

ENG301 – BUSINESS COMMUNICATION
MID TERM IMPORTANT QUESTIONS

Write a note on beginnings & endings in a letter.

Beginning of a Letter:

The beginning of letter must be impressive in a way that it captures the attention of the reader. So always choose appropriate openings that suit the purpose of your message.

Ending of a Letter:

An effective ending will motivate the reader to act as requested. If no direct request is required, leave the reader with some expression of regard, assurance, appreciation or willingness to help. Always remember that closings should be strong, clear and polite. They should leave a sense of closure and goodwill with the receiver.

1. What is the difference between inquiry and general request letter and which approach is used in both the letters?

An inquiry letter is a request for the information about products or services for which we are interested to purchase or acquire.

A general letter asks the information without intention to buy or sell. A direct plan should be used in both letters.

2. Write only the body of an order letter to ABC Company for the purchase of weather vanes?

Dear Sirs,

Please send me one of your weather vanes which I saw advertised for Rs. 2000. We have recently repainted our garage, and a weather vane would be a wonderful finishing touch.

My cheque is enclosed.

Sincerely yours,

OR

Dear Sir,

You are requested that please send us the advertised weather vanes. We need 100 weather vanes for our shop. We hope we will continue our business in future.

A cheque is enclosed.

Sincerely yours,

3. What points should we consider while discussing the Space (proxemics) as an individual cultural variable?

Personal space or proxemics, a form of non-verbal communication, is the space surrounding each person. Zones: Broadly, the four distinct zones are: **Intimate (0-2 ft.), Personal (2-4 ft), Social (4-12 ft.) and Public (more than 12 ft.)**

4. Do you think composing and editing is very important for an effective business message?

Yes, composing and editing is very important for an effective business message. Everything you write must be tailored in a proficient, comprehensive, and informative way. Thus, the receivers will clearly understand your message. If a text is poorly written and structured, the subordinates will have troubles with deciphering it.

Editing serves multiple purposes: to fix mistakes, clarify the message, cut down (or build up) text to meet a specified word count, change the writing's tone, make it fit particular constraints, and hone language for an intended audience. Learning how to be a good editor will make you a better writer overall.

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5. What are different parts of interoffice memorandum? Describe briefly.

Memo to:

From:

Date:

Subject:

Signatory:

At the top area we mention to whom we are addressing, who is writing this message, date and subject of the letter. Then the body part where we write the message. At last we mention the signatory.

6. Which aspects should be kept in mind while drafting a message?

A message is the main idea that a writer want to communicate. A message should be clear, complete, concise, and correct. While drafting a message you should keep in mind the reader. If it is good news then message should start with the main idea. In case of bad news is refusal there should be a buffer. Closing of the message should be effective.

7. Write down names of standard parts of a business letter.

Most business letters have the following parts:

- Heading
- Date
- Inside address
- Salutation
- Body
- Complimentary close
- Signature
- Reference Section

8. Which points should be kept in mind while writing get-well soon and sympathy letters.

When a personal friend or a business acquaintance is ill, a letter from you is welcome. If the illness is not serious and recovery is expected, you can send a humorous get-well card or a cheerful, happy letter. If the illness is serious or the person is getting over a major operation, then send a more subdued letter. That person will not be in a mood for jokes!

Be optimistic when you write to someone who is ill. Mention once at the beginning of the letter how sorry you are that the person is ill. From then on talk about a return to normal life.

9. Explain Letterhead of Business message and name its different parts.

A letterhead is a printed paper with the name and address of a person or organization. It occupies not more than 2 inches at the top of the page.

Following are the different parts of letterhead

Name

Address

Telephone number

Fax number

Type of business

Name of manufacturing unit / corporate office etc.

10. “Environmental factors can greatly affect the process of communication”. Discuss.

Organizations give consideration to office space, factory area and layout, the sales area and conference venues. The environment put people at ease and matches their expectations; an uncomfortable environment can produce noise that causes communication barriers and interferes

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communication process. Therefore desire for privacy, familiarity and security, need to be satisfied. Careful design of the working area meet these needs and in so doing improve communication, productivity and morale. Light, color, tables, chairs, desks, temperature, plants, sound, artwork, and wall coverings all have a good impact on people about the image of organization.

11. “When a message is vivid, definite and specific, it conveys meaning effectively”.

Discuss the importance of concreteness in business message.

Concreteness means that a message is specific, definite and vivid. If a message lacks these qualities, it will be vague and general. To achieve concreteness, denotative words will be used instead of connotative words. By using concrete facts and figures, you can make your reader know exactly what is required or desired. Concrete messages are more richly textured. They avoid vagueness.

The following guidelines should help you compose concrete, convincing message.

- Use specific facts and figures
- Put active verbs in the sentences

12. Write a detailed note on buffer.

A buffer is a statement, that helps you bring your reader in a positive frame of mind, and the message becomes readable for the reader. But “Buffer” should be neutral in tone. You should also avoid misleading the reader into thinking that the message is good.

Poor: It is impossible to open your account unless you send us the following information.

With buffer: The moment you send us the following information your account will be opened.

Poor: We never exchange damaged goods.

With buffer: We are happy to exchange the merchandise that is returned to us in good condition.

It can be of the following types:

1. Agreement
2. Appreciation
3. Assurance
4. Compliment
5. Cooperation
6. Fairness
7. Good News
8. Understanding

13. What is direct (deductive) approach?

When you think that your audience will be interested in what you have to say or willing to cooperate with you, you can use the direct or deductive plan to organize your message. It means you present request or the main idea in the beginning, which follows up necessary details and then you close your message with a cordial statement of action you want. We use this approach when the request requires no special tact or persuasion. Close to direct request is good-news plan that is used to grant requests, announce favorable or neutral information and exchange routine information within or between organizations

14. Describe the role of economics as a national variable in intercultural communication model.

Availability of capital, transportation and the standard of living per capita vary from nation to nation. The opportunity to borrow money, the rate of inflation, and the exchange rates influence business and a country's ability to communicate concerning that business.

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In the US free enterprise system competitors usually set their own prices. In contrast, OPEC (Organization of Petroleum Exporting Countries), as a Cartel, sets oil prices.

Some Japanese businesses check with the government before initiating major production and trading changes.

15. Write a format of a letter in full block form.

Full Block: This format is the most modern form. In this type all the essential parts are started from left hand side. In type open Punctuation is used. This form saves the time than other form.

Format is given below:

Heading or Letter Al Falah Street,

Head Abu Dhabi,

UAE

Date May28, 2010.

Inside Address: The General Manager,

Mansour Pharmacy,

Islamabad.

Salutation Dear Ali.

Body

Complimentary Close Yours sincerely,

Signature Area Ahmad,

Sales Manager.

Reference Initial Ma/na

16. Facial expressions and body language are the best way to communicate in a nonverbal way. Comment.

Body movement, or kinesics behavior, includes movement of the hands, head, feet and legs, posture, eye movements and facial expressions – all these affect the message. Body posture – the way a person stands, leans forward. A person leaning forward, shaking and pointing a finger at someone is seen as trying to dominate the other person. The way this is received by others, and the type of feedback given, determines how the communication will flow. For example, emblems are non-verbal acts learnt through imitation to reinforce or replace the words. The non-verbal signals for ‘okay’ are a nod or a smile.

17. Enlist and explain the optional parts of a letter.

When appropriate, any of these optional parts can be included:

1. Attention line
2. Subject Line
3. Enclosure(s)
4. Copy Notation
5. File or Account number and mailing notation
6. Postscript

1. Attention line

To send a letter direct to a person or department, attention line is used especially when we don't know a particular person or know only the person's surname. Attention line is written between the inside address and salutation two spaces below and above respectively.

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2. Subject Line

It helps the reader to know at a glance what the letter is about. The subject line may include or omit the word subject. It is placed below the salutations. It may be started from left hand margin or indented. The typing may be capitals or lowercase and underlined or all capitals. For example; Subject: Monthly Report

3. Enclosure(s)

An enclosure or attachment notation is included to remind the reader to check for additional pages of information. The enclosure is typed single or double space below the reference initials.

4. Copy Notation

When persons other than the addressee will receive a copy of the message, it is noted by writing 'C', 'PC', 'Copy' or 'CC' followed by the names of these persons just below the reference initials or the enclosure notation.

5. File or Account number and mailing notation

File or account number and Mailing Notation to aid in filing that file, loan, or account number are typed above the body of the letter.

6. Postscript

Sometimes an extra message is added at the end of a letter. It may be something important or some personal comment. Write 'PS' or 'PS' and leave two spaces before the first word of the postscript.

The following are accepted postscript styles:

m / s

Enclosure

Ps. Mail the card today!

18. Mention three specific ways to indicate consideration.

Consideration means, writing every letter keeping your reader in mind. It also means acting on the 'you attitude'. When we put ourselves in our reader's place, we are considerate. We can understand our reader's desires, problems, circumstances and emotions. This thoughtful consideration is exactly 'you attitude'. Three specific ways to indicate consideration are:

- Focus on 'You' instead of 'I' and 'we'
- Show audience benefits or interest
- Emphasize positive, pleasant facts

19. What is completeness?

A business message is complete when it contains all facts that the reader or listener needs for the reaction you desire. Senders and receivers are influenced by their background, viewpoint, needs, experience, attitude, status and emotions. Because of their difference, the receiver needs to be sure that he has included all relevant information. Completeness is closely related to clarity.

A complete message brings desired result. It does a better job of building goodwill. It helps remove costly lawsuits that may result if important information is missing. Moreover, the communication that seems unimportant can be surprisingly important if the information is complete and effective.

For completeness, keep the following guidelines in mind:

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

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20. What points should be kept in mind while writing letter refusing an order?

Some orders must be refused. It may be the policy of your organization to sell only through dealers. Or the customer's account may be in unsatisfactory condition for you to ship the merchandise on credit.

Letters refusing orders call for the **indirect plan**, or the "sandwich approach," with the bad news in the middle. Use the following outline for these letters.

1. Start with a "Buffer"

Thank the customer for the order, and repeat the details.

2. Give an Explanation

In a positive way, tell *why* you cannot complete the order and stress what you *can* do, along with the advantages to the reader. Offer to help the reader in any way you can -- give the name of the nearest dealer, explain credit terms, or offer an alternate solution.

3. Say No

Many times your explanation will imply the "No" that is coming. Be sure the refusal is clear.

4. End With a "Buffer"

Resell your organization and your products.

21. "Conciseness means saying what you want to say in the few words". Discuss.

Conciseness is saying what you want to say in the fewest possible words without sacrificing the other C qualities. A concise message is complete without being wordy. A concise message saves time and expense for both the sender and the receiver. It increases emphasis in the message. It shows respect for the recipient, by not cluttering them unnecessary information.

To achieve conciseness, observe the following suggestions.

- Eliminate wordy expressions
- Include only relevant material
- Avoid unnecessary repetition

22. Name some national variables mentioned in intercultural communication model.

National variables:

- Education
- Politics
- Social norms
- Language
- Economics
- Regulations

23. Describe miscellaneous formal and informal salutations used in a letter.

Salutations used in Formal are:

Sir, Madam, Dear Sir, Dear Madam, Mr. Ali.

Informal salutations used in a letter:

My dear Ahmad, My dear, Dear Rashid

24. Your attitude is very important in order to understand reader's point of view. Discuss.

Attitude describes people and their behavior. Your attitude when dealing with customers, clients, and the public reflect on the company you represent. So you must develop right attitude in yourself. Because "To the customer, you are the company." Our attitude will reflect your country and your culture.

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Each message communicates the essential quality and culture of your company and can either build goodwill or destroy it. Doing an honest job enthusiastically and competently helps both the doer and the receiver. Answering even routine inquiries should and can be an interesting challenge.

25. What are different error categories in the correctness principle? Discuss.

The following are the errors which should be checked for Correctness.

- 1) Spelling
- 2) Grammar
- 3) Punctuation
- 4) Use the right language
- 5) Check accuracy of words, figures
- 6) Maintain acceptable writing mechanics
- 7) Use of a, e, i, o, u correctly
- 8) Formal writing is associated with scholarly writing
- 9) While informal writing is usually used in business writing.

OR

The correctness principle is more than proper grammar, punctuation and spelling. A message may be perfect grammatically and mechanically but still lose a customer and fail to achieve the purpose. Though

mistakes are never intentional, they spoil our image. Errors in the messages fall in the following categories:

- Mistakes in names, figures, facts, and words.
- Mistakes in punctuation and capitalization
- Mistakes in the level of Language

26. Write a note on basic components that make up an email system.

Several basic components make up email systems, including:

1. Users
2. Messages
3. Senders' and Recipients' Addresses
4. Protocols
5. Messaging Transports
6. Gateways
7. Value-added Networks
8. Directory Systems

1. Users

Users are often people, but users can also be other computer application programs.

2. Message

A message is the actual information sent by one user to another.

3. Addresses

Part of the email information included in a message is the addresses of both sender and receiver, which include their unique identification codes along with another identifier such as the email systems, the mailbox number, or the organization.

4. Protocol

Each email system uses a protocol that describes the structure of the message, generally with a header of TO; FROM and SUBJECT; followed by the body, which may include text, images, graphics, video and audio.

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5. Message Transport

The software that moves the message from one system to another is called the transport.

6. Gateways

If the message sent from one system must get to a user on another system, it must pass through a gateway to be delivered. A gateway is an application program that translates between two protocols of different email systems.

7. Valued-added Networks (VANs)

Valued-added Networks (VANs) are public telecommunication companies, such as AT&T or PTCL, that handle email services to users for a fee.

8. Directory Systems

As a user, you can access a directory that contains names, addresses, and sometimes other information about each user to find the email address you need to send a message.

27. What do we mean by close paragraph in the process of effective business messages?

An effective ending will motivate the reader to act as requested. If no direct request is required, leave the reader with some expression of regard, assurance, appreciation or willingness to help. Always remember that closings should be strong, clear and polite. They should leave a sense of closure and goodwill with the receiver.

- Make your request clear and complete with Five Ws and the H.
- Include your phone number and extension if you want the reader to phone you.
- Enclose a form (card, order, blank, or questionnaire) and an addressed reply envelope (perhaps with postage paid) if you want the reader to furnish something.
- Give complete instructions regarding *how* and *where* if you do not include a form and envelope.
- State your office hours and location if you want the reader to come to you in person. Do you have a free parking lot? Where?

28. Write a short note on groupware.

Groupware allows several people to use software at the same time to create documents, keep track of projects, route messages, and manage deadlines. Groupware enables a supervisor to manage work flow via individual computers instead of physically moving from place to place or having face-to-face meetings.

29. How far do you agree that cultural differences provide hindrance to a company in this atmosphere of globalization?

If we can respect the diversity of peoples and their cultures in this new era, it can lead to a global community marked by unity in pluralism. The cultures may no longer be local in the traditional sense, but still different and plural. This will lead to a new kind of globalization that will not be homogenizing.

30. Name the national and individual cultural variables.

National Variables	Individual Cultural Variables
Education	Time
Regulation	Space
Economics	Food
Politics	Accepted Dress
Social Norms	Manners
Language	Decision Making

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31. Write down the format of Semi Block Form of letter.

A semi-block style letter is a less formal version of a block or a full-block letter with the differences being the sender's address, date, reference or attention line and complimentary closing. In addition, the signature lines are located direct center or slightly right of center.

32. Personal space varies according to gender, status, roles and culture. Comment on it.

33. Write the body of a "Thanks letter" to your customer for the first order, in order to build good will of the company.

Dear Mr. Naveed,

We are pleased to have received your order of September 15 and would like to welcome you as our new customer.

Your order (No. 62997) for one dozen spark plugs is being processed and will be ready for shipment on September 21, it will be delivered to your workshop by our own van, and payment will be c.o.d. (our policy for all orders under Rs. 1000).

We are sure you will appreciate this item of our auto line. Mr. Gul, your sales representative, will call on you soon with a catalog and samples.

Cordially,

34. In persuasive requests, write the names of appeals that we use to get the interest of the reader.

A request for cooperation, gifts, or favors, without any intention to buy or sell, is a persuasive request.

This type of letter attempts to persuade the reader to spend time or money or to go to some trouble to help the writer – usually without benefit to the reader.

Begin with something that will interest the Reader

- Altruistic Appeal
- Reader-benefit appeal
- Individual responsibility appeal
- Personal experience appeal

35. What are the advantages and disadvantages of an e-mail?

Advantages:

- Email is a faster and more efficient channel than regular mail (sometimes referred to as snail mail). Most messages reach anywhere in the world within minutes of being sent.
- It can be sent at any convenient time.
- It can be sent to different receivers at the same time.
- Email can be stored and sent at off-peak telephone rates.
- It saves paper.
- A message can be written and edited quickly by several people before it is sent.

Disadvantages:

- It can be difficult to distinguish between casual and formal messages because of their similar layout.
- There may be a time lag if the receiver does not read his email for a few days.
- The system is inaccessible to those who are computer illiterate or not online.
- Its contents may reappear later in a variety of printed forms.
- It lacks nonverbal communication cues to add meaning.
- It can be overused.

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36. What are four stages of AIDA plan? Describe briefly.

One way to organize persuasive messages is the AIDA plan, which is of four stages:

1. Attention
2. Interest
3. Desire
4. Action

In the attention stage, you convince the reader that you have something interesting or useful for him. In interest stage, you explain how your message is related to your reader. In the desire stage, you provide relevant evidence to prove your claim drawing attention to any enclosures. In the action stage, you close the message with an action ending that suggests a specific action the reader may take.

37. How do religion, social norms and language work as individual cultural variable?

Be careful of religious beliefs within foreign countries. Although some basic beliefs overlap, there are some major differences. In connection with religion there is great need for tolerance. Buddhism, Hinduism, and Moslem religions are found in many parts of the world, affecting the values (and attire) of people professing these faiths. For instance, these three religions forbid consumption of alcohol; Religious holidays affect international communication, interrupting work schedules or delaying responses to requests. Be aware too that religion can affect the status of women; their positions within an economy and even their buying patterns and habits of dress.

Religion: Homogeneity and diversity of belief structure

- a. Are you aware of the major religious beliefs that could affect your business relationships?
- b. Will the religious holidays affect your rhythm of conducting business?
- c. What personal behavior is acceptable and not acceptable?

Social Norms

In various ways any national environmental constraints – education, law and regulations, economics, politics, religion – affect a nation's social norms. In many countries a male line of the family profoundly influences some business decisions. Decisions, buying patterns, pooling of resources, special interests affect behavior and business communication. Beyond the immediate family a bond may exist between persons, based on caste, class, age, or even special interests. Be aware of a nation's social norms.

Social Norms: importance of family, influence of past colonial influences:

- a. Are you aware of the social hierarchies of the country?
- b. Is there a rank order of importance for participants at meetings?
- c. Who will really make the business decision?
- d. Which country's influence is still evident after previous colonial control?

Language

An important constraint that undergirds all the preceding variables is language. Obviously, unless both sender and receiver understand a common language, the opportunities for successful business communication are significantly limited.

Language

English is a world language – and to a major extent the language of business.

Language problems are often core to communication misunderstanding.

Language: Use of English and other languages used in business relationships:

- a) Is it necessary to have an interpreter at business sessions?
- b) Is English understood at the oral or written level?
- c) Is there a protocol to follow for formal and informal communication?

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38. What is an order letter?

An order letter is a contract of selling and purchasing or services. Orders are considered one of the simplest types of direct request. While placing an order, you need not excite your reader's interest; just state your needs clearly and directly

39. "Behaving in a proper way while writing or communicating with customers is one of the keys to success". Discuss the principle of courtesy.

Courtesy does not mean the use of old-fashioned expressions such as 'your kind enquiry', 'thank you' and 'please'. Rather, it is politeness that grows out of respect and concern for others. Courtesy is a quality that enables a request to be refused without killing all hope of future business. Courtesy also means replying promptly to all letters. If you feel your correspondent's comments are unfair, try to answer tactfully. In short, the whole letter should have a courteous tone. It is not what you say; it is how you say it.

The following are suggestions for producing a courteous tone:

- Be sincerely tactful, thoughtful, and appreciative
- Use expressions that show respect
- Choose nondiscriminatory expressions

40. Individual cultural variables are very important to understand intercultural communication, discuss with three individual cultural variables.

Individual cultural variables are very important to understand intercultural communication because While communicating, the message sender and the receiver are both affected by external and internal stimuli. So communicating with business people in a foreign country you must realize that overall individual cultural and other culture as well.

Three individual cultures are discussed below:

1. Food:

Food is one of the individual cultural variables. In order to understand individual culture, it may be a good idea prior to visiting your host country to visit various ethnic restaurants in your home country. Then you'll have an initial idea as to the kinds of foods available: how they are served, fixed or eaten.

2. Manners:

Another individual cultural variable is Knowing manner which is also very important. You must follow the manner according to the countries. As Children shake your hand in Germany, hug you in Italy. So different countries have different manners of greeting, we need to follow it for better understanding of individual culture variable.

3. Time

Persons in Latin America and the Middle East treat time more casually then do Americans, prefer promptness. Germans are time-precise. In Latin America – and in Buddhist cultures – you may wait an hour; just reflecting a different concept of time; arriving late is a social accepted custom.

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41. What is persuasive request?

This type of letter attempts to persuade the reader to spend time or money or to go to some trouble to help the writer – usually without benefit to the reader.

1. Begin with something that will interest the Reader
 - Altruistic Appeal
 - Reader-benefit appeal
 - Individual responsibility appeal
 - Personal experience appeal
2. Follow through with the Reason for the Request
 - Emphasize an advantage to someone other than the writer
 - Compliment the Reader
3. State the Request in Definite and Specific Terms
4. Stimulate action with closing remarks
5. Reflect an optimistic Outlook

42. Explain the following points in replies to persuasive requests.

1. Start with a Cheerful “Yes”

“I’ll be at the seminar to help in any way I can. The solution to the problem of tax increases is important to me too, and I’m glad you planned the seminar”.

If the request is granted grudgingly or with reservations, you will probably lose the goodwill you could expect to gain by saying yes.

2. Confirm Details of the Request and Acceptance

The confirmation can be included with the “Yes” in the first paragraph, as in this opening sentence: *We are pleased to enclose the entrance requirements to our graduate business program.* Otherwise, the confirmation should follow in the next paragraph and should repeat the details of the request to be sure that reader and writer agree. For example, a letter accepting an invitation to give a talk at a meeting should confirm the day and date, time, place, subject, and length of the talk. Or, if a contribution is enclosed, the letter should state the amount and purpose.

43. Write a short note on clarity.

Clarity means getting your message across so that the receiver will understand what you are trying to convey. You may not be able to write clearly if you have not thought about your message first. It is better to write down the main points of the message. A rough draft should be made first and then revised.

Clarity is achieved in part through a balance between precise language and familiar language. Put right word to convey the meaning. Familiar words are often conversational.

44. Your company has received an order for three dozen spark plugs. You need to write an acknowledgement letter. Write only the body of this letter.

Dear Mr. Naveed,

We are pleased to have received your order of September 15 and would like to welcome you as our new customer.

Your order (No. 62997) for one dozen spark plugs is being processed and will be ready for shipment on September 21, it will be delivered to your workshop by our own van, and payment will be c.o.d. (our policy for all orders under Rs. 1000).

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We are sure you will appreciate this item of our auto line. Mr. Gul, your sales representative, will call on you soon with a catalog and samples.

Cordially,

45. Elucidate the five planning steps involved in the process of preparing effective business messages.

Five Planning Steps

Before writing a message, the following steps are necessary for effective communication.

1. Define the purpose of the message.
2. Analyze your audience – readers or listeners.
3. Choose the ideas to include.
4. Collect all the facts to back up these ideas.
5. Outline – organize – your message.

46. Redraft the message for clarity.

The identification and classification of the various histological types of lymphomas are vital steps toward the introduction of new therapies and the reduction of mortality.

47. Write a short note on artifacts.

Artifacts

Artifacts are objects used to convey nonverbal messages about self-concept, image, mood, feeling or style. For example, perfume, clothes, lipstick, glasses and hairpieces project the style or mood of the wearer. Many artifacts are common to the group but we also use artifacts, particularly clothing, as an individual form of communication.

48. What is the difference between credibility and congeniality?

Credibility:

Communicators are believable. You have faith in the substance of their message. You trust their information and their intentions.

Congeniality:

Communicators maintain friendly and pleasant relations with you regardless of whether you agree with them or not. Good communicators command your response and goodwill. You are willing to work with them again, despite their differences.

49. In order to understand intercultural communication which factors are important?

Intercultural Communication

1. What do you think of a culture in which people sign their last names first?
2. What is your reaction when two signatures appear at the bottom of a business letter?
3. Why don't people put the month first, then the day, rather than day first, then the month?
4. What is your impression of a foreign letter that is intentionally not concise?
5. Some salutations are overly formal; so are endings. Is that a concern when your letters have been more casual?
6. How do you react to long sentences in letters when you were taught to write shorter sentences?
7. What's your reaction when a letter ends without a clear statement of purpose or action?
8. What is your feeling toward a meeting in which there is little discussion and little comment until the senior and usually older person speaks and recommends an answer?
9. How do you react when writing problems such as errors in choice of verb tense, prepositions, and articles frequently occur in writing?

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50. What is the organizational plan for order letters? Discuss each point briefly.

1. Give the Information in a Clear Format

To make your letter easy to read, do one of the following:

- Write a separate, single-spaced paragraph for each item, with double spacing between paragraphs.
- Arrange your order in a tabular form similar to an order blank. When several sets of numbers, items, and prices are given, tabular form is clearer than writing the information in sentences.

2. Write Orders, not Just Hints

Legally, an order letter is the “offer” portion of a contract. The “acceptance” portion of the contract is completed when the seller sends the merchandise. Use specific and direct openings such as “please send me” Or “Please ship...” rather than vague phrases such as “I’m interested in” Or “I’d like to....”

3. Give a Complete Description of Each Item

Include the following information in your order letter:

- i. Quantity ordered.
- ii. Catalog (or model or stock) number
- iii. Name of product
- iv. Description of product, including as much of the following as is appropriate (1) color (2) size (3) material, (4) grade or quality, (5) pattern, (6) finish, and (7) any other details available.
- v. Unit price
- vi. Total price for desired quantity
- vii. Any other information that you have, including where you saw the product advertised.

4. Tell How You Will Pay for the Order

Give the mod of payment to be used (personal cheque, COD, money order, or credit card). Be sure to add any shipping charges and sales tax that may be part of the total cost. If you want the item charged to a credit card, give the credit card number and the expiry date. Also, if the printed name on the credit card differs from the signature and typed name on the letter, be sure to give the exact name of the cardholder.

5. Tell Where, When, & How you want the Merchandise Shipped

51. Explain the term culture and point out the main aspects of intercultural model.

Culture:

Culture refers to the behavioral characteristic typical of a group. This definition implies that communication, Verbal and nonverbal within a group also is typical of that group and is unique.

52. Write a note on different punctuation styles.

Punctuation Styles

1. Close Punctuation

Parts of heading, date, inside address, salutation and complimentary close are punctuated.

2. Standard Punctuation

No line of heading or inside address is punctuated. After salutation and complimentary close a comma is placed.

3. Open Punctuation

It requires no punctuation even after the salutation and the complimentary close.

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MID TERM IMPORTANT QUESTIONS

53. Rephrase the following letter body:

“Will you ship us some time, anytime during the month of October would be fine, or even November if you are rushed (November would suit us just as well, in fact a little bit better) 300 of the regular Dell Computers. Thank you in advance for sending these along in parcel post, and not in express, as express is too expensive.”

“Please ship parcel post, before the end of November 300 Dell Computers.”

54. Point out some barriers in communication which arise due to attitude and value differences of sender and receiver.

55. Write short notes on the following:

- 1- Importance of communication in your career
- 2- Developing the right attitude

Importance of Communication in your Career

- Your success in your career is based on your ability to do well in written and oral communication.
- This ability to communicate effectively is a valuable asset for you.
- If your career requires mainly mental rather than manual labor, your progress will depend on how effectively you communicate your ideas to others who need or should receive them.
- Strong communication skills are found in every job description listed by companies' advertising positions. Communication is a primary responsibility in many careers, such as customer relations, labor relations, marketing personnel, public relations, sales, and teaching.
- Communication is also required in government and nonprofit organizations. Communication skills play a major role at every level.
- Even if your work is mainly with figures, as in the accounting profession, the ability to communicate to those who read your financial reports is necessary.

Developing the right attitude

“To the customer, you are the company.” Your attitude when dealing with customers, clients, and the public reflect on the company you represent. Your attitude will reflect your country and your culture. Each message communicates the essential quality and culture of your company and can either build goodwill or destroy it.

Doing an honest job enthusiastically and competently helps both the doer and the receiver. Answering even routine inquiries should and can be an interesting challenge.

56. Make each of the following requests complete and concrete:

1. The coat you had in your window last Thursday is exactly the style I would like to have. Please send it to me on my credit card account.

Dear Sir,

I like the coat which is in beautifying your last window last Thursday, I like that coat and want to make my dress. I will pay the amount through credit card.

2. I am interested in the portable TV you advertised in yesterday's newspaper. Will you please tell me more about it? (The firm advertised one TV set in the city's morning paper and a different set in the evening paper).

I have seen the advertisement yesterday in daily XYZ about the portable T.V. I want to know further details and technical specification. Once it will meet my requirement, I will definitely not wait to keep away that portable T.V.

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MID TERM IMPORTANT QUESTIONS

57. What is the role of time, space and silence in effective communication?

Time

In effective communication time is very important it reflects the habits of different cultures as well eg. Persons in Latin America and the Middle East treat time more casually then do Americans, prefer promptness. Germans are considered time precise. In Latin American and in Buddhist cultures you may wait an hour; just reflecting a different concept of time; arriving late is a social accepted custom. Every nation have different concept of time.

Perceptions of time

- Is the concept of time considered linear or circular?
- What impact will time have upon business decisions?
- Is time considered valuable or an intangible asset?

Space

Space is also very important every nation use to keep space with varying length how do you react in Saudi Arabia when someone's breathe intentionally brushes How would you react hanging onto the outside of a bus in Pakistan? How do you react to the cold stare of a German as your eyes invade the privacy of his or her yard? Some cultures consider those who stand close to you as intrusive, rude, pushy, and overbearing.

Silence

Silence is also used as feedback, although it is not much effective but it is gives feed back to sender.

All these factors are countable in effective communication.

58. What type of barriers in communication will be faced by a foreigner in a country he visited for the first time and how he will be able to overcome them?

Generally, foreigner will face two types of barriers and a in a country who is visiting first time will face them.

- **Semantic Barriers**
 - Conversation mean
- **Physical Barriers**
 - Psychological barriers
 - Emotional barriers
 - Perceptual barriers
 - Barriers involving values attitudes etc

Semantic Barrier

These are the symbols the sender uses to communicate messages both sender and receiver must have same meaning of the message sent otherwise receiver will translate the message in different mean

Problem in Conventions of Meaning

Denotation

A denotation is usually the dictionary definition of a word. Denotative meanings name objects, people or events without indicating positive or negative qualities.

Such words as car, desk, book, house, and water convey denotative meanings. The receiver has a similar understanding of the thing in which the word is used.

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Connotation

A connotation is an implication of a word or a suggestion separate from the usual definition. Some words have connotative meanings, that is, qualitative judgments and personal reactions. The word man is denotative, father, prophet, brother are connotative. Some words have positive connotations in some contexts and negative meanings in others. For example, slim girl and slim chances.

Physical Barriers

Communication does not consist of words alone. Another set of barriers is caused by your own physical appearance, your audience, or the context of the document or the presentation. Your ideas, however good and however skillfully imparted, are at the mercy of various potential physical barriers.

For Speaking

Mumbling, not enunciating, speaking too quickly, noises become of hissing ventilation, blowing air conditioning, ringing telephones, slamming doors etc.

Psychological Barriers

Because of the changing world, everyone has his own concept of reality. Also, human beings, sensory perceptions – touch, sight, hearing, smell, and taste are limited, and each person's mental filter is unique. In our daily interaction with others, we make various abstractions, inferences and evaluations of the world around us.

Emotional Barriers

One possible psychological block is emotional, you may be emotionally block if you are announcing a new policy you may become popular or unpopular.

Perception of Reality

The perceptual problem is that people think differently. Selecting some details and omitting others is a process called abstracting. On many occasions abstracting is necessary. However, he should be cautious about "slanted" statements. Differences in abstracting take place not only when persons describe events but also when they describe people and objects. Slanting is unfair in factual reporting. When presenting some particular facts, you include your own biased ideas into it, you make slanting statement. Try not to let personal references affect your factual reporting of information.

Inferences

Conclusions made by reasoning from evidence are called inferences. We make assumptions and draw conclusions even though we are not able to immediately verify the evidence. Some inferences are both necessary and desirable; others are risky, even dangerous.

Expectations

It is general expectation that when we reach a foreign country, we are sure that we will be treated politely.

When we post a letter, we infer that it will reach its destination.

Conclusions we make about things we have not observed directly can often be against our wishes.

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Barriers Involving Values, Attitudes etc.

Both personality and attitude are complex cognitive process.

Personality usually is thought of as the whole person whereas attitude may make up the personality. The term attitude describes people and explains their behavior. More precisely an attitude can be defined as a persistent tendency to feel and behave in a particular way towards some object.

Eg. Some people does not like night shift, so there attitude is negative towards his work assign.

A receiver's attitude toward a message can determine whether it is accepted or rejected. The effectiveness is influenced also by the values, attitudes, and opinions of the communicators. People react favorably when they receive agreeable message. Receivers' views of the information will affect their response. This response could be what the sender desires or just the opposite.

Occasionally people react according to their attitudes toward a situation rather than to the facts.

Closed Mind

There are people having rigid views on certain topics. They maintain their rigid views regardless of the circumstances. Such a closed minded person is very difficult to communicate with.

Sender's Credibility

Other factors effecting attitudes, opinions and responses

They are following

Environmental stresses, Personal problems, Sensitivity

Each and every factor is considerable.

59. What is meant by Globalization? The implications of globalization on organizational behavior are profound and direct. Comment on this statement?

Globalization and its implications on Organizational Behavior:

Globalization is a term that is used to describe the changing world order in which various aspects of a nation that include the economic, social, political, cultural and environmental factors are viewed as being part of a global community and not restricted in their scope. But according to an organization, **Globalization** means that for a company to survive it must establish markets not only in its own country but also in many other countries of the world.

Implications of globalization: There are various implications of globalization. In organizational behavior like New organizational structures Different forms of communications need more sensitivity to cultural differences.

Now a day's globalization is very much important for survival. Organizations expand globally to gain access to resources as inputs and to sell their products as outputs. Companies seek the expertise found in other countries. Competition is of greater extent in global environment. Companies compete with foreign competitors. The world is viewed as a single market. There exist a diverse workforce and the challenge of managing it increases as organizations expand their operations internationally. People from different countries have difficulties in non verbal communication due to differences in their cultures. So globalization is no doubt an important need now but due to this organizations have to face many challenges.

60. Which things should we avoid while writing a buffer?

When writing a buffer, you need to **avoid** certain things. Examine the following:

1) *Avoid saying no*, An audience facing the unpleasant news right at the beginning usually reacts negatively to the rest of the message, no matter how reasonable and well phrased it is.

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2) *Avoid using a know-it-all tone.* When you use phrases such as “you should be aware that,” the audience expects your lecture to lead to a negative response and therefore resists the rest of your message.

3) *Avoid wordy and irrelevant phrases and sentences.* Sentences such as “We have received your letter,”

“This letter is in reply to your request,” and “We are writing in response to your request” are irrelevant. You make better use of the space by referring directly to the subject of the letter.

4) *Avoid apologizing.* An apology weakens your explanation of the unfavorable decision.

5) *Avoid writing a buffer that is too long.* The point is to briefly identify something that both you and your audience are interested in and agree on before proceeding in a businesslike way.

61. Do you think, it is important for a good communicator to have certain traits? Write down traits of a good communicator.

Good communicators are also good listeners. When you listen well, you gain a clear understanding of another's perspective and knowledge. **Listening fosters trust, respect, openness, and alignment.** Active listening is a key part of coaching others.

Following are the traits of good communicators:

- Perception
- Precision
- Credibility
- Control
- Congeniality

Perception:

Communicators are able to predict how you will receive their message. They anticipate your reaction and shape the message accordingly. They read your response correctly and constantly adjust to correct any misunderstanding.

Precision:

Communicators create a ‘meeting of the minds’. When they finish expressing themselves, they share the same mental picture.

Credibility:

Communicators are believable. You have faith in the substance of their message. You trust their information and their intentions.

Control:

Communicators shape your response. Depending on their purpose, they can make you laugh or cry, calm down, change your mind or take action.

Congeniality:

Communicators maintain friendly and pleasant relations with you regardless of whether you agree with them or not. Good communicators command your response and goodwill. You are willing to work with them again, despite their differences.

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62. What is voice mail?

Voice Mail

Voice mail records messages on a computer disk for later retrieval by the receiver. When an incoming call is not answered, the system responds by telling the caller how to leave a message or how to reach someone else. The receiver of the call can then either listen to the machine upon returning to the office or access the message via telephone. This process eliminates the problem of telephone tag, which can be so frustrating.

63. How listening is necessary in communication?

To listen, we need to make a conscious effort not to just hear what people are saying but to take it in, digest it and understand. Not only does listening enhance your ability to understand better and make you a better communicator, it also makes the experience of speaking to you more enjoyable to other people.

64. Why credit collection is important for consumers, manufacturers or producers?

65. Describe negotiation briefly.

A negotiation is a strategic discussion that resolves an issue in a way that both parties find acceptable. In a negotiation, each party tries to persuade the other to agree with his or her point of view. By negotiating, all involved parties try to avoid arguing but agree to reach some form of compromise.

66. How you will stimulate the reader action in sales letter?

Stimulate the Reader to Action

1. Clearly state the action you desire.
2. Provide specific details on how to order the product, donate money, or reach your organizations.
3. Ease action with reply cards, preaddressed envelopes, phone numbers, and follow-up phone calls.
4. Offer a special inducement to act now: time limit or situation urgency, special price for a limited time, premium for acting before a certain date, gift for acting, free trial, no obligation to buy with more information or demonstration, easy payments with no money down, credit-card payments.

67. Explain the errors in letter report.

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