

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

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

- **Capital**
- Enterprise
- Project
- Venture

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

Which of the following gives you an opportunity to get your message across to a skeptical or hostile audience?

- Direct approach
- **Indirect approach (Page 53)**
- Persuasive approach
- Instructive approach

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

Which of the following is the process of drafting your message?

- Planning
- **Composing (Page 53)**
- Editing
- Revising

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

A sentence consists of two parts; one is a subject which is the second one?

- preposition
- **predicate** <http://www.onlinemathlearning.com/parts-of-sentence.html>
- adjective
- adverb

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

Which of the following ensures success to message by leaving audience with a feeling of their personal welfare in mind?

- Abrupt close
- Polite close
- **Courteous close (Page 72)**

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- Gradual close

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

Which of the following should NOT be used while answering the phone?

- Ken speaking
- This is Ken
- **What do you want?**
- Can you hold on?

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

Select the statement about the communication process that is NOT true.

- Communication is vital to every part of business.
- **Your performance in business will not be judged by your communication ability.**
- Performance is judged by communication ability.
- Communication takes many forms-oral, written and computer.

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

What is the extremely important implicit goal of a business document?

- To provide information
- **To establish a relationship (Page 18 and 19)**
- To give instructions
- To persuade the reader

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

Which one is not an optional part of a letter?

- Attention line
- Subject Line
- Enclosure
- Salutation

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

Which of the following three steps are involved in planning a sales letter?

- Main idea, needs and appeals, logics
- Define the audience, emotion and logic, main idea
- Needs and appeals, chose the format, emotion and logic
- **Determine the main idea, define the audience, chose the format (Page 77)**

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

Communication can be defined as-----

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- A sense of unshared understanding
- The process of attempting to drop information
- **The activity of conveying information**
- Replacement of something

Question No: 16 (Marks: 1) - Please choose one
Where can we apply seven C's?

- To Non verbal communication
- To Oral communication
- To Written communication
- **To written and oral communication (Page 31)**

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