

## **Eng201- Subjective questions**

### **MIDTERM EXAMINATION**

**Spring 2010**

### **ENG201- Business and Technical English Writing (Session - 3)**

**Question No: 11 ( Marks: 2 )**

**Describe briefly Storyteller's tour.**

**Answer: Page 49**

Storytellers on Tour

Have students practice retelling folktales in their classroom. When students feel confident, teams of three or four students at a time can then take their tales to other classes for a storytelling concert. If older students are sent to the younger grades, ask the younger grades to thank the storytellers with drawings inspired by their stories

<http://www.storyarts.org/lessonplans/lessonideas/index.html>

**Question No: 12 ( Marks: 2 )**

**What do you know about 'Adjustment Requests'?**

**Answer: Page 72**

**Question No: 13 ( Marks: 3 )**

**Which format one should perceive while writing a report?**

**Answer: Page 78**

**Responsive format, style and organization:** Before you write decide:

Whether to use a letter, memo, or manuscript format

Whether to group your ideas one way or another.

Whether to employ or an informal style.

When making decisions about the format, style, organization of a report, consider its

- Origin
- Subject
- Timing
- Distribution
- Purpose
- Probable reception

**Question No: 14 ( Marks: 3 )**

**What are Functional Words and which function they perform?**

**Answer: Page 56**

Functional words include:

Conjunctions

Prepositions

Articles

Pronouns

Functional words express relationships among content words.

**Question No: 15 ( Marks: 5 )**

**What is coherence and why is it important?**

**Answer: Page 37**

In a coherent sentence the words are arranged so that the ideas clearly express the intended meaning. Place the correct modifier as close as possible to word it is supposed to modify. In the examples which follow, notice that ‘unclear’ sentence conveys the wrong meaning.

**Example:** Unclear

Being an excellent lawyer, I am sure that you can surely help us.

Clear

Being an excellent lawyer, you can surely help us.

**Question No: 16 (Marks: 5 )**

**What is the difference between Formal and Informal letter?**

**Answer: Page 41**

**Formal Writing**

Formal writing is often associated with scholarly writing.

Examples

Doctoral dissertations, scholarly articles, top-level government agreements etc

**Muhammad Moaaz Siddiq – MCS(4th)**

**Moaaz.pk@gmail.com**

**Campus: - Institute of E-Learning & Modern Studies  
(IEMS) Samundari**

The style unconventional, usually impersonal, and contains long and involved sentences.

### **Informal Writing**

This style of writing is more characteristic in business writing.

An example is the communications via E-mail, memos etc.

**Question No: 17 ( Marks: 5 )**

**Write down the techniques that are used to get the reader's attention or interest.**

**Answer: Page 53**

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.

## **MIDTERM EXAMINATION**

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**ENG201- Business and Technical English Writing (Session - 4)**

**Question No: 11 ( Marks: 2 )**

**What are the characteristics of a well organized message?**

**Answer: Page 51**

The subject and purpose are clear. All information is related to the subject and purpose. The ideas are grouped and presented in a logical way. All necessary information is included.

Well organized messages are efficient

they only contain relevant information, so the audience does not waste time with superfluous information

**Question No: 12 ( Marks: 2 )**

**Have you ever heard the term Persuasive message? Define it.**

**Answer: Page 76**

The persuasive message influences the audience by informing them and aiding their understanding. Persuasive messages aim to influence audiences who are inclined to resist, so they depend heavily on strategic planning

**Question No: 13 (Marks: 3 )**

**What is AIDA?**

**Answer: Page 76**

AIDA is a plan and it is the specialized version of persuasion  
It has four phases:

**Muhammad Moaaz Siddiq – MCS(4th)**

**Moaaz.pk@gmail.com**

**Campus:- Institute of E-Learning & Modern Studies  
(IEMS) Samundari**

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

**Question No: 14 (Marks: 3 )**

**What is a business letter? Enlist at least three types of business letter.**

**Answer: Page 63**

Business letters are commonly either full-block formatted, with every line starting at the left margin and usually a business letterhead at the top of the page, or modified-block formatted, with the heading and the closing aligned at the center of the page.

**Types of Letters:** The following are some of the most common types of letters written by people in technical fields.

- Job application letters
- Acceptance letters
- Transmittal letters
- Inquiry letters
- Technical-information letters
- Letters of recommendation

**Question No: 16 ( Marks: 5 )**

**Give the guidelines for ‘Positive Close in a bad news message’?**

**Answer: Page 75**

Following are the Guideline for positive Close

1. Don't refer to or repeat the bad news.
2. Don't apologize for the decision or reveal any doubt that the reasons will be accepted.
3. Don't urge additional communication
4. Don't anticipate problems
5. Don't include clichés that are insincere in view of the bad news
6. Don't reveal any doubt that you will keep the person as a customer
- 7.

**Question No: 17 ( Marks: 5 )**

**Write down FIVE advantages of using ‘written medium’ in business communication.**

**Answer: Page 49**

Written medium is best when you don't need immediate feedback

Advantages of using “writing medium is:

1. You can Write a detailed and complex messages.
2. You can put a permanent record.