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ENG201 Business and Technical English Writing

Final Term Examination – Spring 2005

Time Allowed: 150 Minutes

Please read the following instructions carefully before attempting the paper:

1. Attempt all questions. Marks are written adjacent to each question.
2. Do not ask any questions about the contents of this examination from anyone.
 - a. If you think that there is something wrong with any of the questions, attempt it to the best of your understanding.
 - b. If you believe that some essential piece of information is missing, make an appropriate assumption and use it to solve the problem.
 - c. Write all steps; missing steps may lead to deduction of marks.

****WARNING: Please note that Virtual University takes serious note of unfair means. Anyone found involved in cheating will get an `F` grade in this course.**

Total Marks: 40

Total Questions: 05

Question No. 1

Marks : 10

"Knowing the seven C's, and using them, will help you become a better communicator".

Discuss in detail.

Question No. 2**Marks : 06**

There is some wrong information in each of the following statements. Re-write by correcting them.

- i. A fundamental principle of communication is that the symbols the sender use to communicate messages not have essentially the same meaning in both the sender's and receiver's mind.
- ii. Bimonthly means both thrice a month and every two months.
- iii. The denotation is hardly the dictionary definition of a word.

Question No. 3**Marks : 15**

Assume for the moment that you are national of a Gulf State stationed in Pakistan. The president of International Marketing in a Gulf State makes this request:

Please send me pertinent information concerning the economic state, the competitive environment, and the labour market of Pakistan. I need just a brief introductory report before we go into more detail. I would appreciate receiving that information within the next couple of days.

Required: Using the above as a request, compose short informative report that responds to his questions. Additionally, your report should include the three parts of a report: introduction, body or text, and a terminal section.

Question No. 4**Marks : 04**

Choose the correct word or words that should be used in each sentence listed below:

- i. This act will not (effect, affect) my confidence in you.
- ii. I am eager to (tell, advise) you that you have succeeded.
- iii. (Continuous, Continual) rains are destroying the crops.
- iv. We assure you (its, it's) a pleasure to do as you suggest.

Question No. 5**Marks : 05**

Give short answer.

What is the difference between hearing and listening?
