letter contains threat.

An effective claim letter makes a definite request.

Question # 11 of 15 (Start time: 05:12:41 PM)

Total Marks: 1

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

Select correct option:

Condolence

Invitation

Appreciation

Holiday greeting

Question # 12 of 15 (Start time: 05:13:42 PM)

Total Marks: 1

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 # 13 of 15 (Start time: 05:14:21 PM)

Total Marks: 1

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

Select correct option:

The message may be sent to a company relocating to a new building.

The message may be sent to an individual for being elected to an office in a social organization.

The message should focus on the receiver from start to finish.

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

Question # 5 of 15 (Start time: 05:27:26 PM)

Total Marks: 1

The direct plan can be used for which one of the following?

Select correct option:

Sales messages

Request refusals

Claims

None of the given options

Question # 7 of 15 (Start time: 05:29:03 PM)

Total Marks: 1

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

Select correct option:

Direct method

Indirect method

Supporting method

Sustaining method

Question # 8 of 15 (Start time: 05:29:44 PM)

Total Marks: 1

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

Quiz Start Time: 05:23 PM

Question # 9 of 15 (Start time: 05:30:28 PM)

Total Marks: 1

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

Select correct option:

Specific

Definite

Vivid

Vague

Question # 10 of 15 (Start time: 05:31:48 PM)

Total Marks: 1

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

Select correct option:

It improves the clarity of message

It saves writing time

It enables to emphasize properly the various topics in the message

It keeps the suspense in message

Quiz Start Time: 05:23 PM

Question # 12 of 15 (Start time: 05:33:13 PM)

Total Marks: 1

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

Select correct option:

De-emphasize the disappointing-news

Use a conditional statement

Tell the audience what you did, can do, or will do, rather than what you did not do, cannot do, or will not do

Use a non-courteous tone

Question # 13 of 15 (Start time: 05:34:43 PM)

Total Marks: 1

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

Select correct option:

Explain the purpose of the event.

Give details of the event.

Extend the invitation.

Remind the recipient to bring a checkbook.

Question # 14 of 15 (Start time: 05:38:09 PM)

Total Marks: 1

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

Select correct option:

Direct request

Indirect request

Claim

Order

Top of Form

Question # 15 of 15 (Start time: 05:38:47 PM)

Total Marks: 1

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

MCM301:

Question # 1 of 15 (Start time: 05:45:46 PM)

Total Marks: 1

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 # 2 of 15 (Start time: 05:46:52 PM)

Total Marks: 1

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

Select correct option:

De-emphasize the disappointing-news

Use a conditional statement

Tell the audience what you did, can do, or will do, rather than what you did not do, cannot do, or will not do

Use a non-courteous tone

Question # 3 of 15 (Start time: 05:48:13 PM)

Total Marks: 1

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

Select correct option:

Condolence

Invitation

Appreciation

Holiday greeting

Question # 4 of 15 (Start time: 05:49:19 PM)

Total Marks: 1

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

Select correct option:

The topic of the presentation

The date and time of presentation

The venue of the presentation

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

Question # 5 of 15 (Start time: 05:50:20 PM)

Total Marks: 1

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

Select correct option:

Explain the purpose of the event.

Give details of the event.

Extend the invitation.

Remind the recipient to bring a checkbook.

Question # 6 of 15 (Start time: 05:51:07 PM)

Total Marks: 1

In a well written disappointing newsletter, all of the following points are kept in mind, except:

Select correct option:

Enough detail to make the reason for the refusal logically a eptable.

Explaining the company's policy as logical rather than rigid

Offering an apology for the decision

Avoiding negative personal expressions

Question # 7 of 15 (Start time: 05:51:59 PM)

Total Marks: 1

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 # 8 of 15 (Start time: 05:52:58 PM)

Total Marks: 1

Letters of invitation include:

Select correct option:

Speaking invitations

Informal social invitation

Formal social invitations

All of the given options

Question # 9 of 15 (Start time: 05:53:44 PM)

Total Marks: 1

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

Select correct option:

An effective claim letter contains you attitude material.

An effective claim letter presents all the facts pertinent to the situation.

An effective claim letter contains threat.

An effective claim letter makes a definite request.

Question # 10 of 15 (Start time: 05:55:01 PM)

Total Marks: 1

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

Select correct option:

Make sure the beginning is appropriate for the reader.

Make sure the beginning is inappropriate for the situation

Use a fast-start beginning rather than a slow beginning.

Keep the beginning paragraph fairly short.

Question # 11 of 15 (Start time: 05:56:15 PM)

Total Marks: 1

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 # 12 of 15 (Start time: 05:57:33 PM)

Total Marks: 1

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.

Question # 13 of 15 (Start time: 05:58:46 PM)

Total Marks: 1

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

Are the ideas of equal importance presented in a parallel manner?

Is the sequence of the topics appropriate for the development method I am using?

Is the sequence of the topics likely to add clarity to my message?

Are related topics properly shuffled?

Question # 14 of 15 (Start time: 05:59:50 PM)

Total Marks: 1

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 # 15 of 15 (Start time: 06:01:01 PM)

Total Marks: 1

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

Quiz Start Time: 10:59 PM

Question # 1 of 15 (Start time: 10:59:55 PM)

Total Marks: 1

Letters of invitation include:

Select correct option:

Speaking invitations

Informal social invitation

Formal social invitations

All of the given options

Bottom of Form

Top of Form

Quiz Start Time: 10:59 PM

Question # 2 of 15 (Start time: 11:00:39 PM)

Total Marks: 1

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

Select correct option:

Courtesy

Correctness

Conciseness

Cleanliness

Bottom of Form

Top of Form

Quiz Start Time: 10:59 PM

Question # 3 of 15 (Start time: 11:01:56 PM)

Total Marks: 1

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

Select correct option:

Direct request

Indirect request

Claim

Order

Top of Form

Quiz Start Time: 10:59 PM

Question # 4 of 15 (Start time: 11:03:09 PM)

Total Marks: 1

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

Select correct option:

Use the right level of language

Check a uracy of words, information and data

Use correct grammar and punctuation

Check font style

Top of Form

Quiz Start Time: 10:59 PM

Question # 5 of 15 (Start time: 11:03:53 PM)

Total Marks: 1

Which of the following are central features of a group?

Select correct option:

Interaction

Mutual influence

Interdependence

All of the given options

Top of Form

Quiz Start Time: 10:59 PM

Question # 6 of 15 (Start time: 11:04:34 PM)

Total Marks: 1

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

Select correct option:

Buffer

Feedback

Communication

Talk

Top of Form

Quiz Start Time: 10:59 PM

Question # 7 of 15 (Start time: 11:05:19 PM)

Total Marks: 1

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

Select correct option:

Planning > drafting > organizing > editing > proofreading

Planning > organizing > drafting > proofreading > editing

Planning > organizing > drafting > editing > proofreading

Planning > drafting > editing > organizing > proofreading

Top of Form

Quiz Start Time: 10:59 PM

Question # 8 of 15 (Start time: 11:06:25 PM)

Total Marks: 1

The letters written to book some place like room, hall etc are called:

Select correct option:

Informal social invitation letters

Reservation letters

Claim letters

Order letters

Top of Form

Question # 9 of 15 (Start time: 11:07:23 PM)

Total Marks: 1

The direct plan can be used for which one of the following?

Select correct option:

Sales messages

Request refusals

Claims

None of the given options

Top of Form

Quiz Start Time: 10:59 PM

Question # 10 of 15 (Start time: 11:08:01 PM)

Total Marks: 1

In a well written disappointing newsletter, all of the following points are kept in mind, except:

Select correct option:

Enough detail to make the reason for the refusal logically a eptable.

Explaining the company’s policy as logical rather than rigid

Offering an apology for the decision

Avoiding negative personal expressions

Top of Form

Question # 11 of 15 (Start time: 11:08:55 PM)

Total Marks: 1

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

Top of Form

Question # 12 of 15 (Start time: 11:09:22 PM)

Total Marks: 1

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

Top of Form

Question # 13 of 15 (Start time: 11:09:50 PM)

Total Marks: 1

Supporting material can serve which of the following functions?

Select correct option:

Apply clarity

Increase interest

Provide proof

All of the given options

Top of Form

Question # 14 of 15 (Start time: 11:10:39 PM)

Total Marks: 1

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

Top of Form

Question # 15 of 15 (Start time: 11:11:19 PM)

Total Marks: 1

In written communication active verbs help make sentences more:

Select correct option:

Specific

Concise

Empathetic

All of the given options

Question # 1 of 15 (Start time: 12:35:02 PM)

Total Marks: 1

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

Select correct option:

Contains a sales appeal.

Have its explanation omitted.

Places blame on the receiver.

Contains negative information.

Question # 2 of 15 (Start time: 12:36:31 PM)

Total Marks: 1

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

Select correct option:

Informal group c

Formal group

Universal group

Standard group

Bottom of Form

Top of Form

Question # 3 of 15 (Start time: 12:37:21 PM)

Total Marks: 1

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

Select correct option:

Specific

Definite not confirm

Vivid

Vague

Question # 4 of 15 (Start time: 12:38:51 PM)

Total Marks: 1

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

Select correct option:

The topic of the presentation

The date and time of presentation

The venue of the presentation

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

Top of Form

Question # 5 of 15 (Start time: 12:40:21 PM)

Total Marks: 1

The letters written to book some place like room, hall etc are called:

Select correct option:

Informal social invitation letters

Reservation letters

Claim letters

Order letters

Top of Form

Question # 6 of 15 (Start time: 12:41:52 PM)

Total Marks: 1

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

Select correct option:

The size of your audience.

Equipment and supply limitations

The presentation budget.

All of the given options c

Top of Form

Question # 7 of 15 (Start time: 12:42:51 PM)

Total Marks: 1

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

Top of Form

Question # 8 of 15 (Start time: 12:43:38 PM)

Total Marks: 1

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

Top of Form

Question # 9 of 15 (Start time: 12:44:15 PM)

Total Marks: 1

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

Select correct option:

Direct approach only

Indirect approach only

Both direct and indirect approach

None of the given options

Top of Form

Question # 10 of 15 (Start time: 12:45:01 PM)

Total Marks: 1

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

People expect courtesy

Top of Form

Question # 11 of 15 (Start time: 12:46:29 PM)

Total Marks: 1

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

Select correct option:

Forming

Storming

Norming

Performing

Question # 12 of 15 (Start time: 12:47:06 PM)

Total Marks: 1

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

Select correct option:

Informal English

Formal English

Common English

African English

Question # 13 of 15 (Start time: 12:47:33 PM)

Total Marks: 1

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

Select correct option:

A specific request

Information about how you can be reached

An expression of appreciation or goodwill

Information about your city

Question # 14 of 15 (Start time: 12:48:50 PM)

Total Marks: 1

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 # 15 of 15 (Start time: 12:50:20 PM)

Total Marks: 1

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

Select correct option:

Compromise

Compulsion

Impulsion

Perception

Question # 1 of 15 (Start time: 11:45:08 PM)

Total Marks: 1

The direct plan can be used for which one of the following?

Select correct option:

Sales messages

Request refusals

Claims

None of the given options

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Question # 2 of 15 (Start time: 11:46:19 PM)

Total Marks: 1

Which of the following method of outlining topic involves presenting a general statement first, followed by specific supporting statements?

Select correct option:

Direct method

Indirect method

Supporting method

Sustaining method

Bottom of Form

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Question # 3 of 15 (Start time: 11:47:29 PM)

Total Marks: 1

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

Select correct option:

Determine your purpose

Consider your reader

Choose your idea

Proofreading

Bottom of Form

Top of Form

Question # 4 of 15 (Start time: 11:48:12 PM)

Total Marks: 1

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

Bottom of Form

Top of Form

Question # 5 of 15 (Start time: 11:48:50 PM)
Total Marks: 1
The purpose of your message will determine:
Select correct option:

How much you need to know about your reader.

How much you need to know about your idea.

How much you need to know about the background of your letter.

All of the given options

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Top of Form

Question # 6 of 15 (Start time: 11:49:43 PM)
Total Marks: 1

_____ is the language of business correspondence written for a general readership.
Select correct option:

Informal English

Formal English

Common English

African English

Bottom of Form

Top of Form

Question # 7 of 15 (Start time: 11:50:00 PM)
Total Marks: 1
Which of the following is the characteristic of good news letter?
Select correct option:

Begin with good news

Use slow opening

Begin with explanatory details or information

Don't incorporate a you-viewpoint

Bottom of Form

Top of Form

Question # 8 of 15 (Start time: 11:50:27 PM)
Total Marks: 1
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

Bottom of Form

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Question # 9 of 15 (Start time: 11:50:52 PM)

Total Marks: 1

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

Select correct option:

Direct approach only

Indirect approach only

Both direct and indirect approach

None of the given options

Bottom of Form

Top of Form

Question # 10 of 15 (Start time: 11:51:25 PM)

Total Marks: 1

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

Select correct option:

A specific request

Information about how you can be reached

An expression of appreciation or goodwill

Information about your city

Bottom of Form

Top of Form

Question # 12 of 15 (Start time: 11:52:27 PM)

Total Marks: 1

In written communication active verbs help make sentences more:

Select correct option:

Specific

Concise

Empathetic

All of the given options

Bottom of Form

Top of Form

Question # 13 of 15 (Start time: 11:52:49 PM)

Total Marks: 1

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

Select correct option:

Direct method

Indirect method

Supporting method

Sustaining method

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Question # 14 of 15 (Start time: 11:53:08 PM)

Total Marks: 1

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

Bottom of Form

Top of Form

Question # 15 of 15 (Start time: 11:53:49 PM)

Total Marks: 1

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

Select correct option:

Agreement

Fairness

Cooperation

Bad news

Top of Form

Question # 4 of 15 (Start time: 11:55:30 PM)

Total Marks: 1

“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?

Select correct option:

Direct request letter

Indirect inquiry letter

Claim letter

Order letter

Top of Form

Question # 5 of 15 (Start time: 11:55:48 PM)

Total Marks: 1

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

Top of Form

Question # 6 of 15 (Start time: 11:56:38 PM)

Total Marks: 1

Select the correct option upon which the presentation through visual aid depends rather than presenter:

Select correct option:

Equipment

Literature

Feed back

Audio

Top of Form

Question # 7 of 15 (Start time: 11:57:45 PM)

Total Marks: 1

All of the following functions are performed by a good buffer, EXCEPT:
Select correct option:

Expresses your appreciation for being thought of

Assures the reader of your attention to the request

Compliments the reader

Indicates your lack of understanding of the reader's needs

Top of Form

Question # 8 of 15 (Start time: 11:58:20 PM)

Total Marks: 1

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

Direct approach only

Indirect approach only

Both direct and indirect approach

None of the given options

Top of Form

Question # 9 of 15 (Start time: 11:58:40 PM)

Total Marks: 1

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

The topic of the presentation

The date and time of presentation

The venue of the presentation

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

Top of Form

Question # 10 of 15 (Start time: 11:59:25 PM)

Total Marks: 1

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

Top of Form

Question # 11 of 15 (Start time: 11:59:34 PM)

Total Marks: 1

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

Select correct option:

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

Top of Form

Question # 12 of 15 (Start time: 12:00:07 AM)

Total Marks: 1

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

Select correct option:

Specific

Definite

Vague

Vivid

Top of Form

Question # 13 of 15 (Start time: 12:00:39 AM)

Total Marks: 1

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

Select correct option:

Use a U-viewpoint in the opening.

Use a fast-start beginning rather than a slow beginning.

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

Keep the beginning paragraph fairly short.

Top of Form

Question # 14 of 15 (Start time: 12:01:20 AM)

Total Marks: 1

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

Select correct option:

De-emphasize the disappointing-news

Use a conditional statement

Tell the audience what you did, can do, or will do, rather than what you did not do, cannot do, or will not do

Use a non-courteous tone

Top of Form

Question # 15 of 15 (Start time: 12:02:07 AM)

Total Marks: 1

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

Select correct option:

Use the right level of language

Check the accuracy of words, information and data

Use correct grammar and punctuation

Check font style

Top of Form

Question # 1 of 15 (Start time: 09:10:06 AM)

Total Marks: 1

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

Select correct option:

Direct method

Indirect method

Supporting method

Sustaining method

Top of Form

Question # 2 of 15 (Start time: 09:10:35 AM)

Total Marks: 1

Which of the following method of outlining topic involves presenting a general statement first, followed by specific supporting statements?

Select correct option:

Direct method

Indirect method

Supporting method

Sustaining method

Top of Form

Question # 3 of 15 (Start time: 09:11:06 AM)

Total Marks: 1

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

Top of Form

Question # 4 of 15 (Start time: 09:12:03 AM)

Total Marks: 1

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

Select correct option:

Use a U-viewpoint in the opening.

Use a fast-start beginning rather than a slow beginning.

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

Keep the beginning paragraph fairly short.

Top of Form

Question # 5 of 15 (Start time: 09:13:07 AM)

Total Marks: 1

Order letters are usually written, when _____ are not available.

Select correct option:

Order reports

Order blanks

Purchase reports

Purchase slips

Top of Form

Question # 6 of 15 (Start time: 09:14:40 AM)

Total Marks: 1

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

Select correct option:

Providing all necessary information

Answering all questions asked

Giving something extra, when desirable

Using vivid, image-building words

Top of Form

Question # 7 of 15 (Start time: 09:16:06 AM)

Total Marks: 1

The letters written to book some place like room, hall etc are called:

Select correct option:

Informal social invitation letters

Reservation letters

Claim letters

Order letters

Top of Form

Question # 8 of 15 (Start time: 09:17:38 AM)

Total Marks: 1

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

Select correct option:

The message may be sent to a company relocating to a new building.

The message may be sent to an individual for being elected to an office in a social organization.

The message should focus on the receiver from start to finish.

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

Top of Form

Question # 9 of 15 (Start time: 09:19:02 AM)

Total Marks: 1

In written communication active verbs help make sentences more:

Select correct option:

Specific

Concise

Empathetic

All of the given options

Top of Form

Question # 10 of 15 (Start time: 09:19:30 AM)

Total Marks: 1

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

Select correct option:

Organizing

Drafting

Editing

Top of Form

Question # 11 of 15 (Start time: 09:20:16 AM)
Total Marks: 1
Which one of the following is most appropriate sequence for effective writing?
Select correct option:

Planning > drafting > organizing > editing > proofreading

Planning > organizing > drafting > proofreading > editing

Planning > organizing > drafting > editing > proofreading

Planning > drafting > editing > organizing > proofreading

Top of Form

Question # 12 of 15 (Start time: 09:21:22 AM)
Total Marks: 1
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.

Top of Form

Question # 13 of 15 (Start time: 09:22:22 AM)
Total Marks: 1
All of the following are Non Essential parts of a letter EXCEPT:
Select correct option:

Addressee notation

Attention line

Subject line

Complimentary close

Top of Form

Question # 14 of 15 (Start time: 09:25:14 AM)
Total Marks: 1
Diversity is important to the su ess of groups. What does it mean?

Select correct option:

- 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

Top of Form

Question # 15 of 15 (Start time: 09:26:16 AM)
Total Marks: 1

In a persuasive message, opposing ideas should be:

Select correct option:

- Cited, then refuted
- Mentioned only when necessary

Ignored

Not mentioned

Question # 1 of 15 (Start time: 09:28:39 AM)
Total Marks: 1

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

Select correct option:

Emotional appeals

- Logical appeals
- Irrational appeals
- Unreasonable appeals

Question # 2 of 15 (Start time: 09:29:09 AM)
Total Marks: 1

Bstands for:

Select correct option:

Blind carbon copy

- Blind compiled copy
- Branded carbon copy
- Branded compiled copy

Question # 3 of 15 (Start time: 09:29:30 AM)
Total Marks: 1

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

Select correct option:

Courtesy

Correctness

Conciseness

Cleanliness

Question # 4 of 15 (Start time: 09:29:49 AM)

Total Marks: 1

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

Select correct option:

Include as much specific information as possible.

Use active rather than passive verbs.

Use vivid, image-building words.

Use passive verbs.

Question # 5 of 15 (Start time: 09:30:09 AM)

Total Marks: 1

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

Top of Form

Question # 6 of 15 (Start time: 09:31:02 AM)

Total Marks: 1

Which of the following is correct about coercion, persuasion and manipulation: for persuasive messages?

Select correct option:

Are three separate categories

Are loosely connected

Are blended into each other

Are unrelated

Question # 7 of 15 (Start time: 09:32:13 AM)

Total Marks: 1

In a disappointing newsletter:

Select correct option:

It is important to apologize.

Apology can be made with reason.

No apology is offered for the decision.

None of the given options

Question # 8 of 15 (Start time: 09:33:14 AM)

Total Marks: 1

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

Select correct option:

The topic of the presentation

The date and time of presentation

The venue of the presentation

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

Top of Form

Question # 9 of 15 (Start time: 09:33:40 AM)

Total Marks: 1

Which of the following is not true of emotions?

Select correct option:

Emotions help us to enact social roles.

Emotions are learned.

Emotions are innate.

Emotions are belief systems that guide our responses to feelings.

Question # 10 of 15 (Start time: 09:34:17 AM)

Total Marks: 1

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.

Bottom of Form

Top of Form

Question # 11 of 15 (Start time: 09:34:40 AM)

Total Marks: 1

Bc is an abbreviation of which of the following?

Select correct option:

Blind copy

Branded copy

Begged copy

Before copy

Top of Form

Question # 12 of 15 (Start time: 09:35:12 AM)

Total Marks: 1

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

Select correct option:

Direct method

Callous method

Straight method

Indirect method

Top of Form

Question # 13 of 15 (Start time: 09:35:47 AM)

Total Marks: 1

Motivational appeals refer to:

Select correct option:

Values

Psychological needs

Emotions

All of the given options

Question # 14 of 15 (Start time: 09:37:01 AM)

Total Marks: 1

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 # 1 of 15 (Start time: 02:53:00 PM)

Total Marks: 1

Bc is an abbreviation of which of the following?

Select correct option:

Blind copy

Branded copy

Begged copy

Before copy

Question # 2 of 15 (Start time: 02:53:53 PM)

Total Marks: 1

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

Select correct option:

An effective claim letter contains you attitude material.

An effective claim letter presents all the facts pertinent to the situation.

An effective claim letter contains threat.

An effective claim letter makes a definite request.

Top of Form

Question # 3 of 15 (Start time: 02:54:22 PM)

Total Marks: 1

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

People expect courtesy

Top of Form

Question # 4 of 15 (Start time: 02:55:12 PM)

Total Marks: 1

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

Select correct option:

Compromise

Compulsion

Impulsion

Perception

Top of Form

Question # 5 of 15 (Start time: 02:55:43 PM)

Total Marks: 1

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

Select correct option:

Informal English

Formal English

Common English

African English

Top of Form

Question # 6 of 15 (Start time: 02:56:21 PM)

Total Marks: 1

While writing a persuasive message, which kind of beginning will be more appropriate?

Select correct option:

Begin with the catching proverb

Begin with the buffer

Begin with information that will catch the reader's attention

Begin with detailed explanation

Question # 7 of 15 (Start time: 02:57:38 PM)

Total Marks: 1

The purpose of your message will determine:

Select correct option:

How much you need to know about your reader.

How much you need to know about your idea.

How much you need to know about the background of your letter.

All of the given options

Top of Form

Question # 8 of 15 (Start time: 02:58:26 PM)

Total Marks: 1

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

Select correct option:

The message may be sent to a company relocating to a new building.

The message may be sent to an individual for being elected to an office in a social organization.

The message should focus on the receiver from start to finish.

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

Question # 9 of 15 (Start time: 02:59:36 PM)

Total Marks: 1

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

Select correct option:

Apathy

Concern

Sympathy

Curiosity

Question # 10 of 15 (Start time: 03:00:18 PM)

Total Marks: 1

Which of the following is not true of emotions?

Select correct option:

Emotions help us to enact social roles.

Emotions are learned.

Emotions are innate.

Emotions are belief systems that guide our responses to feelings.

Top of Form

Question # 11 of 15 (Start time: 03:01:00 PM)

Total Marks: 1

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

Select correct option:

Direct method

Indirect method

Supporting method

Sustaining method

Question # 12 of 15 (Start time: 03:01:39 PM)

Total Marks: 1

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 # 13 of 15 (Start time: 03:02:17 PM)

Total Marks: 1

Order letters are usually written, when _____ are not available.

Select correct option:

Order reports

Order blanks

Purchase reports

Purchase slips

Question # 14 of 15 (Start time: 03:03:30 PM)

Total Marks: 1

To begin a disappointed newsletter with a negative information, _____ a negative situation.

Select correct option:

Eases

Reduces

Complicates

Relieves

Top of Form

Question # 15 of 15 (Start time: 03:04:15 PM)

Total Marks: 1

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 # 1 of 15 (Start time: 06:50:24 PM)

Total Marks: 1

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

Select correct option:

A epting that your disappointing-news represents a firm decision

Understanding that, under the circumstances, your decision was fair and reasonable

Remain well disposed toward your business

Destroying the receiver's pride

Question # 2 of 15 (Start time: 06:50:59 PM)

Total Marks: 1

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

Select correct option:

It improves the clarity of message

It saves writing time

It enables to emphasize properly the various topics in the message

It keeps the suspense in message

Bottom of Form

Top of Form

Question # 3 of 15 (Start time: 06:51:37 PM)

Total Marks: 1

In a disappointing newsletter:

Select correct option:

It is important to apologize.

Apology can be made with reason.

No apology is offered for the decision.

None of the given options

Question # 4 of 15 (Start time: 06:52:59 PM)

Total Marks: 1

“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?

Select correct option:

Direct request letter

Indirect inquiry letter

Claim letter

Order letter

Question # 5 of 15 (Start time: 06:53:48 PM)

Total Marks: 1

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

Select correct option:

Direct method

Callous method

Straight method

Indirect method

Bottom of Form

Top of Form

Question # 6 of 15 (Start time: 06:54:27 PM)

Total Marks: 1

Bstands for:

Select correct option:

Blind carbon copy

Blind compiled copy

Branded carbon copy

Branded compiled copy

Question # 7 of 15 (Start time: 06:55:03 PM)

Total Marks: 1

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

Select correct option:

The topic of the presentation

The date and time of presentation

The venue of the presentation

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

Question # 8 of 15 (Start time: 06:55:17 PM)

Total Marks: 1

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

Select correct option:

Providing all necessary information

Answering all questions asked

Giving something extra, when desirable

Using vivid, image-building words

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

Select correct option:

Analogy

Logic

Induction

Deduction

Question # 10 of 15 (Start time: 06:55:54 PM)

Total Marks: 1
In written communication active verbs help make sentences more:
Select correct option:

Specific

Concise

Empathetic

All of the given options

Question # 11 of 15 (Start time: 06:56:16 PM)
Total Marks: 1
The letter of decline must be:
Select correct option:

Straight

Courteous

Callous

Unsympathetic

Question # 12 of 15 (Start time: 06:56:34 PM)
Total Marks: 1
All of the following functions are performed by a good buffer, EXCEPT:
Select correct option:

Expresses your appreciation for being thought of

Assures the reader of your attention to the request

Compliments the reader

Indicates your lack of understanding of the reader’s needs

Question # 13 of 15 (Start time: 06:57:02 PM)
Total Marks: 1
_____ is the language of business correspondence written for a general readership.
Select correct option:

Informal English

Formal English

Common English

African English

Bottom of Form

Top of Form

Question # 14 of 15 (Start time: 06:57:21 PM)
Total Marks: 1
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 # 15 of 15 (Start time: 06:57:50 PM)
Total Marks: 1
When applied to business messages 'correctness' means all of the following, EXCEPT:
Select correct option:

Use the right level of language

Check a uracy of words, information and data

Use correct grammar and punctuation

Check font style

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

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

- ▶ Planning Stage
- ▶ Organizing Stage
- ▶ Drafting Stage
- ▶ Body Composition Stage

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

The vocabulary of informal writing is:

- ▶ Less difficult
- ▶ Tricky
- ▶ Intricate
- ▶ All of the given options

Which one of the following is not a fallacy about resume?

- ▶ The purpose of a resume is to list all your skills and abilities.
- ▶ The more good information you present about yourself in your resume, the better.
- ▶ If you want a really good resume, have it prepared by a resume service.
- ▶ The objective of a resume is to kindle the employer interest and generate an interview.

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

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

- ▶ An opening that could detract the reader’s attention
- ▶ A section that captures the reader’s interest in the product or service you are selling
- ▶ A section designed to establish desire and conviction on the part of the reader
- ▶ A courteous, action-oriented closing

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

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

- ▶ Differ in their responses to persuasive appeals
- ▶ Differ in their levels of visible emotion
- ▶ Differ in how they regard supporting materials
- ▶ All of the given options

Which of the following methods cannot be used to capture attention in the opening paragraph of a persuasive message?

- ▶ Use of color
- ▶ Use of receiver's name
- ▶ Use of conjunction
- ▶ Use of an interjection

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

- ▶ Use sales-promotion material whenever appropriate.
- ▶ Consider using an implicit refusal rather than an explicit refusal.
- ▶ Capitalize on what you can do for the reader rather than what you cannot do.
- ▶ Use negative words or phrases

Which one of the following is NOT a common reason for disruptive behavior?

- ▶ Resistance to change.
- ▶ Resentment of the presenter.
- ▶ Repetition of behavior that is successful for the detractor.
- ▶ Reappearance of the presenter.

How do having your hands on your hips, pointing with your index finger, and pounding your fists is commonly interpreted as?

- ▶ Open or confident
- ▶ Dictatorial or arrogant
- ▶ Insecure or nervous
- ▶ Happy or pleased

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

- ▶ Articulation
- ▶ Fillers
- ▶ Inflection
- ▶ Monotone delivery

When does a presentation begin?

- ▶ 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.

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

- ▶ Spatial pattern
- ▶ Chronological pattern
- ▶ Topical pattern
- ▶ Logical pattern

When a quotation is quite long for the introduction of speech, it is suggested that the presenter may:

- ▶ Use it as it is at the beginning of the presentation
- ▶ Use it as it is at the conclusion of the presentation
- ▶ Paraphrase the quotation to avoid confusion and/or boredom
- ▶ Decide not to take advantage of the quotation

Which of the following is usually related to environmental factors that affect the communication?

- ▶ Listener barrier
- ▶ Sender barrier
- ▶ Physical barrier
- ▶ Resistance

Which of the following barriers are most often the hardest to identify and reduce or eliminate?

- ▶ Physical barriers
- ▶ Listener barriers
- ▶ Sender barriers

▶ **None of given options**

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

- ▶ Compose the message at the proper level.
- ▶ Emphasize receiver benefits.
- ▶ Choose the approach to use in the message.

▶ **Avoid making a negative impression.**

What does Communication breakdown mean?

▶ **We have been ineffective in communication.**

- ▶ We have been effective in communication.
- ▶ We have been helpful in communication.
- ▶ We physically broke communication.

Farhan talking with his friend on telephone is an example of which type of communication?

▶ **Mediated communication**

- ▶ Mass communication
- ▶ Interpersonal communication
- ▶ Intrapersonal communication

Which of the following is correct for the person who attaches meaning to a message?

▶ Channel

▶ **Receiver**

- ▶ Sender
- ▶ Encoder

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

Select correct option:

Analogy

Logic

Induction

Deduction

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

Select correct option:

Direct method

Callous method

Straight method

Indirect method

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

Select correct option:

Begin with good news

Use slow opening

Begin with explanatory details or information

Don't incorporate a you-viewpoint

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

Select correct option:

Direct approach only

Indirect approach only

Both direct and indirect approach

None of the given options

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

Select correct option:

Direct method

Callous method

Straight method

Indirect method

Which of the following calls on human reason?

Select correct option:

Emotional appeals

Logical appeals

Irrational appeals

Unreasonable appeals

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

Select correct option:

The message may be sent to a company relocating to a new building.

The message may be sent to an individual for being elected to an office in a social organization.

The message should focus on the receiver from start to finish.

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

Which of the following may decrease your chances of getting a raise?

Select correct option:

When your argument is based on longevity in an organization

When the organization cannot easily replace you

When you have volunteered and handled additional responsibilities successfully

When you have a good relationship with your boss

In a disappointing newsletter:

Select correct option:

It is important to apologize.

Apology can be made with reason.

No apology is offered for the decision.

None of the given options

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

Select correct option:

Differ in their responses to persuasive appeals

Differ in their levels of visible emotion

Differ in how they regard supporting materials

All of the given options

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

Select correct option:

Accepting that your disappointing-news represents a firm decision

Understanding that, under the circumstances, your decision was fair and reasonable

Remain well disposed toward your business

Destroying the receiver's pride

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

- Mostly long sentences
- Personal pronouns freely
- Active voice
- Contractions often

A presenter who consistently speaks at a rapid rate may be perceived as:

To be nervous

Impatient

Hurried

All of above page # 59

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

- Conciseness
- Correctness
- Consideration
- Courtesy

2. Which of the following involves grasping what the speaker means by seeing the ideas and information from his/her point of view?

- Listening
- Hearing
- Filtering

- Speaking

3. Effective communication benefits the organization by:

- Creating positive image
- Reducing cost
- Increasing employee productivity
- All of the given options

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

- Taking time to explain the visual.
- Fitting the visual to the material being discussed.
- Talking to the visual.
- None of the given options

Select the correct option upon which the presentation through visual aid depends rather than presenter:

Equipment

Literature

Feed back

Audio

5. In order to listen more effectively, you should:

- Minimize distractions
- Talk less
- Pay attention to verbal and nonverbal cues
- All of the given options

6. Effective writers visualize the _____ before starting to write.

- Story
- Reader
- Colours
- Publisher

7. What does communication breakdown mean?

- We have been ineffective in communication. Page 18
- We have been effective in communication.
- We have been helpful in communication.
- We physically broke communication.

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

- Including only relevant material

- Adding extra and unrelated information page 118
- Eliminating wordy expressions
- Avoiding unnecessary repetition

Question # 2 of 10 (Start time: 03:36:23 PM) Total Marks: 1

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

- Group members should tolerate diversity
- Group members should encourage and support diversity page # 100
- Group members should be honest in their personal views toward diversity
- Co-cultures can contribute to group dysfunction if differences dominate group goals

12. 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:

- Photographic slides
- Chalk or dry-erase boards
- Transparencies
- CD-ROM or DVD

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

- Compromise Page # 103
- Compulsion
- Impulsion
- Perception

A facial expression that reveals anxiety on speaker's face causes an audience to feel:

- Relaxed
- Anxious and uneasy
- Confident
- Sleepy

Understanding is the stage at which you learn:

Select correct option:

- What the speaker means
- How to judge a message
- Analyzing the conversation
- None of the given options

Conflicting information develops:

Select correct option:

- Mental turbulence

- Good understanding
- Psychological disorders
- Sharp thinking

Which of the following involves grasping what the speaker means by seeing the ideas and information from his/her point of view?

Select correct option:

- **Listening**
- Hearing
- Filtering
- Speaking

Self-confident individuals usually stand more erect than those:

Select correct option:

who lack confidence

who are over-confident

who are submissive

who are arrogant

Nonverbal messages are extremely important because _____.

Select correct option:

- They comprise well over half of our communication in face-to-face settings.
- They are often more reliable because they are hard to fake.
- In a number of situations, we rely on them more than on verbal cues.
- **Of all of the given reasons**

Which one of the following defines interpersonal communication as communication that occurs between people who have known each other for some time?

Select correct option:

- **Developmental view**
- Contextual view
- Relative view
- Virtual view

A presenter who speaks too loudly may be perceived as which of the following?

Select correct option:

- Bombastic
- Aggressive
- Insensitive to listeners
- **All of the given options**

Which of the following pattern is not a specific organizational pattern?

Select correct option:

- Spatial
- Chronological
- Topical
- **Deductive**

Which one of the following statement defines situational context of interpersonal communication?

Select correct option:

- It concerns your reactions to the other person.
- **It deals with the psycho-social "where" you are communicating.**
- It is who you are and what you bring to interaction.
- It deals with the physical "where" you are communicating.

The word 'communication' is derived from a Latin word 'communico', which means:

Select correct option:

- **To share**
- To respond
- To give
- To tell

Which of the following barriers are most often the hardest to identify and reduce or eliminate?

Select correct option:

- Physical barriers
- **Listener barriers**
- Sender barriers
- None of above

Thesis statement is a _____ of your speech.

Select correct option:

- **Core idea or bottom line**
- End of the speech
- Body
- Indirect statement

_____ is a process which demands that full attention be paid to the spoken material.

Select correct option:

- Speaking

- **Listening**
- Hearing
- Dialogue

Which of the following statement has biased language?

Select correct option:

- **Most Germans are direct in their communication.**
- Jews generally make good businesspeople.
- Some Japanese businesspeople cannot speak English.
- Older people generally have lower energy levels.

Poor retention either on the part of the sender or on the part of the receiver can create problems or lead to _____.

Select correct option:

- **Misunderstanding**
- Hatred
- Understanding
- Generosity

Which of the following is the first step in order to overcome communication barriers?

Select correct option:

- **To recognize the most common barriers and then, understand their negative impact on communication**
- To recognize the most common barriers and then, find the positive aspects
- To find the rare barriers and understand their negative impact
- All of the given options

Which type of communication it would be when subordinate update their superior by telling them about problems at the workplace?

Select correct option:

- **Upward**
- Horizontal
- Downward
- Group

Audience information such as age, gender, education, and socioeconomic status falls into a category known as

Select correct option:

- Profiling
- **Demographics**
- Topoi

- MYGLO

Mediated communication occurs through:

Select correct option:

- **Letters, reports, forms and interoffice memoranda**
- Letters, newspapers and radio
- Newspapers, books and TV
- TV, radio and wall chalking

It is always easier to communicate at the

Select correct option:

- **Peer level**
- Differing status
- Different position
- Different class

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

Select correct option:

- Anticipating
- Answering
- Revising
- **All of the above**

When using a story, the presenter should:

Select correct option:

- **Tell the story first, and then show how it illustrates the thesis**
- State the thesis first, and then show how the story supports the thesis
- Either option is acceptable
- Neither option is acceptable

Effective internal communication helps to increase the job

Select correct option:

- Absenteeism and depression
- Dejection and output
- Grievances and sadness
- **Satisfaction and productivity**

14. 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

15. Which of the following would be the least helpful source when conducting audience research?

- The program planner of the occasion where you are speaking
- The website of the organization that has invited you to speak
- Interviews of former members of the organization to whom you are invited to speak
- News releases highlighting the organization to whom you will be speaking

16. 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 page 83

17. Which type of communication it would be when co-workers decide to meet to deal with a problem?

- Upward
- Horizontal
- Downward
- Intrapersonal

18. Types of media used to direct information upward are:

- Reports, interoffice memos and supervisor subordinate conferences
- Letters, newspapers and radio
- Newspapers, books and interoffice memos
- TV, radio and wall chalking

19. All of the following statements are the purposes of forming an outline for a speech EXCEPT one. Which one is it?

- It helps put order to the information.
- It serves as a model to check your work.
- It serves as a guide from which to deliver your speech.
- It helps to build confusion for the listeners.

20. Which of the following is usually related to environmental factors that affect communication?

- Listener barrier

- Sender barrier
- Physical barrier
- Resistance

21. In general, there are _____ of newspaper indexes:

- Two kinds
- Three kinds
- Many kinds
- None of the given option

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

- Information about size
- Information about shape
- Information about structure
- Information about audience

23. :When centering on the audience, you start by finding _____ that enable you to identify with them.

- Rare traits
- Common traits
- Extraordinary character

24. Speaking notes for speech should be:

- Legible
- Unobtrusive
- Detailed
- Legible and unobtrusive

25. An opinion, condition, value, attitude, or feeling all of the following characteristics are express in which of the following?

- Thesis statement
- Subject of the topic
- Speech topic
- References

26. _____ itself is probably the most common barrier to effective communication.

- Language
- Information
- Speech
- Communication

27. Which of the following is a form of communication in which messages are sent to large, public, dissimilar, anonymous, distant audiences using some intermediate instrument of transfer?

- Mediated communication
- Mass communication
- Interpersonal communication
- Group communication

28. How many purposes your introduction should have:

- Two
- Three
- Four
- Five

29. Studies show that job applicants are more likely to make a favorable impression and get a job offer when:

- They let the interviewer do most of the talking.
- They talk too much.
- They talk in a loud tone.
- They talk in a low voice.

30. A simple sentence that makes a statement or expresses an attitude, opinion, condition, position, or feeling about the subject. It is called which of the following.

- Speech
- Thesis statement
- Introduction
- Outline

Select what do facial expressions, eye contact, gestures and body language tells about the speaker?

- Presentation topic
- Educational background
- Frame of mind
- Level of confidence

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

Select correct option:

- I agree with it.
- That's a very good point
- Thank you
- That's not right

31. In general, there are _____ of newspaper indexes:

- Two kinds
- Three kinds
- Many kinds
- None of the given option

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

- Courtesy
- Correctness
- Conciseness
- Cleanliness page # 106

33. While talking to your friend underneath an elm tree, you hear the sounds of birds singing and this distracts you from your conversation. What would you call it?

- Feedback
- Psychological noise
- Physical noise
- Physiological noise

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

- 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

35. Which phrase shows the key rule to make a good speech?

- To keep in mind that audiences care most about things that directly affect them. page 38
- To avoid the audience's choice and most about things that directly affects them.
- Centering on the self
- To keep in mind that idea that is presented in speech.

36. Which of the following pattern is not a specific organizational pattern?

- Spatial
- Chronological

- Topical
- Deductive page # 51

37. Which of the following is NOT a form of nonverbal communication?

- Gestures
- Facial expressions
- Appearance
- A radio interview

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

- Resistance to change
- Resentment of the presenter
- Repetition of behavior that is successful for the detractor
- Reappearance of the presenter page # 78

39. Partial or marginal listening can distort the intent of which of the following?

- Message page # 33
- Channel
- Source
- All of the given options

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

- Mostly long sentences
- Personal pronouns freely
- Active voice
- Contractions often

41. All of the following are correct about magazines except:

- Magazine articles tend to be shorter and more general.
- Magazines are a type of periodical.
- Magazines publish articles written for a general audience.
- Articles in magazines usually include bibliographies Page # 41

42. Effective writers visualize the _____ before starting to write.

- Story
- Reader
- Colours
- Publisher

43. When should you leave your name and phone number in a voice mail message?

- In the beginning
- In the middle
- In the end
- At any time, as long as you provide this information

44. Mediated communication occurs through:

- Letters, reports, forms and interoffice memoranda
- Letters, newspapers and radio page # 12
- Newspapers, books and TV
- TV, radio and wall chalking

45. 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
- Can be used to illustrate varied values
- Are usually illegal for visual aids
- Are usually not good visual aids

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

- Detour
- Delay
- Dismiss
- Drag page # 78

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

- U-formation
- T-formation
- Modified T-formation
- V-formation page # 87

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

- I agree with it.
- That's a very good point
- Thank you
- That's not right

An effective presenter uses pitch changes to indicate a change in the message. At the end of a sentence, raising the pitch signifies which of the following?

- A question Page # 58

- Statement
- Speech
- Confess

48. 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

Articulate speech is characterized by:

- Correct pronunciation and clear enunciation page # 59

- Vocal trait
- Combination of pitch and strength
- More clearly express or magnify meaning

49. 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
- Any time two or more persons influence each other
- Any collection of two or more persons

50. Which of the following are the factors involved in nonverbal communication?

- Appearance, facial expressions
- Eye contact, gestures, touch
- Posture, voice, silence, time, and space
- All of the given options page # 27

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

- Agreement
- Addition
- Objection
- Arbitrate

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

- Use the right level of language
- Check accuracy of words, information and data
- Use correct grammar and punctuation
- Check font style **page #112**

53. All of the following are the examples of touching, EXCEPT:

- Shake hand
- A hug
- A pat
- Drawing the eyebrow down

54. At what point does an introduction begin?

- It begins the moment you address the audience. **Page # 47**
- It begins at the middle of your speech.
- It begins at any moment during your speech.
- All of the given options

55. What do we call to the person who transmits the message?

- Sender **Page # 3**
- Channel
- Receiver
- Decoder

56. Which one of the following is a method of arranging information by dividing it into parts?

- Spatial pattern
- Chronological pattern
- Topical pattern **page # 53**
- Logical pattern

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

- Anticipating
- Answering

- Recording page # 69
- Rehearsing

58. All of the following statements are the purposes of forming an outline for a speech EXCEPT one. Which one is it?

- It helps put order to the information.
- It serves as a model to check your work.
- It serves as a guide from which to deliver your speech.
- It helps to build confusion for the listeners.

59. Supporting material can serve which of the following functions?

- Apply clarity
- Increase interest
- Provide proof
- All of the given options

60. The purpose of your message will determine:

- How much you need to know about your reader. Page # 121
- How much you need to know about your idea.
- How much you need to know about the background of your letter.
- All of the given options

61. Which of the following pattern is most appropriate when you used the problem/solution method?

- Spatial
- Chronological
- Topical
- Logical

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

- 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.

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

- Direct method page # 122
- Indirect method
- Supporting method
- Sustaining method

64. _____ is a process which demands that full attention be paid to the spoken material.

- Speaking
- Listening page # 33
- Hearing
- Dialogue

65. Which of the following would be a negative result of failing to analyze the audience properly?

- Assuming that gender stereotypes still hold true
- Offending audience members with a position that is contrary to their religious/moral beliefs
- Using jargon or vocabulary that is inappropriate for the audience's educational level
- All of the above

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

- Agreement
- Addition
- Objection
- Arbitrate

67. All of the following statements are the purposes of forming an outline for a speech EXCEPT one. Which one is it?

- It helps put order to the information.
- It serves as a model to check your work.
- It serves as a guide from which to deliver your speech.
- It helps to build confusion for the listeners.

68. 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

69. While preparing for effective business writing Drafting Stage involves all of the following, EXCEPT:

- Developing appropriate beginning paragraph
- Composing the body
- Developing appropriate ending paragraph
- Editing Page # 120

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

- Planning Stage
- Organizing Stage
- Drafting Stage
- Theater Stage Page # 120

71. Effective communication benefits the organization by:

- Creating positive image
- Reducing cost
- Increasing employee productivity
- All of the given options

72. Which of the following is/are example(s) of interpersonal exchange?

- Conversations
- Dialogues
- Small group discussions
- All of the given options Page # 9

73. Broadly classifying the barriers, how many kinds of communication barriers?

- Three
- Four
- Five
- more than seven

there are three kinds of communications barriers, which are: Sender-message, physical, and listener-receiver.

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

- I agree with it.
- That's a very good point
- Thank you
- That's not right

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

- Informative speech
- Ceremonial speech
- Persuasive speech
- None of the given options

76. A presenter who speaks too loudly may be perceived as which of the following?

- Bombastic
- Aggressive
- Insensitive to listeners
- All of the given options

77. What is involved in communication process?

- Idea-encoding-channel-decoding-feedback page # 4 and 5
- Idea-information- channel- receiver
- Information-channel-receiver
- Sender-receiver-channel

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

- Are the ideas of equal importance presented in a parallel manner?
- Is the sequence of the topics appropriate for the development method I am using?
- Is the sequence of the topics likely to add clarity to my message?
- Are related topics properly shuffled? Page # 124

79. How many components do self-concept has?

- Two page # 7
- Five

- Four
- Three

Self-concept is made up of two components, self-image, and self-esteem.

80. 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

81. 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

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

- Direct method
- Indirect method
- Supporting method
- Sustaining method

83. Which type of speaking relies on speaking notes?

- Manuscript
- Memorized
- Impromptu
- Extemporaneous

84. A good rule to recall when using statistics is:

- The more statistics, the better the effectiveness
- Statistics should include several places past the decimal point for effect
- Rounding and using a few key statistics is ineffective tough
- Rounding and using a few key statistics is generally most effective

85. 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

86. Which of the following is true about goodwill messages?

- Seemingly informative
- Presented to change attitudes
- Presented to change behaviors
- All of the given options

87. Intrapersonal communication processes depend on how many qualities of the communicator?

- Four Page # 7
- Five
- Eight
- More than ten

Reference:

1. Frame of reference
2. Creativity
3. Self-talk
4. Risk-taking behavior

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

- People are self-centered
- People are defensive
- People are perfect
- People expect courtesy Page # 106

89. Which of the following is not suggested for an appropriate ending of business writing?

- Keep the ending paragraph as long as circumstances allow. Page # 127
- Avoid the inclusion of negative information in the ending.
- Include reader-benefit material, if appropriate.
- State who is to perform the desired action if the action is to be performed by someone other than the reader.

90. Which of the following is(are) the example of public(s) that organizations communicate with, in external communication?

- Consumers
- Stockholders
- Government agencies
- All of the given options Page # 15

91. All of the following are the different types of EXCEPT:

- Agreement
- Fairness
- Cooperation
- Bad news Page # 158

92. All of the following are the levels of listening except:

- Active Listening
- Protective Listening
- Partial Listening
- Critical Listening page # 22

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

- Apathy
- Concern page # 106
- Sympathy
- Curiosity

94. To begin a disappointed newsletter with a negative information, _____ a negative situation.

- Eases
- Reduces
- Complicates page # 126
- Relieves

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

- Listen
- Discern
- Anticipation page # 73
- Answer

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

- Avoid the use of negative words or phrases.
- Avoid making suppositions that are not likely to occur.
- Avoid a meaningless closing.
- Avoid a neutral or buffered opening. Page # 165

97. Excitement is communicated by:

- A high-pitched voice
- Rapid rate of speaking
- Shrill voice
- All of the given options

98. Nonverbal messages are extremely important because _____.

- They comprise well over half of our communication in face-to-face settings.
- They are often more reliable because they are hard to fake.
- In a number of situations, we rely on them more than on verbal cues.
- Of all of the given reasons

Reference: -

<http://aiic.net/ViewPage.cfm/page1662.htm>

100. Order letters are usually written, when _____ are not available.

- format memo

1. All of the following are the types of periodical except:

- Journals
- Magazines
- Newspapers
- Note-cards

2. verbal communication one's physical appearance affects the _____.

- Message

- Channel
- Sender
- Status

3. What is involved in communication process?

- Idea-encoding-channel-decoding-feedback
- Idea-information- channel- receiver
- Information-channel-receiver
- Sender-receiver-channel

4. word 'intrapersonal' means:

- Within the person
- Outside the person
- Not personal
- Impersonal

5. In USA, maintaining eye contact while talking with elders show confidence, in Pakistan, it shows disrespect. What does this example depict?

- The interpretation of body language is universal.
- The interpretation of body language is not universal.
- The interpretation of body language is same worldwide.
- The interpretation of body language is global.

6. Which of the following process is the automatic psychological process of receiving aural stimuli?

- Listening
- Hearing
- Filtering
- Speaking

7. Types of media used to direct information upward are:

- Reports, interoffice memos and supervisor subordinate conferences
- Letters, newspapers and radio
- Newspapers, books and interoffice memos
- TV, radio and wall chalking

8. Which one of the following defines interpersonal communication as communication that occurs between people who have known each other for some time?

- Developmental view
- Contextual view
- Relative view
- Virtual view

9. What does frequent eye contact show?

- Tension
- Liking
- Rejection
- Boredom

10. Poor retention either on the part of the sender or on the part of the receiver can create problems or lead to _____.

- Misunderstanding
- Hatred
- Understanding
- Generosity

11. Which type of communication it would be when subordinates update their superiors by telling them about problems at the workplace?

- Upward
- Horizontal
- Downward
- Group

12. Probing is:

- Attempting to explain what the sender's statement means.
- Attempting to gain additional information, continue the discussion, or clarify a point.
- Attempting to discover completely what the sender means.
- Making a judgment about the worth of sender's statement.

13. Which of the following is the first step in order to overcome communication barriers?

- To recognize the most common barriers and then, understand their negative impact on communication
- To recognize the most common barriers and then, find the positive aspects
- To find the rare barriers and understand their negative impact
- All of the given options

14. How many categories do feedback has?

- 3
- 5
- 4
- 10

15. Which of the following is/are example(s) of interpersonal exchange?

- Conversations
- Dialogues
- Small group discussions
- All of the given options

16. How many words is average speaker's rate per minute?

- 100 to 150
- 400 to 500
- More than 500
- Countless

17. Which of the following is a form of communication in which messages are sent to large, public, dissimilar, anonymous, distant audiences using some intermediate instrument of transfer?

- Mediated communication
- Mass communication
- Interpersonal communication
- Group communication

18. Which of the following is correct about human memory?

- Not very sharp
- Reconstructive
- Poorly developed
- All of the given options

19. Which one of the following pattern is especially effective if the audience already knows that the problem exists?

- Problem/solution order
- Cause/effect order
- Deductive order
- Inductive order

20. Which of the following is not a demographic characteristic?

- Sex
- Age
- Cultural background
- Attitude

21. The term pitch refers which of the following?

- The degree of lowness of sound
- The degree of highness of sound
- The degree of highness or lowness of a sound
- All of the given options

22. All of the following are the elements of communication process. EXCEPT:

- Sender
- Message
- Channel
- Creativity

23. Which one of the following statement defines situational context of interpersonal communication?

- It concerns your reactions to the other person.
- It deals with the psycho-social "where" you are communicating. Page # 10
- It is who you are and what you bring to interaction.
- It deals with the physical "where" you are communicating.

24. All of the following are the barriers to communication, EXCEPT:

- Over communication
- Conflicting information
- Language difference

- Composing message at proper level **page # 31 & 32**

25. Which of the following involves grasping what the speaker means by seeing the ideas and information from his/her point of view?

- **Listening page # 20**
- Hearing
- Filtering
- Speaking

26. Self-confident individuals usually stand more erect than those:

- **who lack confidence page # 28**
- who are over-confident
- who are submissive
- who are arrogant

27. A presenter who speaks too loudly may be perceived as which of the following?

- Bombastic
- Aggressive
- Insensitive to listeners
- **All of the given options**

28. Which of the following pattern is not a specific organizational pattern?

- Spatial
- Chronological
- Topical
- **Deductive**

29. The word 'communication' is derived from a Latin word 'communico', which means:

- **To share**
- To respond
- To give
- To tell

30. Which of the following barriers are most often the hardest to identify and reduce or eliminate?

- Physical barriers

- Listener barriers page # 35

- Sender barriers
- None of above

31. _____ is a process which demands that full attention be paid to the spoken material.

- Speaking
- Listening
- Hearing
- Dialogue

32. Which of the following statement has biased language?

- Most Germans are direct in their communication.
- Jews generally make good businesspeople.
- Some Japanese businesspeople cannot speak English.
- Older people generally have lower energy levels.

33. All of the following are the categories of feedback, except:

- Evaluation
- Interpretation
- Probing
- Noise

34. Articulate speech is characterized by:

- Correct pronunciation and clear enunciation
- Vocal trait
- Combination of pitch and strength
- More clearly express or magnify meaning

35. Which of the following pattern is most appropriate when you used the problem/solution method?

- Spatial
- Chronological
- Topical
- Logical

36. Where does immediacy come from during a presentation?

- Looking at your notes

- Standing
- Dressing with authority
- Making eye contact

37. Which one of the following is a method of arranging information by dividing it into parts?

- Spatial pattern
- Chronological pattern
- Topical pattern
- Logical pattern

38. All of the following are the levels of communication. EXCEPT:

- Intrapersonal Communication
- Interpersonal Communication
- Mediated Communication
- Frame Communication

39. Which of the following is the first step in order to overcome communication barriers?

- To recognize the most common barriers and then, understand their negative impact on communication
- To recognize the most common barriers and then, find the positive aspects
- To find the rare barriers and understand their negative impact
- All of the given options

40. Audience information such as age, gender, education, and socioeconomic status falls into a category known as

- Profiling
- Demographics
- Topoi
- MYGLO

41. Jumps to conclusions. This is an example of:

- Listener barrier
- Sender barrier
- Physical barrier
- Noise

42. Mediated communication occurs through:

- Letters, reports, forms and interoffice memoranda
- Letters, newspapers and radio
- Newspapers, books and TV
- TV, radio and wall chalking

43. It is always easier to communicate at the _____.

- Peer level
- Differing status
- Different position
- Different class

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

- Anticipating
- Answering
- Revising
- All of the above

45. Which one of the following is a planned and rehearsed speech that uses different words during rehearsals?

- Manuscript speech
- Memorized speech
- Impromptu speech
- Extemporaneous speech

46. All of the following are correct about magazines except:

- Magazine articles tend to be shorter and more general.
- Magazines are a type of periodical.
- Magazines publish articles written for a general audience.
- Articles in magazines usually include bibliographies

47. _____ can also seriously impede the transmission of ideas.

- Tolerance
- Broadsides
- Prejudice
- Acceptance

48. Which of the following involves grasping what the speaker means by seeing the ideas and information from his/her point of view?

- Listening
- Hearing
- Filtering
- Speaking

49. Effective internal communication helps to increase the job _____.

- Absenteeism and depression
- Dejection and output
- Grievances and sadness
- Satisfaction and productivity

50. On the average, how faster a person can think than the listener can talk?

- Ten times
- Five times
- Four times
- Three times

51. An effective presenter uses pitch changes to indicate a change in the message. At the end of a sentence, raising the pitch signifies which of the following?

- A question
- Statement
- Speech
- Confess

52. Fillers _____ the continuity of communication.

- Develop
- Emphasize
- Interrupt
- Build up

54. All of the following are the purposes of introduction except:

- Getting the audience's attention
- Introducing your thesis
- Establishing your rapport or credibility with the audience
- Avoid to the audience

55. Business associates can be a helpful source for:

- Identifying probable questions and objections
- Can reveal questions and concerns
- It is helpful to recall the questions
- None of the given options

56. What is involved in communication process?

- Idea-encoding-channel-decoding-feedback
- Idea-information- channel- receiver
- Information-channel-receiver
- Sender-receiver-channel

58. Which one of the following defines interpersonal communication as communication that occurs between people who have known each other for some time?

- Developmental view
- Contextual view
- Relative view
- Virtual view

59. _____ is a process which demands that full attention be paid to the spoken material.

- Speaking
- Listening
- Hearing
- Dialogue

60. Which of the following pattern is most appropriate when you used the problem/solution method?

- Spatial
- Chronological
- Topical
- Logical

61. Which one of the following is an interpersonal need to exercise leadership and prove one's abilities?

- Inclusion
- Control
- Affection
- Power

62. In general, there are _____ of newspaper indexes:

- Two kinds
- Three kinds
- Many kinds
- None of the given option

63. Partial or marginal listening can distort the intent of which of the following?

- Message
- Channel
- Source
- All of the given options

64. The quality of tone is a combination of which of the following?

- Pitch, strength and character
- Pitch, strength and volume
- Volume, rate and fillers
- Fillers, character and volume

65. All of the following are the levels of listening except:

- Active Listening
- Protective Listening
- Partial Listening
- Critical Listening

66. Which of the following process is the automatic psychological process of receiving aural stimuli?

- Listening
- Hearing
- Filtering
- Speaking

Question No: 37 (Marks: 1) - Please choose one

Which of the following is usually related to environmental factors that affect the communication?

- ▶ Listener barrier
- ▶ Sender barrier
- ▶ **Physical barrier**
- ▶ Resistance

Question No: 38 (Marks: 1) - Please choose one

Which of the following barriers are most often the hardest to identify and reduce or eliminate?

- ▶ Physical barriers
- ▶ Listener barriers
- ▶ Sender barriers
- ▶ **None of given options**

Question No: 39 (Marks: 1) - Please choose one

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

- ▶ **Compose the message at the proper level.**
- ▶ Emphasize receiver benefits.
- ▶ Choose the approach to use in the message.
- ▶ Avoid making a negative impression.

Question No: 40 (Marks: 1) - Please choose one

What does Communication breakdown mean?

- ▶ **We have been ineffective in communication.**
- ▶ We have been effective in communication.
- ▶ We have been helpful in communication.
- ▶ We physically broke communication.

Question No: 41 (Marks: 1) - Please choose one

Farhan talking with his friend on telephone is an example of which type of communication?

- ▶ **Mediated communication**
- ▶ Mass communication
- ▶ Interpersonal communication
- ▶ Intrapersonal communication

Question No: 42 (Marks: 1) - Please choose one

Which of the following is correct for the person who attaches meaning to a message?

- ▶ Channel

- ▶ Receiver
- ▶ Sender
- ▶ Encoder

68. Bcc stands for: <http://www.vuaskari.com/>

- **Blind carbon copy**
- Blind compiled copy
- Branded carbon copy
- Branded compiled copy

69. While writing a letter to inquire about the people, one should keep in mind all of the following, except: <http://www.vuaskari.com/>

- 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

1. How we can better our communication skills by Cost reduction? Explain (5 marks)

2. Discuss the demographic factors? (5 marks)

3. Discuss the different source of information that is used to collect information

Question: <http://www.vuaskari.com/>

Intrapersonal communication processes depend upon communicators of the following qualities

Frame of reference

- Creativity
- Self-talk
- **All of the above.**

Question: <http://www.vuaskari.com/>

If a person is communicating with his friend on telephone then it will be:

- Intrapersonal communication
- **Mass communication**
- Mass communication
- None of the above

Question: <http://www.vuaskari.com/>

Which one of the following statement is correct about communication?

- Communication can solve all problems.
- Communication skills are not learnt.
- **Communication is dynamic, not static.**
- Communication is just an information transfer.

Question:

Which one of the following is not a part of electronic media?

- Radio
- Television
- Film
- **Brochure**

Question: <http://www.vuaskari.com/>

Downward communication flows from people at higher levels to those at lower levels in an organization. Primary function of downward communication is to provide:

- Organizational policies and procedures
- Feedback about employees' performance
- Organizational goals and objectives
- **All of the above.**

Question: <http://www.vuaskari.com/>

Which one of the following is a mass medium of communication?

- Television
- Radio
- Newspaper
- **All of the above**

Question: <http://www.vuaskari.com/>

The five steps involved in a communication process appear in a specific order. Which one of the following is the right order?

- IdeaàChannelàEncodingàDecodingàFeedback
- **Ideaà EncodingàChannelàDecodingàFeedback**
- ChannelàIdeaàEncodingàFeedbackàdecoding
- IdeaàDecodingàChannelàEncodingàfeedback

Question:

Probing in a communication process is:

- **An attempt to gain additional information**
- Making judgments
- An attempt to explain what the sender meant
- None of the above

Question: <http://www.vuaskari.com/>

Self Talk is also called as:

- Mediated communication
- Interpersonal communication
- **Imagined communication**
- Person-Group communication

Question: <http://www.vuaskari.com/>

Creating and holding a mental image of the person with whom you are conversing by telephone will:

- Give the impression the other person is important.
- **Help you keep the conversation focused on the other person.**

- Make your voice sound professional.
- Minimize the potential for in-person interruptions.

Question: <http://www.vuaskari.com/>

The person who attaches meaning to a message is called:

- Sender
- Encoding
- Transmitter
- **Receiver**

Question:

The eye is capable of processing 500-million bits of information per second, however the brain can only compute about _____ bits of information per second.

- 400
- **500**
- 600
- 650

Question: <http://www.vuaskari.com/>

_____ is an automatic psychological process of receiving aural stimuli.

- Listening
- **Hearing**
- Speaking
- None of these

Question: <http://www.vuaskari.com/>

Some misconceptions about communication are

- Communication solves all problems
- Communication physically breaks down
- The meaning we attach to a word will be the meaning everyone else attaches to
- **All of the given options**

Question:

Specialized vocabulary is known as:

- Equivocal terms
- **Jargon**
- Trigger words
- Biased language

Question: <http://www.vuaskari.com/>

A thesis statement is a _____ in sentence form

- **Declarative statement**
- Direct statement
- Indirect statement
- Straight statement

Question: <http://www.vuaskari.com/>

_____ is a sentence that does not express the feeling, conditions, opinions and attitude.

- Thesis statement.
- Indirect statement
- Direct statement
- **Straight statement**

Question: <http://www.vuaskari.com/>

A _____ is a strong statement designed to evoke a powerful emotional response.

- **Startling statement**
- Indirect statement.
- Direct statement
- Straight statement

Question:

All of the following are the tools for getting audience attention, except:

- Startling statement
- Stories
- Rhetorical questions
- **Conclusion**

Question:

Deductive and inductive are the types of _____ order. <http://www.vuaskari.com/>

- Spatial
- Chronological
- Topical
- **Logical**

Question: <http://www.vuaskari.com/>

In which speech, speaker does not have time to analyze the audience

- Manuscript
- Memorized
- **Impromptu**
- Extemporaneous

Question: <http://www.vuaskari.com/>

If your objective is to train a new computer consultant, what will be your general goal or general purpose

- **To inform**
- To persuade
- To teach
- To entertain

Question:

Which of the following statement explains mediated communication?

- Mediated communication occurs when two (or a few) people use loud speaker to
- **Mediated communication occurs when two (or a few) people use some**
- Mediated communication occurs when people try to communicate at mass level.
- Mediated communication occurs when a group of people uses email to send

Question:

When superiors provide directions to their subordinates regarding what to do, this is known as a type of _____ communication.

- Upward
- Horizontal
- **Downward**
- Lateral

Question:

After listening to Ayesha's long speech, Beenish told her what she understood from her long talk. Which form of listening it is? <http://www.vuaskari.com/>

- Empathic listening
- Critical listening
- **Active listening**
- Preferential listening

Question:

When working to create and maintain a favorable relationship with a receiver, a sender should: <http://www.vuaskari.com/>

- Do just what the receiver expects.
- Impress the receiver by using technical terms.
- Stress mutual interests and benefits.
- **Use positive wording.**

Question: <http://www.vuaskari.com/>

If a manager asks his assistant to compile a report on the overall performance of the department, which forms of communication it, will be?

- Upward communication
- Intrapersonal communication
- **Downward communication**
- Lateral communication

Question: <http://www.vuaskari.com/>

Drafting stage starts after

- Planning
- Organizing
- **Both 1 and 2**
- None

Question:

Which is NOT true for creating effective opening paragraph? <http://www.vuaskari.com/>

- Keep the beginning paragraph fairly short.
- Use a you-viewpoint in the opening
- Make sure the beginning is appropriate for the reader
- **Don't consider your reader**

Question:

Ending paragraph provides you the opportunity to

- Concentrate on the action you desire the reader to

- Show courtesy towards the reader.

• **Both 1 and 2**

- None of above

Question: <http://www.vuaskari.com/>

Ending paragraph provides you the opportunity to

- Concentrate on the action you desire the reader to
- Show courtesy towards the reader.

• **Both 1 and 2**

- None of above

Question:

Audience information i.e. age, gender, education, occupation and socioeconomic status falls into the category: <http://www.vuaskari.com/>

• **Demographic factors**

- Psychographic factors
- Geographic factors
- All of the given options

Question:

Generally there are _____ kinds of newspaper indexes

• **Three**

- Four
- Five
- None of the given options.

Question # 1 of 15

Which one of the following is a planned and rehearsed speech that uses different words during rehearsals? <http://www.vuaskari.com/>

- Manuscript speech
- Memorized speech
- Impromptu speech
- **Extemporaneous speech**

Question # 2 of 15

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

- **U-formation**
- T-formation
- Modified T-formation
- **V-formation**

Question # 4 of 15

Which type of speaking relies on speaking notes? <http://www.vuaskari.com/>

- **Manuscript**
- Memorized

- Impromptu
- Extemporaneous

Question # 5 of 15

Which of the following option of anticipating part of speech can reveal questions and concerns that may be raised during presentation? <http://www.vuaskari.com/>

- Previous experience
- Common concerns
- **Planning**
- Input from associates

Question # 6 of 15

A good rule to recall when using statistics is: <http://www.vuaskari.com/>

- The more statistics, the better the effectiveness
- Statistics should include several places past the decimal point for effect
- Rounding and using a few key statistics is ineffective
- **Rounding and using a few key statistics is generally most effective**

Question # 7 of 15

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

- Anticipating
- Answering
- Revising
- **All of the above**

Question # 8 of 15 <http://www.vuaskari.com/>

How many purposes your introduction should have:

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

Question # 9 of 15 <http://www.vuaskari.com/>

Which of the following refers to the degree of highness or lowness of a sound?

- **Pitch**
- Speed
- Volume
- Rate

Question # 10 of 15

When does a presentation begin? <http://www.vuaskari.com/>

- **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 # 12 of 15

A presenter who consistently speaks at a rapid rate may be perceived as:

- To be nervous
- Impatient
- Hurried
- **All of above**

Question # 13 of 15 <http://www.vuaskari.com/>

Which of the following pattern is not a specific organizational pattern?

- Spatial
- Chronological
- Topical
- **Deductive**

Question # 14 of 15 <http://www.vuaskari.com/>

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

- **Articulation**
- Fillers
- Inflection
- Monotone delivery

Question # 15 of 15 <http://www.vuaskari.com/>

All of the following are the purposes of introduction except:

<http://www.vuaskari.com/>

- Getting the audience's attention
- Introducing your thesis
- Establishing your rapport or credibility with the audience
- **Avoid to the audience**

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

When people ask you for information and you can't honor the request, you may answer with: <http://www.vuaskari.com/>

- ▶ Direct approach only
- ▶ Indirect approach only
- ▶ None of the given options
- ▶ **Both direct and indirect approach**

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

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

Question No: 3 (Marks: 1) - Please choose one <http://www.vuaskari.com/>

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

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

The letters written to book some place like room, hall etc are called: <http://www.vuaskari.com/>

- ▶ **Informal social invitation letters**
- ▶ Reservation letters
- ▶ Claim letters
- ▶ Order letters

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

Which of the following is not suggested for an appropriate ending of business writing (request letters)? <http://www.vuaskari.com/>

- ▶ **Keep the ending paragraph as long as circumstances allow.**
- ▶ State who is to perform the desired action if the action is to be performed by someone other than the reader.
- ▶ Include reader-benefit material, if appropriate.
- ▶ Avoid the inclusion of negative information in the ending.

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

In a direct request letter, request can be presented in: <http://www.vuaskari.com/>

- ▶ Middle paragraph
- ▶ Closing sentence
- ▶ **First sentence**
- ▶ Closing paragraph

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

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

- ▶ Planning Stage
- ▶ Organizing Stage
- ▶ Drafting Stage
- ▶ **Body Composition Stage**

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

While preparing for effective business writing Drafting Stage involves all of the following EXCEPT: <http://www.vuaskari.com/>

- ▶ Develop appropriate beginning paragraph
- ▶ Compose the body
- ▶ Develop appropriate ending paragraph
- ▶ **Editing**

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

Which of the following is NOT a result of incomplete messages? <http://www.vuaskari.com/>

- ▶ Loss of goodwill
- ▶ Loss of valued customers
- ▶ Loss of sales
- ▶ **Gaining the good name**

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

“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.
- ▶ His GPA was good in 2000.
- ▶ He got a good score in his MBA Program.
- ▶ **All of the given options**

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

The vocabulary of informal writing is: <http://www.vuaskari.com/>

- ▶ **Less difficult**
- ▶ Tricky
- ▶ Intricate
- ▶ All of the given options

Question No: 12 (Marks: 1) - Please choose one <http://www.vuaskari.com/>

Which one of the following is not a fallacy about resume?

- ▶ The purpose of a resume is to list all your skills and abilities.
- ▶ The more good information you present about yourself in your resume, the better.
- ▶ If you want a really good resume, have it prepared by a resume service.
- ▶ **The objective of a resume is to kindle the employer interest and generate an interview.**

Question No: 13 (Marks: 1) - Please choose one <http://www.vuaskari.com/>

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

- ▶ **An opening that could detract the reader's attention**
- ▶ A section that captures the reader's interest in the product or service you are selling
- ▶ A section designed to establish desire and conviction on the part of the reader

- ▶ A courteous, action-oriented closing

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

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

- ▶ Differ in their responses to persuasive appeals
- ▶ Differ in their levels of visible emotion
- ▶ Differ in how they regard supporting materials
- ▶ **All of the given options**

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

When scientists note that the average temperature is rising each year in Sydney, Cairo, Tokyo, and other major cities, they conclude that the entire globe is warming up. Which form of reasoning are they using? <http://www.vuaskari.com/>

- ▶ Emotional
- ▶ Narrative
- ▶ **Deductive**
- ▶ Inductive

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

What do motivational appeals refer to?

- ▶ Emotions
- ▶ **All of the given options**
- ▶ Values
- ▶ Psychological needs

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

Which of the following methods cannot be used to capture attention in the opening paragraph of a persuasive message? <http://www.vuaskari.com/>

- ▶ Use of color
- ▶ Use of receiver's name
- ▶ Use of conjunction
- ▶ **Use of an interjection**

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

Which of the following must NOT be adopted in preparing disappointing news messages? <http://www.vuaskari.com/>

- ▶ Use sales-promotion material whenever appropriate.
- ▶ Consider using an implicit refusal rather than an explicit refusal.
- ▶ Capitalize on what you can do for the reader rather than what you cannot do.
- ▶ **Use negative words or phrases.**

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

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

- ▶ Compliments the reader <http://www.vuaskari.com/>

- ▶ Expresses your appreciation for being thought of
- ▶ Assures the reader of your attention to the request
- ▶ Indicates your lack of understanding of the reader's needs

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

All of the following is achieved by adopting audience centered tone in a disappointing news message, EXCEPT: <http://www.vuaskari.com/>

- ▶ Accepting that your disappointing-news represents a firm decision
- ▶ Understanding that, under the circumstances, your decision was fair and reasonable
- ▶ Remain well disposed toward your business
- ▶ Destroying the receiver's pride

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

Which of the following is true about goodwill messages?

- ▶ Seemingly informative <http://www.vuaskari.com/>
- ▶ Presented to change attitudes
- ▶ Presented to change behaviors
- ▶ All of the given options

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

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.
- ▶ Your business is appreciated.
- ▶ You may be interested in upgrading your internal memory with our inexpensive chips.

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

The direct plan can be used for: <http://www.vuaskari.com/>

- ▶ Sales messages
- ▶ Request refusals
- ▶ Claims
- ▶ None of the Given

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

Bc is an abbreviation of which of the following?

- ▶ Blind copy
- ▶ Branded copy
- ▶ Begged copy
- ▶ Before copy

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

Which of the following method of outlining topic presents the specific information first, followed by the conclusion? <http://www.vuaskari.com/>

- ▶ **Direct method**
- ▶ Indirect method
- ▶ Supporting method
- ▶ Sustaining method

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

While preparing for effective business writing Planning Stage involves all of the following EXCEPT: <http://www.vuaskari.com/>

- ▶ Determine your purpose
- ▶ Consider your reader
- ▶ Determine the appropriate content
- ▶ **Choose your clothes**

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

Example of small group through put processes include:

- ▶ Solutions and decisions
- ▶ Group members' personal satisfaction
- ▶ Group norms
- ▶ **Group members' abilities and skills**

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

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

- ▶ Group members should tolerate diversity <http://www.vuaskari.com/>
- ▶ 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 No: 29 (Marks: 1) - Please choose one

Visual aids perform which of the following functions? <http://www.vuaskari.com/>

- ▶ Emphasizing important points
- ▶ **Illustrating how things work**
- ▶ Illustrating how things are related to one another
- ▶ All of the given options

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

Which of the following information is true for bar charts, simple column charts and multi-column charts? <http://www.vuaskari.com/>

- ▶ All can be used effectively for the same purpose
- ▶ **Can be used to illustrate varied values**
- ▶ Are usually not good visual aids
- ▶ All of the given options

Question No: 31 (Marks: 1) - Please choose one

Which one of the following is NOT a common reason for disruptive behavior?

- ▶ Resistance to change. <http://www.vuaskari.com/>
- ▶ Resentment of the presenter.
- ▶ Repetition of behavior that is successful for the detractor.
- ▶ **Reappearance of the presenter.**

Question No: 32 (Marks: 1) - Please choose one

How do having your hands on your hips, pointing with your index finger, and pounding your fists is commonly interpreted as?

- ▶ Open or confident
- ▶ Dictatorial or arrogant
- ▶ **Insecure or nervous**
- ▶ Happy or pleased

Question No: 33 (Marks: 1) - Please choose one

When does a presentation begin? <http://www.vuaskari.com/>

- ▶ **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 No: 34 (Marks: 1) - Please choose one

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

- ▶ **Articulation**
- ▶ Fillers
- ▶ Inflection
- ▶ Monotone delivery

Question No: 35 (Marks: 1) - Please choose one

Which one of the following is a method of arranging information by dividing it into parts? <http://www.vuaskari.com/>

- ▶ Spatial pattern
- ▶ Chronological pattern
- ▶ **Topical pattern**
- ▶ Logical pattern

Question No: 36 (Marks: 1) - Please choose one

When a quotation is quite long for the introduction of speech, it is suggested that the presenter may: <http://www.vuaskari.com/>

- ▶ **Use it as it is at the beginning of the presentation**
- ▶ Use it as it is at the conclusion of the presentation
- ▶ Paraphrase the quotation to avoid confusion and/or boredom
- ▶ Decide not to take advantage of the quotation

Question No: 37 (Marks: 1) - Please choose one

Which of the following is usually related to environmental factors that affect the communication?<http://www.vuaskari.com/>

- ▶ Listener barrier
- ▶ Sender barrier
- ▶ **Physical barrier**
- ▶ Resistance

Question No: 38 (Marks: 1) - Please choose one

Which of the following barriers are most often the hardest to identify and reduce or eliminate?<http://www.vuaskari.com/>

- ▶ Physical barriers
- ▶ Listener barriers
- ▶ Sender barriers
- ▶ **None of given options**

Question No: 39 (Marks: 1) - Please choose one

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

- ▶ Compose the message at the proper level.
- ▶ Emphasize receiver benefits.
- ▶ Choose the approach to use in the message.
- ▶ **Avoid making a negative impression.**

Question No: 40 (Marks: 1) - Please choose one

What does Communication breakdown mean?<http://www.vuaskari.com/>

- ▶ **We have been ineffective in communication.**
- ▶ We have been effective in communication.
- ▶ We have been helpful in communication.
- ▶ We physically broke communication.

Question No: 41 (Marks: 1) - Please choose one

Farhan talking with his friend on telephone is an example of which type of communication?<http://www.vuaskari.com/>

- ▶ **Mediated communication**
- ▶ Mass communication
- ▶ Interpersonal communication
- ▶ Intrapersonal communication

Question No: 42 (Marks: 1) - Please choose one

Which of the following is correct for the person who attaches meaning to a message?<http://www.vuaskari.com/>

- ▶ Channel
- ▶ Receiver

► **Sender**

► Encoder

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

All of the following are the levels of communication, except:

- Intrapersonal Communication
- Mediated Communication
- Interpersonal Communication
- **Frame Communication**

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

Which of the following statement about body language is NOT correct?

- A person's posture communicates a message. <http://www.vuaskari.com/>
- **Body language may change the meaning of a verbal message.**
- Feedback from body language is quicker than feedback from a written message.
- The interpretation of body language is universal.

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

_____ is a process which demands that full attention be paid to the spoken material.

- Speaking
- **Listening**
- Hearing
- Writing

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

Which of the following is usually related to environmental factors that affect the communication? <http://www.vuaskari.com/>

- Listener barrier
- Sender barrier
- **Physical barrier**
- Resistance

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

Which of the following is not a demographic characteristic? <http://www.vuaskari.com/>

- Sex
- Age
- Cultural background

- **Attitude**

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

A thesis statement is a/an _____ in sentence form.

- Direct statement
- Indirect statement

- **Declarative statement**

- Straight statement

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

All of the following are the main points that are kept in mind while developing thesis,

EXCEPT: <http://www.vuaskari.com/>

- Clear
- Logical
- Equal in value

- **Ambiguity**

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

_____ refers to the degree of highness or lowness of a sound.

- **Pitch**

- Speed
- Volume
- Rate

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

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

- To inform
- **To persuade**
- To teach
- To entertain

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

Which of the following is NOT used in oral speaking style? <http://www.vuaskari.com/>

- **Mostly long sentences**

- Personal pronouns freely
- Active voice
- Contractions often

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

It is not advisable to revise content of the speech to incorporate anticipated questions if following conditions exist, except:

- If doing so would interfere with the continuity of the message.
- If the time available for the presentation is limited.
- If the issue is potentially controversial and may not occur to an audience unless the presenter brings it up.

- **If doing so would facilitate the audience. Page#70**

Question No: 12 (Marks: 1) - Please choose one <http://www.vuaskari.com/>

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

- Listen
- Discern
- **Anticipation**
- Answer

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

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

- Design over content
- Overly complex presentations
- **Poorly conceived messages**
- Simplistic presentations

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

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

With regard to citing supporting materials which one of the following information is correct?<http://www.vuaskari.com/>

- It is not necessary to cite the source of photos found on Google.com
- There are no restrictions to using material found on Google.com
- Images found on the Internet must be cited just as any other source
- **None of the given options**

Question No: 16 (Marks: 1) - Please choose one<http://www.vuaskari.com/>

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

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

When do you think groups, rather than individuals working alone, should be used to solve a problem?<http://www.vuaskari.com/>

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

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

- Courtesy
- Correctness
- Conciseness
- **Cleanliness**

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

What is at the core of correctness? <http://www.vuaskari.com/>

- Proper grammar
- Punctuation
- Spelling

• **All of the given options**

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

Which of the following method is generally preferred when presenting positive or goodnews information? <http://www.vuaskari.com/>

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

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

Bc is an abbreviation of which of the following?

- **Blind copy**
- Branded copy
- Begged copy
- Before copy

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

Due to which one of the following reasons the claim letter differs from other positive and neutral messages using the direct plan? <http://www.vuaskari.com/>

- Contains a sales appeal.
- Have its explanation omitted.
- Places blame on the receiver.
- **Contains negative information.**

Reference: In most of the cases, person who sends a claim letter does not look happy & satisfied with the product or service. Therefore, the tone of the message does not seem very positive.

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

The direct plan can be used for: <http://www.vuaskari.com/>

- Sales messages

- Request refusals
- **Claims**
- None of the given options

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

What type of goodwill message is most likely to use an RSVP? <http://www.vuaskari.com/>

- Condolence
- **Invitation**
- Appreciation
- Holiday greeting

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

Which of the following is true about goodwill messages?

- Seemingly informative
- Presented to change attitudes
- Presented to change behaviors
- **All of the given options**

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

With the use of which of the following, we reason from specific evidence to specific evidence? <http://www.vuaskari.com/>

- **Analogy**
- Logic
- Induction
- Deduction

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

When asking for a raise, which one among the following is important to remember?

- Effort is to be rewarded
- **Non-cash benefits may be of value if a raise is not feasible**
- The length of employment is a great bargaining tool in asking for a raise
- Emotional appeals can help in getting a positive response to the request

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

Which of the following is correct about coercion, persuasion and manipulation in persuasive messages? <http://www.vuaskari.com/>

- **Are three separate categories**
- Are loosely connected
- Are blended into each other
- Are unrelated

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

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

- **An opening that could detract the reader's attention**
- A section that captures the reader's interest in the product or service you are selling
- A section designed to establish desire and conviction on the part of the reader

- A courteous, action-oriented closing

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

Which of the following is a guideline for writing sales letter?

- Place your clients' needs first
- Listen to your clients
- Emphasize features, not benefits
- Place your clients' needs first and listen to your clients

Question No: 31 (Marks: 1) - Please choose one

Which one of the following is not a fallacy about resume?

- The purpose of a resume is to list all your skills and abilities.
- The more good information you present about yourself in your resume, the better.
- If you want a really good resume, have it prepared by a resume service.
- **The objective of a resume is to kindle the employer interest and generate an interview.**

Question No: 32 (Marks: 1) - Please choose one

This of the following emphasizes a list of skills and accomplishments, identifying employers and academic experience in subordinate sections? <http://www.vuaskari.com/>

- **Functional resume page#190**
- Chronological resume
- Logical resume
- Emotional resume

Question No: 33 (Marks: 1) - Please choose one

The vocabulary of informal writing is: <http://www.vuaskari.com/>

- **Less difficult page#112**
- Tricky
- Intricate
- All of the given options

Question No: 34 (Marks: 1) - Please choose one

Getting the meaning from your head into the head of your reader accurately is the purpose of: <http://www.vuaskari.com/>

- Conciseness
- Ambiguity
- **Clarity page#114**
- None of the given options

Question No: 35 (Marks: 1) - Please choose one

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

- Determine your purpose
- Consider your reader
- Choose your idea
- **Proofreading**

Question No: 36 (Marks: 1) - Please choose one

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**

Question No: 37 (Marks: 1) - Please choose one

Which of the following is NOT the stage of effective business writing? <http://www.vuaskari.com/>

- Planning Stage
- Organizing Stage
- Drafting Stage
- **Body Composition Stage**

Question No: 38 (Marks: 1) - Please choose one

Which of the following is not suggested for an appropriate ending of business writing? (request letters)? <http://www.vuaskari.com/>

- **Keep the ending paragraph as long as circumstances allow.**
- State who is to perform the desired action if the action is to be performed by someone other than the reader.
- Include reader-benefit material, if appropriate.
- Avoid the inclusion of negative information in the ending.

Question No: 39 (Marks: 1) - Please choose one

Bcc stands for:

- **Blind carbon copy**
- Blind compiled copy
- Branded carbon copy
- Branded compiled copy

Question No: 40 (Marks: 1) - Please choose one

Writing a letter to inquire about people involve two considerations. First is the need to respect the rights legal and moral; second is: <http://www.vuaskari.com/>

- **The need to structure the questions around the job involved**
- The need to structure the questions according to your own personality and frame of mind
- The need to structure the questions keeping in mind the organization you are writing to
- The need to structure the questions with heavy vocabulary

Question No: 41 (Marks: 1) - Please choose one

Order letters are usually written when _____ are not available.

- Order reports
- **Order blanks**
- Purchase reports
- Purchase slips

Question No: 42 (Marks: 1) - Please choose one

The letters written to book some place like room, hall etc are called:

• **Informal social invitation letters**<http://www.vuaskari.com/>

- Reservation letters
- Claim letters
- Order letters

Words in English language have inherent meanings.

- True
- **False**

If you make your nonverbal communication intentional, it is not likely to be misperceived..

- **True**
- False

Ref: Any nonverbal code can be misinterpreted, even if you intend a certain meaning.

One's facial area (eyes, eye brows, forehead, mouth, and chin) is more capable of communicating nonverbally than any other part of the human body.

- **True**
- False

When you think, you use interpersonal communication.

- True
- **False**

Reference: **when we think we use intrapersonal communication**

Words in English language have inherent meanings.

- True
- **False**

Ref: All language is arbitrary and only have the meanings people give them.

Communication is a skill we are born with.

- **True**
- False

If you make your nonverbal communication intentional, it is not likely to be misperceived..

- **False**
- True

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

When people ask you for information and you can't honor the request, you may answer with:<http://www.vuaskari.com/>

- ▶ Direct approach only
- ▶ Indirect approach only
- ▶ None of the given options

► **Both direct and indirect approach**

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

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

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

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 <http://www.vuaskari.com/>

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

The letters written to book some place like room, hall etc are called:

► **Informal social invitation letters**

- Reservation letters
- Claim letters
- Order letters

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

Which of the following is not suggested for an appropriate ending of business writing (request letters)? <http://www.vuaskari.com/>

► **Keep the ending paragraph as long as circumstances allow.**

- State who is to perform the desired action if the action is to be performed by someone other than the reader.
- Include reader-benefit material, if appropriate.
- Avoid the inclusion of negative information in the ending.

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

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

<http://www.vuaskari.com/>

- Middle paragraph
- Closing sentence

► **First sentence**

- Closing paragraph

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

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

- Planning Stage
- Organizing Stage
- Drafting Stage

► **Body Composition Stage**

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

While preparing for effective business writing Drafting Stage involves all of the following EXCEPT: <http://www.vuaskari.com/>

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

► **Editing**

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

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

- Loss of goodwill
- Loss of valued customers
- Loss of sales

► **Gaining the good name**

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

“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? <http://www.vuaskari.com/>

- His GPA was 3.9 on a four point scale.
- His GPA was good in 2000.
- He got a good score in his MBA Program.

► **All of the given options**

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

The vocabulary of informal writing is:

- **Less difficult**
- Tricky
- Intricate
- All of the given options <http://www.vuaskari.com/>

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

Which one of the following is not a fallacy about resume?

- The purpose of a resume is to list all your skills and abilities.

- ▶ The more good information you present about yourself in your resume, the better.
- ▶ If you want a really good resume, have it prepared by a resume service.
- ▶ The objective of a resume is to kindle the employer interest and generate an interview.

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

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

- ▶ An opening that could detract the reader's attention
- ▶ A section that captures the reader's interest in the product or service you are selling
- ▶ A section designed to establish desire and conviction on the part of the reader
- ▶ A courteous, action-oriented closing

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

Where do cultural styles of audience in persuasion tend to differ? <http://www.vuaskari.com/>

- ▶ Differ in their responses to persuasive appeals
- ▶ Differ in their levels of visible emotion
- ▶ Differ in how they regard supporting materials
- ▶ All of the given options

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

When scientists note that the average temperature is rising each year in Sydney, Cairo, Tokyo, and other major cities, they conclude that the entire globe is warming up. Which form of reasoning are they using? <http://www.vuaskari.com/>

- ▶ Emotional
- ▶ Narrative
- ▶ Deductive
- ▶ Inductive

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

What do motivational appeals refer to?

- ▶ Emotions
- ▶ All of the given options
- ▶ Values
- ▶ Psychological needs

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

Which of the following methods cannot be used to capture attention in the opening paragraph of a persuasive message?

- ▶ Use of color
- ▶ Use of receiver's name
- ▶ Use of conjunction

► **Use of an interjection**

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

Which of the following must NOT be adopted in preparing disappointing news messages? <http://www.vuaskari.com/>

- Use sales-promotion material whenever appropriate.
- Consider using an implicit refusal rather than an explicit refusal.
- Capitalize on what you can do for the reader rather than what you cannot do.
- **Use negative words or phrases.**

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

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

- Compliments the reader
- Expresses your appreciation for being thought of
- **Assures the reader of your attention to the request**
- Indicates your lack of understanding of the reader's needs

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

All of the following is achieved by adopting audience centered tone in a disappointing news message, EXCEPT: <http://www.vuaskari.com/>

- Accepting that your disappointing-news represents a firm decision
- Understanding that, under the circumstances, your decision was fair and reasonable
- Remain well disposed toward your business
- **Destroying the receiver's pride**

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

Which of the following is true about goodwill messages?

- Seemingly informative
- Presented to change attitudes
- Presented to change behaviors
- **All of the given options**

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

Which statement would be the best close for an adjustment letter? <http://www.vuaskari.com/>

- We regret the trouble that the faulty keyboard caused you.
- Your new keyboard is being air expressed to you.
- **Your business is appreciated.**
- You may be interested in upgrading your with our inexpensive chips.

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

The direct plan can be used for:

- ▶ Sales messages
- ▶ Request [refusals](#)
- ▶ **Claims**
- ▶ None of the given options

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

Bc is an abbreviation of which of the following? <http://www.vuaskari.com/>

- ▶ **Blind copy**
- ▶ Branded copy
- ▶ Begged copy
- ▶ Before copy

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

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

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

While preparing for effective business writing Planning Stage involves all of the following EXCEPT: <http://www.vuaskari.com/>

- ▶ Determine your purpose
- ▶ Consider your reader
- ▶ Determine the appropriate content
- ▶ **Choose your clothes**

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

Example of small group through put processes include:

- ▶ Solutions and decisions
- ▶ Group members' personal satisfaction
- ▶ Group norms
- ▶ **Group members' abilities and skills**

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

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

<http://www.vuaskari.com/>

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

Visual aids perform which of the following functions?

- Emphasizing important points
- **Illustrating how things work**
- Illustrating how things are related to one another
- All of the given options

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

Which of the following information is true for bar charts, simple column charts and multi-column charts? <http://www.vuaskari.com/>

- All can be used effectively for the same purpose
- **Can be used to illustrate varied values**
- Are usually not good visual aids
- All of the given options

Question No: 31 (Marks: 1) - Please choose one

Which one of the following is NOT a common reason for disruptive behavior?

- Resistance to change.
- Resentment of the presenter.
- Repetition of behavior that is successful for the detractor.
- **Reappearance of the presenter.**

Question No: 32 (Marks: 1) - Please choose one

How do having your hands on your hips, pointing with your index finger, and pounding your fists is commonly interpreted as? <http://www.vuaskari.com/>

- Open or confident
- Dictatorial or arrogant
- **Insecure or nervous**
- Happy or pleased

Question No: 33 (Marks: 1) - Please choose one

When does a presentation begin?

- **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 No: 34 (Marks: 1) - Please choose one

Which of the following is the skill of speaking in distinct syllables? <http://www.vuaskari.com/>

- ▶ **Articulation**
- ▶ Fillers
- ▶ Inflection
- ▶ Monotone delivery

Question No: 35 (Marks: 1) - Please choose one

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

- ▶ Spatial pattern
- ▶ Chronological pattern
- ▶ **Topical pattern**
- ▶ Logical pattern

Question No: 36 (Marks: 1) - Please choose one

When a quotation is quite long for the introduction of speech, it is suggested that the presenter may: <http://www.vuaskari.com/>

- ▶ **Use it as it is at the beginning of the presentation**
- ▶ Use it as it is at the conclusion of the presentation
- ▶ Paraphrase the quotation to avoid confusion and/or boredom
- ▶ Decide not to take advantage of the quotation

Question No: 37 (Marks: 1) - Please choose one

Which of the following is usually related to environmental factors that affect the communication?

- ▶ Listener barrier
- ▶ Sender barrier
- ▶ **Physical barrier**
- ▶ Resistance

Question No: 38 (Marks: 1) - Please choose one

Which of the following barriers are most often the hardest to identify and reduce or eliminate? <http://www.vuaskari.com/>

- ▶ Physical barriers
- ▶ Listener barriers
- ▶ Sender barriers
- ▶ **None of given options**

Question No: 39 (Marks: 1) - Please choose one

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

- ▶ Compose the message at the proper level.
- ▶ Emphasize receiver benefits.
- ▶ Choose the approach to use in the message.
- ▶ **Avoid making a negative impression.**

Question No: 40 (Marks: 1) - Please choose one

What does Communication breakdown mean?<http://www.vuaskari.com/>

- ▶ **We have been ineffective in communication.**
- ▶ We have been effective in communication.
- ▶ We have been helpful in communication.
- ▶ We physically broke communication.

Question No: 41 (Marks: 1) - Please choose one

Farhan talking with his friend on telephone is an example of which type of communication?<http://www.vuaskari.com/>

- ▶ **Mediated communication**
- ▶ Mass communication
- ▶ Interpersonal communication
- ▶ Intrapersonal communication

Question No: 42 (Marks: 1) - Please choose one

Which of the following is correct for the person who attaches meaning to a message?

- ▶ Channel
- ▶ Receiver
- ▶ **Sender**
- ▶ Encoder

Which one of the following seating is the least comfortable for an audience, especially for presentations that last longer than an hour?<http://www.vuaskari.com/>

Select correct option:

- U-formation
- Modified T-formation
- Conventional classroom style
- Conventional theater style**

A good rule to recall when using statistics is:

Select correct option:

- The more statistics, the better the effectiveness
- Statistics should include several places past the decimal point for effect
- Rounding and using a few key statistics is ineffective tough
- Rounding and using a few key statistics is generally most effective**

All of the following are the common reasons for disruptive behavior EXCEPT one. Which one is that?<http://www.vuaskari.com/>

Select correct option:

- Resistance to change
- Resentment of the presenter
- Repetition of behavior that is successful for the detractor
- Reappearance of the presenter**

When considering objects or models as visual aids, the presenter should consider which of the following point?<http://www.vuaskari.com/>

Select correct option:

Objects and models are too big to use in a presentation

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

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

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

A presenter who speaks too loudly may be perceived as which of the following?<http://www.vuaskari.com/http://www.vuaskari.com/>

Select correct option:

Bombastic

Aggressive

Insensitive to listeners

All of the given options

Which of the following pattern is most appropriate when you used the problem/solution

method?<http://www.vuaskari.com/>

Select correct option:

Spatial

Chronological

Topical

Logical

A presenter can prepare effective responses to questions by following all of the given steps EXCEPT one. Which one is that?<http://www.vuaskari.com/>

Anticipating

Answering

Recording

Rehearsing

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

Select correct option:

Agreement

Addition

Objection

Arbitrate

Which one of the following is a method of arranging information by dividing it into parts? <http://www.vuaskari.com/>

Spatial pattern

Chronological pattern

Topical pattern

Logical pattern

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

Which of the following refers to the degree of highness or lowness of a sound?

<http://www.vuaskari.com/>

Pitch

Speed

Volume

Rate

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

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

Select correct option:

Compromise

Compulsion

Impulsion

Perception

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

Select correct option:

The size of your audience.

Equipment and supply limitations

The presentation budget.

All of the given options

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

“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

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

Select correct option:

Direct method

Indirect method

Supporting method

Sustaining method

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

Select correct option:

Providing all necessary information

Answering all questions asked

Giving something extra, when desirable

Using vivid, image-building words

Reference:

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

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

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

Select correct option:

- Courtesy
- Correctness
- Conciseness
- Cleanliness

Reference:

The elements are:

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

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
- People expect courtesy

Supporting material can serve which of the following functions?

Select correct option:

- Apply clarity
- Increase interest
- Provide proof
- All of the given options

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

Select correct option:

- Developing appropriate beginning paragraph
- Composing the body

Developing appropriate ending paragraph

Editing

Which of the following cannot result from incomplete messages?

Select correct option:

- Loss of goodwill
- Loss of valued customers
- Loss of sales
- Gaining good name**

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

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

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

Select correct option:

- Specific
- Definite
- Vivid
- Vague**

What is involved in communication process?

Select correct option:

- **Idea-encoding-channel-decoding-feedback**
- Idea-information- channel- receiver
- Information-channel-receiver
- Sender-receiver-channel

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

Select correct option:

- 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

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

Select correct option:

- Determine your purpose
- Consider your reader
- Choose your idea
- Proofreading

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

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

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

Select correct option:

- Organizing
- Drafting
- Editing
- Proofreading

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

Select correct option:

- An opening
- A body
- A close

A center

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

Select correct option:

Explain the purpose of the event.

Give details of the event.

Extend the invitation.

Remind the recipient to bring a checkbook.

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

Select correct option:

- Direct request
- **Indirect request**
- Claim
- Order

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

Select correct option:

- Use a U-viewpoint in the opening.
- Use a fast-start beginning rather than a slow beginning.
- **Use a U-viewpoint and I-viewpoint together in the opening.**
- Keep the beginning paragraph fairly short.

To begin a disappointed newsletter with a negative information, _____ a negative situation.

Select correct option:

- Eases
- Reduces
- **Complicates**
- Relieves

Bcc stands for:

Select correct option:

- Blind carbon copy
- Blind compiled copy
- **Branded carbon copy**

- Branded compiled copy

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

Select correct option:

- Pertinent information about the items being ordered
- Directions for shipping the merchandize
- **Quality report of the items**
- Method of payment

Order letters are usually written, when _____ are not available.

Select correct option:

- Order reports
- **Order blanks**
- Purchase reports
- Purchase slips

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

Select correct option:

- An effective claim letter contains you attitude material.
- An effective claim letter presents all the facts pertinent to the situation.
- **An effective claim letter contains threat.**
- An effective claim letter makes a definite request.

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

Select correct option:

- **The need to structure the questions around the job involved**
- The need to structure the questions according to your own personality and frame of mind
- The need to structure the questions keeping in mind the organization you are writing to
- The need to structure the questions with heavy vocabulary

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

Select correct option:

- Contains a sales appeal.

- Have its explanation omitted.
- Places blame on the receiver.
- Contains negative information.

Reference: In most of the cases, person who sends a claim letter does not look happy & satisfied with the product or service. Therefore, the tone of the message does not seem very positive.

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

Select correct option:

- Addressee notation
- Attention line
- Subject line
- Complimentary close

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

Select correct option:

- 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

Which of the following is not suggested for an appropriate ending of business writing?

Select correct option:

- Keep the ending paragraph as long as circumstances allow.
- Avoid the inclusion of negative information in the ending.
- Include reader-benefit material, if appropriate.
- State who is to perform the desired action if the action is to be performed by someone other than the reader.

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

Select correct option:

Placing the main idea in opening

Placing the main idea in middle

Placing the main idea in the end

Placing the main idea anywhere according to writer's choice

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

Select correct option:

Explain the purpose of the event.

Give details of the event.
Extend the invitation.
Remind the recipient to bring a checkbook.

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

Select correct option:

- The topic of the presentation
- The date and time of presentation
- The venue of the presentation
- The menu of lunch to be given in the end of presentation**

Bc is an abbreviation of which of the following?

Select correct option:

- Blind copy**
- Branded copy
- Begged copy
- Before copy

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

Select correct option:

- An effective claim letter contains you attitude material.
- An effective claim letter presents all the facts pertinent to the situation.
- **An effective claim letter contains threat.**
- An effective claim letter makes a definite request.

Which one of the following options refers to complimentary close?

Select correct option:

- Dear Sir/Madam
- **Yours sincerely,**
- Confidential
- Head, Communication Dept.

“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?

Select correct option:

- Direct request letter

- Indirect inquiry letter
- Claim letter
- Order letter

To begin a disappointed newsletter with a negative information, _____ a negative situation.

Select correct option:

- Eases
- Reduces
- Complicates
- Relieves

The direct plan can be used for which one of the following?

Select correct option:

- Sales messages
- Request refusals
- Claims
- None of the given options

Bcc stands for:

Select correct option:

- Blind carbon copy
- Blind compiled copy
- Branded carbon copy
- Branded compiled copy

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Select correct option:

The need to structure the questions around the job involved

The need to structure the questions according to your own personality and frame of mind

The need to structure the questions keeping in mind the organization you are writing to

The need to structure the questions with heavy vocabulary

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

Select correct option:

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

Bpc is an abbreviation of which of the following?

Select correct option:

• **Blind photo copy**

• Blind paper copy

• Blind person copy

• Blind pasted copy

Which of the following is not a part of writing plan of a reservation letter?

Select correct option:

• 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

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

- Contains a sales appeal.
- Have its explanation omitted.
- Places blame on the receiver.
- **Contains negative information.**

Letters of invitation include:

- Speaking invitations
- Informal social invitation
- Formal social invitations
- **All of the given options**

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

- Make sure the beginning is appropriate for the reader.
- Make sure the beginning is inappropriate for the situation
- **Use a fast-start beginning rather than a slow beginning**
- Keep the beginning paragraph fairly short.

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

- Closing paragraph
- Closing sentence
- **First sentence**
- None of the given options

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

- **Explain the purpose of the event.**
- Give details of the event.
- Extend the invitation.
- Remind the recipient to bring a checkbook.

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

- An opening
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- An effective claim letter makes a definite request.

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- Sales messages
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- Claims
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All of the following are Non Essential parts of a letter EXCEPT:

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- Attention line
- Complimentary close
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Order letters are usually written, when _____ are not available.

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Purchase slips

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Confidential

Head, Communication Dept.

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Relieves

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Request refusals

Claims

None of the given options

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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:

Select correct option:

Informal social invitation letters

Reservation letters

Claim letters

Order letters

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

Select correct option:

Placing the main idea in opening

Placing the main idea in middle

Placing the main idea in the end

Placing the main idea anywhere according to writer's choice

“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?

Select correct option:

Direct request letter

Indirect inquiry letter

Claim letter

Order letter

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

Select correct option:

A specific request

Information about how you can be reached

An expression of appreciation or goodwill

Information about your city

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

Select correct option:

Letterhead

Salutation

Subject line

Signature

Letters of invitation include:

Select correct option:

Speaking invitations

Informal social invitation

Formal social invitations

All of the given options

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

Select correct option:

Letter

Memo

Periodical

Magazine

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

Organizing
Drafting
Editing
Proofreading

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

Select correct option:

Direct approach only
Indirect approach only
Both direct and indirect approach
None of the given options

Which of the following calls on human reason?

Select correct option:

Emotional appeals
Logical appeals page # 170
Irrational appeals
Unreasonable appeals

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

Select correct option:

Avoid the use of negative words or phrases.
Avoid making suppositions that are not likely to occur.
Avoid a meaningless closing.
Avoid a neutral or buffered opening. Page # 165

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

Select correct option:

Emotional appeals Page # 169
Logical appeals
Irrational appeals
Unreasonable appeals

Which of the following may decrease your chances of getting a raise?

Select correct option:

When your argument is based on longevity in an organization
When the organization cannot easily replace you

When you have volunteered and handled additional responsibilities successfully

When you have a good relationship with your boss

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

Select correct option:

Direct method

Callous method

Straight method

Indirect method

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

Select correct option:

Begin with good news

Use slow opening

Begin with explanatory details or information

Don't incorporate a you-viewpoint

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

Select correct option:

Accepting that your disappointing-news represents a firm decision

Understanding that, under the circumstances, your decision was fair and reasonable

Remain well disposed toward your business

Destroying the receiver's pride page # 155

Which of the following is not true of emotions?

Select correct option:

Emotions help us to enact social roles.

Emotions are learned.

Emotions are innate.

Emotions are belief systems that guide our responses to feelings.

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

Select correct option:

The message may be sent to a company relocating to a new building.

The message may be sent to an individual for being elected to an office in a social organization.

The message should focus on the receiver from start to finish.

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

Select correct option:

- Downplay any negative points.
- Be positive and brief.
- Make action easy.**
- Show benefits to receiver.

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

Select correct option:

- De-emphasize the disappointing-news
- Use a conditional statement
- Tell the audience what you did, can do, or will do, rather than what you did not do, cannot do, or will not do
- Use a non-courteous tone** page # 159

In a well written disappointing newsletter, all of the following points are kept in mind, except:

Select correct option:

- 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

In a persuasive message, opposing ideas should be:

Select correct option:

- Cited, then refuted
- Mentioned only when necessary
- Ignored
- Not mentioned

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

Select correct option:

- Condolence
- Invitation
- Appreciation
- Holiday greeting

Which of the following calls on human reason?

Select correct option:

- Emotional appeals
- Logical appeals** page # 170
- Irrational appeals
- Unreasonable appeals

Which one among the following is important to remember when asking for a raise?

Select correct option:

- Effort is to be rewarded
- Non-cash benefits may be of value if a raise is not feasible
- The length of employment is a great bargaining tool in asking for a raise
- Emotional appeals can help in getting a positive response to the request

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

Select correct option:

- Differ in their responses to persuasive appeals
- Differ in their levels of visible emotion
- Differ in how they regard supporting materials
- All of the given options

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

Select correct option:

- We regret the trouble that the faulty keyboard caused you.
- Your new keyboard is being air expressed to you.
- Your business is appreciated.
- You may be interested in upgrading your internal memory with our inexpensive chips.

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

Select correct option:

- Avoid the use of negative words or phrases.
- Avoid making suppositions that are not likely to occur.
- Avoid a meaningless closing.
- Avoid a neutral or buffered opening.

Which of the following is correct about coercion, persuasion and manipulation: for persuasive messages?

Select correct option:

- Are three separate categories
- Are loosely connected
- Are blended into each other
- Are unrelated

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

Select correct option:

- Downplay any negative points.
- Be positive and brief.
- Make action easy.

Show benefits to receiver.

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

Select correct option:

De-emphasize the disappointing-news

Use a conditional statement

Tell the audience what you did, can do, or will do, rather than what you did not do, cannot do, or will not do

Use a non-courteous tone page # 159

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

Select correct option:

Analogy

Logic

Induction

Deduction page # 170

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

Select correct option:

Buffer page # 157

Feedback

Communication

Talk

Which of the following may decrease your chances of getting a raise?

Select correct option:

When your argument is based on longevity in an organization

When the organization cannot easily replace you

When you have volunteered and handled additional responsibilities successfully

When you have a good relationship with your boss

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

Select correct option:

Agreement

Fairness

Cooperation

Bad news

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

Select correct option:

Direct method
Callous method
Straight method
Indirect method

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

Select correct option:

Accepting that your disappointing-news represents a firm decision
Understanding that, under the circumstances, your decision was fair and reasonable
Remain well disposed toward your business
Destroying the receiver's pride page # 155

Which of the following calls on human reason?

Select correct option:

Emotional appeals
Logical appeals page # 170
Irrational appeals
Unreasonable appeals

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

Select correct option:

Avoid the use of negative words or phrases.
Avoid making suppositions that are not likely to occur.
Avoid a meaningless closing.
Avoid a neutral or buffered opening

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

Select correct option:

Analogy page # 170
Logic
Induction
Deduction

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MIDTERM EXAMINATION

Fall 2008

MCM301- Communication skills (Session - 2)

Time: 60 min

Marks: 45

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

Questions and comments that an audience is likely to raise can be anticipated by considering all of the following, except:

- ▶ Previous experience
- ▶ Rare reassurance
- ▶ Planning
- ▶ Input from associates

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

A goodwill speech may be:

- ▶ Seemingly informative
- ▶ Presented to change attitudes
- ▶ Presented to change behaviors
- ▶ All of the given options

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

All of the following reduces communication apprehension, except:

- ▶ Rehearsing your presentation
- ▶ Speaking more often
- ▶ Taking speech courses and workshops
- ▶ Concentrating on your nervousness

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

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

- ▶ Mostly long sentences
- ▶ Personal pronouns freely
- ▶ Active voice
- ▶ Contractions often

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

How can the credibility of a presenter be increased?

- ▶ Complimenting the audience
- ▶ Demonstrating your sincerity
- ▶ All of the given options
- ▶ Being well dressed and well groomed

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

What does gripping the lectern, having clenched fists and constant clearing of the throat convey?

- ▶ Open or confident
- ▶ Dictatorial or arrogant
- ▶ Insecure or nervous

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- ▶ Happy or pleased

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

_____ refers to the degree of highness or lowness of a sound.

- ▶ **Pitch**
- ▶ Speed
- ▶ Volume
- ▶ Rate

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

A story, that is not true but it perfectly illustrates the point the presenter wants to make, is called:

- ▶ Hypothetical
- ▶ Fictional
- ▶ Factual
- ▶ Genuine

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

Which of the following could not be an appropriate beginning of speech?

- ▶ Appropriate quotation
- ▶ Asking a rhetorical question
- ▶ An ordinary story
- ▶ A startling statement

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

To select a good topic of speech one should keep in mind all of the following, EXCEPT:

- ▶ A topic should be intriguing
- ▶ A topic should be appealing
- ▶ A topic should not tell too much about a speech
- ▶ A topic should be too vague

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

Which of the following would be the least helpful source when conducting audience research?

- ▶ The website of the organization that has invited you to speak
- ▶ The website of the organization that has invited you to speak
- ▶ Interviews of former members of the organization to whom you are invited to speak
- ▶ News releases highlighting the organization to whom you will be speaking

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

Determining the audience's attitude toward you as the speaker is an aspect of?

- ▶ Analyzing the audience
- ▶ Analyzing the speaker
- ▶ Analyzing the occasion
- ▶ Analyzing the audience and the speaker

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

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Which of the following is not a demographic characteristic?

- ▶ Sex
- ▶ Age
- ▶ Cultural background
- ▶ **Attitude**

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

Poor retention either on the part of the sender or on the part of the receiver can create problems or lead to _____.

- ▶ **Misunderstanding**
- ▶ Stronger friendship
- ▶ Better understanding
- ▶ Generous approach

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

Which of the following is usually related to environmental factors that affect the communication?

- ▶ Listener barrier
- ▶ Sender barrier
- ▶ Physical barrier
- ▶ Resistance

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

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

- ▶ Compose the message at the proper level.
- ▶ Emphasize receiver benefits.
- ▶ Choose the approach to use in the message.
- ▶ Avoid making a negative impression.

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

Which of the following is a type of nonverbal communication derived from the sound of the speaker's voice?

- ▶ Paralegalism
- ▶ Parallelism
- ▶ Paradigm
- ▶ Paralanguage

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

Which of the following is NOT a form of verbal communication?

- ▶ Appearance
- ▶ Letters
- ▶ Books
- ▶ Reports

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

Which of the following describes nonverbal communication?

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- ▶ Non-verbal communication is writing.
- ▶ Nonverbal communication is interpersonal communication through nonlinguistic means.
- ▶ Non-verbal communication is everything including your words.
- ▶ Nonverbal communication is reading.

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

Which one of the following is not a right tip to become a better listener?

- ▶ Don't provide feedback
- ▶ Keep an open mind
- ▶ Don't jump to conclusions
- ▶ Don't let yourself be distracted by the environment

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

The belief that your own ideas are more important or valuable than those of others is an example of which barrier to listening?

- ▶ Preoccupation
- ▶ Egocentrism
- ▶ Physical barriers
- ▶ Environmental barriers

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

_____ is the first element in the listening process.

- ▶ Listening
- ▶ Hearing
- ▶ Filtering
- ▶ Speaking

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

The degree to which you and others share common meanings for words will depend on:

- ▶ The extent to which you share common backgrounds and experiences
- ▶ The diversity of your backgrounds
- ▶ The extent to which you share common approaches
- ▶ None of the given options

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

Which of the following statement about communication is correct?

- ▶ The meaning we associate with a word will be shared by those with whom we communicate.
- ▶ Effective communication skills make a significant contribution to organizational cost reduction.
- ▶ Meanings cannot be subjective.
- ▶ All of the given options

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

Which of the following is a form of communication in which messages are sent to large, public, dissimilar, anonymous, distant audiences using some intermediate instrument of transfer?

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- ▶ Mediated communication
- ▶ Mass communication
- ▶ Interpersonal communication
- ▶ Group communication

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

Which one of the following statement defines environmental context of interpersonal communication?

It concerns your reactions to the other person. ▶

It deals with the psycho-social "where" you are communicating. ▶

It is who you are and what you bring to interaction. ▶

It deals with the physical "where" you are communicating. ▶

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

All of the following are the levels of communication, except:

Intrapersonal Communication ▶

Mediated Communication ▶

Interpersonal Communication ▶

Frame Communication ▶

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

Intrapersonal communication processes depend upon communicators all of the following qualities.

EXCEPT':

Frame of reference ▶

Creativity ▶

Self-talk ▶

Dull approach ▶

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

Intrapersonal communication includes:

What we think ▶

Way we think ▶

Way we communicate with ourselves ▶

All of the given options ▶

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

What do you call to a tool that lets you work with individuals and groups on documents that are shared via computer?

Electronic mail ▶

Voice mail ▶

Instant messaging ▶

Computer conferencing ▶

Question No: 31 (Marks: 5)

Interpersonal communication is contextual. Discuss.

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Question No: 32 (Marks: 10)

How communication can play a part in increasing employ productivity and reducing cost of the organization? Explain with examples.

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