

FINAL TERM EXAMINATION
Fall 2011
MCM301- Communication skills

Total 69 questions, 62 Mcq's

Q1. Almost every customer who makes a claim is emotionally involved therefore the indirect method is usually the best approach for a refusal. Discuss. (3)

Answer:

When refusing a claim, avoid language that might have a negative impact on the reader. Instead, demonstrate that you understand and have considered the complaint. The, even if the claim is unreasonable, rationally explain why you are refusing request. Remember, don't apologize and don't rely on company policy. End the letter on a respectful and action-oriented note.

Q2. To make writing concrete one should include as much as specific info as possible. (3)

Answer:

To make your writing concrete you should:

- a. Include as much specific information as possible.
- b. Use active rather than passive verbs.
- c. Use vivid, image-building words.

Q3. What steps are followed in planning a persuasive message? (3)

Answer:

Planning Persuasive Message:

Unlike routine positive messages, persuasive messages aim to influence audiences who are inclined to resist.

Following are the steps followed in planning persuasive message:

1. Analyze your purpose
2. Analyze your audience
 - a). Gauging audience needs.
 - b). considering cultural differences
3. Establish your credibility
4. Strive for high ethical standards

Q4. What are the types of verbal feedback that could be anticipated by a presenter? (5)

Answer:

Types of verbal feedback to anticipate.

Recognizing that thinking and communication patterns differ, a presenter should be prepared for verbal feedback that ranges from conceptual to concrete. Visionary people (those who look at the "big picture") typically ask questions that are broad in scope, such as "What are the implications? Or "What are your 10-year projections?" Detail-oriented people will focus on specifics and ask

questions like, "How would this apply to assembly-line workers?" Or "How do your projections break down on a monthly basis per workstation?" Presenters who are inclined to be conceptual thinkers sometimes overlook preparing for detailed questions from others. Conversely, those who tend to think in concrete terms may neglect to anticipate questions of a broader nature. Both types concrete and conceptual should be considered.

Q5. Discuss the content component of order letters. (5)

Answer:

Order letters:

Normally, order blanks or purchase orders are used when ordering merchandise by mail. However, when neither order blanks nor purchase orders are available, you can prepare an order letter. When placing an order, you need not excite your reader; just state your needs clearly and directly. Most orders refer to a product that the reader knows about, so these messages are usually processed without objection.

Order letters are comprised of three distinct content components:

1. Pertinent information about the items being ordered;
2. Directions for shipping the merchandise, including desired receipt date (if appropriate) and the Desired shipping location (if different from your address); and the
3. Method of payment.

Q6. Discuss different types of memorandum reports. (5)

Answer:

Following are the types of Memorandum Reports:

- Progress reports
- Periodic reports
- Justification reports
- Letter reports

Progress reports

The content of a progress report is determined by the familiarity of the report reader with the project.

Justification reports:

The justification report follows a direct or deductive plan, which means that the recommendations and conclusions are presented before the facts and findings. This plan is used because the most important section of justification reports typically is the recommendation.

Letter reports:

- Basic difference is their destination
- Are useful for presenting limited amount of information (1 to 4 pages & use a regular letter format)

Q7. Give an example of direct method of outlining the topic of effective business writing. (5)

Solution:

An example of the direct method is shown in the outline below:

- A. Mention that replacement copier is on its way
- B. Discuss the examination of the copier revealed two defects
 - 1. Weak transistor
 - 2. Short circuit in one of the components
- C. Mention that quality control tests do not find all defects
- D. Discuss warranty on new copier
- E. Express "satisfaction guaranteed" in courteous closing

Example of Direct-Method Letter

Dear Mr. ...

A copier was sent to you this morning to replace the copier you sent to us for repair.

An examination of your copier revealed a weak transistor and a short circuit in one of the electronic components. Because your copier was still under warranty, we prefer to replace the copier with a new one.

Our electronic equipment is subjected to right quality control tests during several stages of its manufacture. These tests find nearly 99% of the defective components - which is the best performance record in the industry. The reliability of our products is accepted by many of our customers.

The 120-day warranty on your replacement copier will take effect upon its receipt. Please complete and return the warranty card enclosed with the copier.

You are sure to have good performance by your copier. Remember, your satisfaction is guaranteed.

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Q1.What is indirect request letter? (3 marks)**Solution:**

In-direct request letters particularly when we are requesting for something that is expected not to be fulfilled; we will build up a ground first and then made a request.

The indirect request letter is used to request general information rather than answers to specific questions. The opening of an indirect request letter is less specific than the opening of a direct request letter. In the middle usually the request is made with some details and in the end again we close requesting some specific action and concluding cordially.

Q2.What is the advantages of writing a functional letter? (3 marks)

Solution:

The functional résumé

A functional resume emphasizes a list of skills and accomplishments, identifying employers and academic experience in subordinate sections.

This approach has three advantages:

1. Without having to read through job descriptions, employers can see what you can do for them,
2. You can emphasize earlier job experience, and
3. You can de-emphasize any lack of career progress or lengthy unemployment.

Q3. What are the guidelines for the composition of the body of business message? (3 marks)

Solution:

Guidelines for the composition of the body of business message:

- Develop the main idea with the scope of your message (its length and detail) in mind.
- Discuss main points and supporting evidence within the framework of the scope
- Adjust your message to fit the time and space available.

Q4.Discuss the role that appropriate pitch level in the effective oral communication? (5marks)

Solution:

Role that appropriate pitch level in the effective oral communication:

Pitch has a notable impact on how a presenter is perceived. In every species that makes audible sounds, the young have higher-pitched voices than do grown adults. Consequently, a high-pitched voice is associated with immaturity. An excessively high-pitched voice is shrill and unpleasant to listen to for long. A person who speaks in a high-pitched voice will be taken more seriously if the pitch is lowered.

An effective presenter uses pitch changes to indicate a change in the message. At the end of a sentence, dropping the pitch signifies a statement; raising the pitch signifies a question. For that reason, repeated lifts in pitch at the end of declarative statements create an impression of a speaker who is uncertain. Occasional and appropriate variations in pitch can be used to accentuate meaning. Rapid, frequent, and meaningless changes in pitch make it difficult for an audience to listen attentively, and may suggest that the speaker is highly emotional or frantic

Q5. When you must say no to a requested favor your use of direct or indirect approach depends on your relationship with the reader. Discuss? (5marks)

Solution:

When you must say no to a requested favor, your use of the direct or indirect approach depends on your relationship with the reader. For example, the principal of a local college asks your company to host graduation on your corporate grounds, but your sales meetings will be taking

place at the same time. If you do not know the principal, you will use the indirect approach. If you are friends you'll probably use the direct approach.

Q6. To determine the appropriateness of the content in the writing process which questions would you keep in mind? (5 marks)

Solution:

To determine appropriate content, you might find answering the following questions helpful.

1. What information is relevant for this situation, given the purpose of the message and the reader's needs?
2. What information should be included to make the message complete?
3. If I were the recipient of this message, what information would I find helpful?
4. What material needs to be included to make the message conform with the content customarily found in the type of message I am preparing.

Q7. To write a successful resume you need to convey seven qualities that employers seek. List down the qualities? (5 marks)

Solution:

To write a successful résumé you need to convey seven qualities that employers seek. You want to show that you:

1. think in terms of results,
2. know how to get things done,
3. are well rounded,
4. show signs of progress,
5. have personal standards of excellence,
6. are flexible and willing to try new things, and
7. possess strong communication skills.

As you organize and compose your résumé, think about how you can convey those seven qualities.

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Q1. important elements used in closing direct inquiry letters. (3 marks)

Solution:

Elements used in closing direct inquiry letters:

The Closing of the direct inquiry letters should be action-oriented.

A closing that suggests the action you wish the recipient to take; and that expresses appreciation for assistance.

Q2. What is memo? (3 marks)

Solution:

A memorandum, also called as a memo, is a message written to use within the organization. Traditionally letters are used for external communication; ordinarily the memo is intended solely for communicating with others within the organization

Q3. what is indirect inquiry letters? (3 marks)

Solution:

The indirect-inquiry letter is used to request general information rather than answers to specific questions. If you have one or more specific questions, you will want to use the direct -inquiry letter. But if you simply desire general information, an indirect -inquiry letter will suffice the opening of an indirect-inquiry letter can be less specific than the opening of a direct-inquiry letter.

Q4. Reservation letter and its Plan? (5 marks)

Solution:

Provide all information, like: type of room needed (single, double, suite); number of persons to occupy the room; arrival and departure date and time, and a request for confirmation.

For putting this information, follow the plan like:

1. A fast-start opening which identifies the type of room desired and the days needed;
2. A section which mentions arrival and departure times;
3. A courteous, action-oriented closing, which mentions your desire for a confirmation.

Q5. Planning stages of writing a letter. (5 marks)

Solution:

Planning stages of writing a letter:

- Determine your purpose
- Consider your reader
- Choose your idea
- Determine the appropriate content

Determine your purpose:

The first step you undertake in planning a written message is to determine your purpose. Is the message to be sent to the reader as response to a message you received from him/her? Does the message have to be persuasive? Is the nature of the situation positive or negative? Your message mainly informational, such as announcing your firm's new location? The purpose of your message determines the content as well as the order in which you present the material.

Consider your reader:

Effective writing is readily understood by your reader. Unless you are familiar with your reader and have considered his/her background, you may have difficulty focusing on his/her needs. The approach & content you use in writing for one reader may not be appropriate for another reader. The purpose of your message will determine how much you need to know about your reader

Choose your idea:

With your purpose and receiver in mind, the next step is to choose the ideas for your message. If

You are answering a letter, underline the main points to discuss and jot your ideas in the margin. If you are writing an unsolicited or a complex message, begin by listing ideas as they come to you –brainstorming –and then choosing the best ideas for your receiver.

Determine the appropriate content:

To determine appropriate content, you might find answering the following questions helpful.

1. What information is relevant for this situation, given the purpose of the message and the reader's needs?
2. What information should be included to make the message complete?
3. If I were the recipient of this message, what information would I find helpful?
4. What material needs to be included to make the message conform with the content customarily found in the type of message I am preparing

Q7. What is the basic purpose of memo? (5 marks)

Solution:

Basic Purpose of memo:

Memos are prepared for:

1. Requesting information
2. Giving instructions
3. Serving as covers for all messages
4. Making announcements

Requesting information:

The following suggestions will be helpful in writing a memo requesting information:

1. State the key idea, the request.
2. Present the details.
3. Remind the reader of the request and provide additional specific information.

Giving instructions:

To give instructions about sorting out an issue.

To guide staff about doing some tasks in a better way.

Making announcements:

Memos may be used to announce such matters as personnel transfers, meetings, or policy changes.

Transmittal Memo:

Memo is used to introduce the reader to a longer, accompanying message. Besides the Introduction it describes the main points of the message.

Q8. What is topical order? Explain with example. (5 marks)

Solution:

Topical order:

Topical order is a method of arranging information by dividing it into parts. Each part or division becomes a main point in the speech

For example:

Topic: Earth quake victims

Thesis: The Band-Aid Benefit Concert helped a lot towards the rehabilitation

I. 1st main point discusses Band-Aid administration

II. 2nd main point discusses performers

III. 3rd main point discusses sponsors

IV. 4th main point discusses audience.

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1. What do you know about the Letters of Congratulations? (3)

Solution:

Letters of congratulation:

An excellent –although often overlooked –way to recognize the achievement or accomplishment of an acquaintance is to send a letter of congratulations.

Some of the occasions or events for which congratulatory letters are prepared are: job promotion, an election to an office, an achievement in a special interest, and the receipt of an award, a retirement, and so forth.

One of the indispensable qualities of letters of congratulation is sincerity. Trite stilted phrases indicate a lack of sincerity and destroy the goodwill that congratulatory letters should create.

The suggested plan for a congratulatory letter includes the following elements:

1. An opening that congratulates the reader for his/her accomplishment or achievement
2. A section that expresses your understanding of the importance of the accomplishment or achievement
3. A courteous closing that extends best wishes for continued success

2. Semantics to build credibility of persuasive messages? (3)

Solution:

Say that you are trying to build your credibility. How do you let your audience know that you are enthusiastic and trustworthy? Simply making an outright claim that you have these traits is sure to raise suspicion. However, you can use semantics (the meaning of words and other symbols) to do much of the job for you. The words you choose to state your message say much more than their dictionary definition.

3. What are Non-necessary elements of Business Letters? (3)

Solution:

Non-essential elements of business letters:

- Addressee notation
- Attention line/ Reference
- Subject line
- Reference initial

- Enclosure
- Copy notation/Carbon copy (CC)
- Mailing notation
- Post script

4. What is Postscript of Business letters? (5)

Solution:

Postscript of Business letters:

To emphasize a point already in your letter or to include a brief personal message unrelated to the letter, a postscript, typed or handwritten may be added (“P.S.,” “PS,” or “PS:”) below everything else typed on the page.

Example:

Enc. (or Encs, for more than one item)

Enclosures 2 (two documents are enclosed)

Enclosed:

- 1) CV
- 2) Attested Copy of NIC
- 3) Attested Final Transcript

5. Refusal of refunding? (5)

Solution:

Refusal of refunding:

An out-of-town customer bought an expensive dress and mailed it back three weeks later, asking for a refund. The customer explained that the dress was not a good fit and that she really did not like it anymore. But perspiration stains on the dress proved that she had worn it. This letter skillfully presents the refusal.

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1-Language is the most common barrier in effective communication, discuss. 5marks

Solution:

Language itself is probably the most common barrier to effective Communication. Among the problems in the use of language for communication are differences in interpretation of statements. We have all said things that we thought were perfectly clear and simple, only to have them completely misconstrued. This happens for various reasons. Sometimes it is simply the result of misunderstanding. Or it may be due to an unconscious desire not to carry out someone's request. Or perhaps the speaker has chosen a word that conveys a meaning different from that intended.

Although fee, salary, wages, payment, stipend, and emolument are synonymous each has a different connotation. Language uses words to convey ideas, facts, and feelings. Sometimes semantic problems arise in the interpretation of words because the meanings are not in the words but in the minds of the people who receive them.

2-What is the difference between emotional and logical appeals? 3marks

Solution:

- use emotional appeals to help the audience accept your message
- use logical appeals when presenting facts and evidence for complex ideas or Recommendations
- avoid faulty logic
- use emotional appeals to help the audience accept your message
- use logical appeals when presenting facts and evidence for complex ideas or Recommendations
- avoid faulty logic

3-A scenario has given under organizing stage of effective writing that a costumer did not pay his cell phone bill past four months and we had to organize the message in this aspect so that he can pay his pending dues.

4-Almost every costumer is emotionally attached with his claim, so indirect approach is better for claim refusal. Discuss. 5marks

Solution:

When refusing a claim, avoid language that might have a negative impact on the reader. Instead, demonstrate that you understand and have considered the complaint. The, even if the claim is unreasonable, rationally explain why you are refusing request. Remember, don't apologize and don't rely on company policy. End the letter on a respectful and action-oriented note.

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Q1.What is important elements in the closing of a direct request letter?

Solution:

Elements in the closing of a direct request letter :

1. A specific request,
2. Information about how you can be reached, and
3. An expression of appreciation or goodwill.

Q2.In an indirect approach for writing a disappointing news letter the disappointing news is deemphasized. Discuss.

Solution:

de-emphasize the disappointing-news:

- Minimize the space or time devoted to the disappointing-news.
- Subordinate disappointing-news in a complex or compound sentence (“My department is already short of manpower, so I will need all my staff for at least the next two months”). This construction pushes the disappointing-news into the middle of the sentence, the point of least emphasis.
- Embed disappointing-news in the middle of a paragraph or use parenthetical expressions (“Our profits, which are down, are only part of the picture”).

Q3.Discuss the benefits of completeness in a business letter.

Solution:

- Goodwill will be next to your door.
- Gain of valued customers.
- Gain of more sales.

Q4.In order to make sure U-attitude or employer’s perspective in a resume, what questions one must ask to himself/herself while developing it?

Solution:

1. What key qualifications will this employer be looking for?
2. Which of these qualifications are your greatest strengths?
3. What quality would set you apart from other candidates in the eyes of a potential employer?
4. What are three or four of your greatest accomplishments, and what resulted from these accomplishments?

Q5.Explain the five point suggested plan for writing a letter granting an adjustment.

Solution:

Suggested plan for writing a letter granting an adjustment.

1. Begin directly –with the good news
2. Incidentally identify the correspondence that you are answering
3. Avoid negatives that recall the problem
4. Regain lost confidence through explanation or corrective action
5. End with a friendly, positive comment

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Q1.Guidlines for writing body of a business letter?

Solution:

Guidelines for writing body of a business letter:

The main body of the letter is divided logically into the paragraphs.

Paragraphs are conventionally separated by two line spaces for clarity; whether or not the first line of each is indented from the left hand margin.

Q2.Developing a persuasive message?

Solution:

Developing Persuasive Messages:

a. Get your reader's attention

Begin the message with an attention-getting statement that is:

- personalized
- you-oriented
- straightforward
- relevant

b. Build your reader's interest

- elaborate on the main theme
- relate benefits specifically to the attention -getter

c. Increase your reader's desire

- make audience members want to change by explaining how the change will benefit them
- back up your claims with relevant evidence

d. Motivate your reader to take action

- suggest a specific step the audience can take
- stress the positive results of the action
- make the desired action clear and easy

e. Balance emotional and logical appeals

- use emotional appeals to help the audience accept your message
- use logical appeals when presenting facts and evidence for complex ideas or recommendations
- avoid faulty logic

f. Reinforce your position

- use semantics to build credibility and enhance the emotional content of your Message.
- use a variety of critical thinking and effective writing tools to strengthen your case.

g. Deal with resistance

- anticipate and answer possible objections
- try "what if?" scenarios
- let others help you find solutions to problems that you uncover
- present pros and cons of all options
- avoid common mistakes

Q3.Interpersonal needs and communication

Solution:

Interpersonal communication occurs when two (or a few) people talk face to face.

Conversations, dialogues, and small group discussions are interpersonal exchanges. Each person also operates interpersonally during the exchange. Thus, an exchange with just two people

involves at least three communication elements – the unique thinking done by each person and the overriding process created by the interpersonal exchange.

Q4. Approach that should be used in refusal to a favor depends upon one's relation with the reader..Discuss

Solution:

When you must say no to a requested favor, your use of the direct or indirect approach depends on your relationship with the reader. For example, the principal of a local college asks your company to host graduation on your corporate grounds, but your sales meetings will be taking place at the same time. If you do not know the principal, you will use the indirect approach. If you are friends you'll probably use the direct approach.

Q5. Guidelines for writing a message rejecting Job application?

Solution:

- Clearly state why the applicant was not selected.
- Make your rejection less personal by stating that you hired someone more experienced, whose qualifications match the position requirements more closely.

- Close by suggesting alternatives. Mention other openings within the company. Application will be considered for future openings.

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Q No.1 visual aids can only add to a good speech, they cannot rescue a poorly developed speech. Discuss.

Answer is laying at the page no 94 read handouts

Q No.2 what are the important details that should be included in speaking invitation letters?

Solution:

Important details to include in the letter of invitation are:

1. Name of the group before which the presentation will be made;
2. A few characteristics about the group to help the speaker tailor his/her remarks to the audience;
1. The desired length of the presentation;
4. The topic of the presentation;
3. The date, time, and the location;
4. Any transportation and/or lodging arrangements;
7. Amount of honorarium, if one is being given.

Q No.3 what is meant by chronological resume?

Solution:

The work-experience section dominates and is placed in the most prominent slot, immediately after the name and address and the objective. You develop this section by listing your jobs sequentially in reverse order, beginning with the most recent position and working backward toward earlier jobs.

Q No.4 writes down the elements of suggested plan for writing a direct inquiry letter?

The suggested plan for a direct-inquiry letter includes the following elements:

1. An opening that contains the primary request and secondary requests;
2. An explanation that includes the reasons for the requests or provides additional helpful background information;
3. A closing that suggests the action you wish the recipient to take; and that expresses appreciation for assistance.

Q No.5 how can we develop and increase the sense of creativity?

Answer lays at page no 5

Q No.6 Explain when do we use the technique of Emphasis while writing a message?

Solution:

The technique of emphasis is used when you want certain words, phrases, clauses, or sentences to stand out. Some of the emphasis techniques that you can employ are position, repetition, quantity, and mechanics.

Emphasis stands out in two positions: the beginning and the ending. The beginning is generally the preferred location, unless you are presenting negative information. When using the repetition technique, you simply repeat the words you want to emphasize. In addition, you can emphasize an idea by increasing the number of words devoted to its discussion. Emphasis can also be achieved by presenting a key idea in a short paragraph and then using the paragraphs that follow to present additional information. Finally, several mechanical means of emphasizing ideas are available, including underlining, putting information in all capitals, and using a different color ink.

Q No.7 what do you know about speaking invitation letters?

Solution: When writing a letter inviting someone to make a presentation, the inclusion of vital information about the event will help prevent inconvenience or misunderstanding.

Important details to include in the letter of invitation are:

1. Name of the group before which the presentation will be made;
2. A few characteristics about the group to help the speaker tailor his/her remarks to the audience;
1. The desired length of the presentation;
4. The topic of the presentation;
3. The date, time, and the location;
4. Any transportation and/or lodging arrangements;

5. Amount of honorarium, if one is being given.

AQUALEO