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MIDTERM EXAMINATION
Spring 2009
ENG201- Business and Technical English Writing (Session - 1)

Question No: 17 (Marks: 2)

What is the difference between cover letter and resume?

Answer:

Cover Letter

A cover letter accompanies a larger item, usually a document. It provides the recipient with a specific context in which to place the larger document and simultaneously gives the sender a permanent record of having sent the material.

Resume

Resume objectives requires you to emphasize the points as major evidence that you are qualified for the job you seek. Most resumes are organized around applicant's experience.

Question No: 19 (Marks: 3)

What are the benefits of Completeness in messages?

Answer :(Page 31)

Benefits of Completeness:

- Complete messages are more likely to bring the desired results.
- They do a better job at building goodwill.
- Communication that seems inconsequential can become very important if information they contain is complete and effective.

Question No: 20 (Marks: 5)

What is meant by "concreteness"? Explain it with the help of examples.

Answer: Page 35

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Concreteness:

- Communicating concretely means being specific, definite, and vivid rather than vague and general.
- Often it means using denotative (direct, explicit, often dictionary-based) rather than connotative words.

Concreteness:

- The benefits to business professionals of using concrete facts and figures are
 - Your receivers know exactly what is desired
 - When you supply specifics for the reader you increase the likelihood of that your message will be interpreted the way you intended

Question No: 21 (Marks: 10)

You are student of business administration, at the end of session you are required to do one year internship experience in a well reputed software company (Adam Soft). Write a letter of inquiry to Director of Software Company (Adam Soft) about Internship opportunities and present yourself fully enthusiastic, motivated and active participant.

Question No: 17 (Marks: 2)

What is meant by ‘Defining Objective’?

Answer: Page 13

Definition of your objectives tells you what the implicit claim of your resume should be. That is, you are the kind of capable, responsible and pleasant person that employers want to hire. you identify the specific facts you can mention as evidence to support the claim about yourself.

Question No: 18 (Marks: 2)

Define the term ‘Transitions’.

Answer: Page 80

A word, phrase, sentence, or series of sentences connecting one part of a discourse to another. Such phrases as “*to continue the analysis*”, “*on the other hand*” and “*additional concept*” are another type of structural clue.

Question No: 21 (Marks: 10)

How many parts does Indirect Plan consist of? Explain in detail.

Answer: Page 74

The indirect plan consists of four parts:

- A buffer
- Reasons supporting the negative decision
- A clear, diplomatic statement of the negative decision
- A helpful, friendly, and positive close

Question No: 17 (Marks: 2)

What is the purpose of writing Professional Objectives in Resume?

Answer: Page 14

When you state your professional objective, you answer your reader's questions 'what exactly do you want to do?' your answer can be extremely important to the resume. In contrast, people in other fields such as advertising are accustomed to seeing highly unconventional resumes, perhaps printed on pink paper.

Question No: 18 (Marks: 2)

How a message can achieve good organization?

Answer: Page 50

We can achieve good organization by writing clear subject and purpose. All information should be related to the subject and purpose. We can achieve it by putting ideas in grouped and presented in a logical way and by including all necessary information.

Question No: 19 (Marks: 3)

Which components are included in the Front matter of a Proposal?

Answer: Page 62

Front Matter: The front matter of a proposal includes the following components:

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- Letter of transmittal
- Title page • Summary
- Table of contents
- List of figures and tables

Question No: 21 (Marks: 10)

How will you establish sequence with Organizational patterns of the followings?

GOOD NEWS MEAAAGE – Bad news – Persuasive messages

Answer: Page 53

Establish Sequence with Organizational Patterns

Bad-News Messages

If you have bad news, try to put it somewhere in the middle, cushioned by other, more positive ideas.

Bad-News Message Format

The letter begins with a neutral statement that provides a transmission to the refusal. The midsection explains the reason for refusal and then states the bad news. The writer takes care to introduce a positive thought. The letter closes on a cordial note

Persuasive Messages

Using the indirect approach gives you an opportunity to get your message across to a skeptical or hostile audience.

Persuasive Message Format

The letter begins with questions to catch the reader's attention. The letter leads up to the main point by arousing the reader's interest. This section gives the reader a motive for complying with the request. The letter closes with an appeal

Question No: 17 (Marks: 2)

What do you know about 'Phantom Readers'?

Answer: Page 23

Phantom Readers

In some situations most important readers may be hidden from you. Written communications addressed to one person are used by others. These real but unnamed readers are called phantom readers.

Question No: 18 (Marks: 2)

Which factors should be kept in mind while editing the message?

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Answer: Page 56

Content and Organization

Stick to the point, the main idea, in the first paragraph. In the middle highlight the key features of your stance. Eliminate redundancies.

Question No: 19 (Marks: 3)

Which characteristics are most important part of Correctness?

Answer: Page 41

The following things are at the core of concreteness.

- Grammar
- Punctuation
- Spelling

Question No: 20 (Marks: 5)

Which characteristics ensure 'Completeness' to a document?

Answer: Page 31

Your message is complete when it contains all the facts, readers or listeners need for the reaction you desire.

Communication senders need to assess their message from eyes of the receivers to be sure they have included all the relevant information

Question No: 21 (Marks: 10)

Describe and explain any FIVE characteristics of Conciseness.

Answer: Page 33

Conciseness:

Conciseness is saying what you want to say in the fewest possible words without sacrificing the other C qualities. 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.

Eliminate wordy expressions

Use single-word substitutes instead of phrases whenever possible without changing meaning

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Question No: 17 (Marks: 2)

What does the phrase ‘Readers create Meaning’ mean?

Answer: Page 4

Instead of *receiving* the message, people interact with the message to *create* meaning. While reading, we build larger structures of knowledge from small fragments of sentences. These structures are not the words we have just read but our own creation

Question No: 18 (Marks: 2)

What is a bad news message?

Answer:

It's the message that tells you unpleasant news. It's usually written in indirect approach and following some other rules so the writer looks more polite

If you have bad news, try to put it somewhere in the middle, cushioned by other, more positive ideas.

http://wiki.answers.com/Q/What_is_bad_news_message#ixzz1Lnzwdv8y

Question No: 19 (Marks: 3)

What do you understand by the phrase ‘Readers responses are sharpened by Situation’?

Answer: Page 4

It means Responses to a communication are shaped by a total situation surrounding the message such as factors as their purpose of reading the readers’ perceptions of the writer’s aims, their personal interest and stake in the subject discussed past relations with the writer

Question No: 20 (Marks: 5)

Differentiate between Direct and Indirect Approach?

Answer: Page 4

Direct Approach (deductive)

Putting the main idea first followed by evidence.

Indirect Approach (inductive)

Putting the main idea later and evidences first. Use direct order if the audience’s reaction is likely to be positive and indirect order if it is likely to be negative. Short messages follow one of four organizational plans, depending on the audience’s probable reaction

Question No: 21 (Marks: 10)

You have received an appointment letter from a multinational company for Sales Representative post but you are intimated to submit your Recommendation letter before joining. Write a letter to your Branch Manager [previous employer] in order to obtain a Letter of Recommendation.

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Question No: 17 (Marks: 2)

What are the basic strategies for writing bad-News Messages?

Answer: Page 74

The two basic strategies described are:

- The indirect plan, which presents supporting data before the main idea
- The direct plan, which presents the main idea before the supporting data

Question No: 18 (Marks: 2)

Define the term ‘Stylistic Accuracy’.

Answer: Page 27

Stylistic accuracy concerns the careful use of language requires the careful use of paragraph and sentence structure and word choice to describe and analyze your topics effectively. As a writer, you gain command of accuracy by studying the elements of style and by learning to apply those elements to your drafting, revising, editing, and proofreading. Stylistic accuracy is also a matter of using words precisely

Question No: 20 (Marks: 5)

Describe briefly ‘structural, stylistic and contextual clarity.

Answer: Page 27

Structural clarity.

At the level of the whole document, you can promote structural clarity, making it easy for the reader to get the large picture. Use abstracts and other forecasting strategies such as introductions that state the purpose and scope of the document

Stylistic clarity

Stylistic clarity is promoted by simple, direct language. Simplicity in language is obtained with directly worded sentences. Using simple sentences and avoiding overloaded sentences and excessive normalization also contributes to clarity. Word choice is a factor in stylistic clarity:

Use simple language wherever possible to counteract the abstract, highly specialized terms of science and technology.

Contextual clarity

Contextual clarity, in which the importance, authorization, and implications of your work are made available, also contributes to ease of understanding. All work has context, and your readers want to understand what the context of your document is:

- What prompts you to write?
- What is your purpose?
- Whose work proceeds has influenced yours?
- What is the organizational and intellectual context of your problem?

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A customer had purchased a costly watch from your store. He returned it after a month complaining that it had developed a defect. He claimed repairs under your six-month guarantee. He did not tell you that he had dropped it accidentally. Write him a letter of adjustment saying that he would be charged for repairs and service because your guarantee did not cover accidental breakage.

Question No: 17 (Marks: 2)

Explain the phrase ‘Readers react on a moment-by-moment basis’?

Answer: Page 5

Readers react on a moment-to-moment basis

On job people react to each part of the memo, report or other business communication as soon as they come to it.

Question No: 19 (Marks: 3)

What are Claims and Adjustments?

Question No: 20 (Marks: 5)

How will you write and plan a sales letter?

Answer: Page 77

The three steps involved in planning a sales letter are similar to those involved in planning any other persuasive message

1. Determine the main idea (in sales letters, it revolves around a selling point and related benefits)
2. Define the audience
3. Choose the approach and format

Question No: 21 (Marks: 10)

DESCON a multi-national company needs the services of highly competent MCS for the post of System Analyst with at least five years of experience in the relevant field. If you think you qualify the said criteria and you have the skill to work with the company, send your CV to P.O Box 1122 before 23rd of this month.

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