



Virtual University

About Us

MCM301
Solved Final Term Paper 5

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Year
2017

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

In the Name of Allāh, the Most Gracious, the Most Merciful

Paper Pattern

MCQS 52 each 1 mark
Short 3 each 3 marks
long 5 each 5 marks

Question No : 1 of 60

Marks: 1 (Budgeted Time 1 Min)

Types of media used to direct information upward are:

Answer (Please select your correct option)

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☒ Reports, interoffice memos and supervisor subordinate conferences

☐ Letters, newspapers and radio

☐ Newspapers, books and interoffice memos

☐ TV, radio and wall chalking

Made by: Waqar Siddhu

Question No : 2 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following statement about communication is correct?

Answer (Please select your correct option)

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☒ The meaning we associate with a word will be shared by those with whom we communicate.

☐ Effective communication skills make a significant contribution to organizational cost reduction.

☐ Meanings cannot be subjective.

☐ All of the given options

Made by: Waqar Siddhu

Question No : 3 of 60

Marks: 1 (Budgeted Time 1 Min)

What does Communication breakdown mean?

Answer (Please select your correct option)

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☐

We have been ineffective in communication.



☐

We have been effective in communication.

☐

We have been helpful in communication.

☐

We physically broke communication.

Made by: Waqar Siddhu

Question No : 4 of 60

Marks: 1 (Budgeted Time 1 Min)

In USA, maintaining eye contact while talking with elders show confidence, in Pakistan, it shows disrespect. What does this example depict?

Answer (Please select your correct option)

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☐

The interpretation of body language is same worldwide.

☐

The interpretation of body language is global.

☐

The interpretation of body language is universal.

☐

The interpretation of body language is not universal.



Made by: Waqar Siddhu

Question No : 5 of 60

Marks: 1 (Budgeted Time 1 Min)

If our stock of words is poor, forcing us to fumble and bumble as we attempt to express our ideas, our ability to communicate will be limited. What type of communication barrier it would be?

Answer (Please select your correct option)

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☐

Over-communication

☐

Lack of interest

☐

Inadequate vocabulary



☐

Poor listening

Made by: Waqar Siddhu

Question No : 6 of 60

Marks: 1 (Budgeted Time 1 Min)

Words that have more than one meaning are called

Answer (Please select your correct option)

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☐ Jargon

☒ Equivocal terms

☐ Trigger words

☐ Biased language

Made by: Waqar Siddhu

Question No : 7 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is not a way to get electronic periodical indexes?

Answer (Please select your correct option)

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☐ CD-ROM

☐ World Wide Web

☐ Online systems

☒ Journals

Made by: Waqar Siddhu

Question No : 8 of 60

Marks: 1 (Budgeted Time 1 Min)

When a quotation is quite long for the introduction of speech, it is suggested that the presenter may:

Answer (Please select your correct option)

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☒ Use it as it is at the beginning of the presentation

☐ Use it as it is at the conclusion of the presentation

☐ Paraphrase the quotation to avoid confusion and/or boredom

☐ Decide not to take advantage of the quotation

Made by: Waqar Siddhu

Question No : 9 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is the skill of speaking in distinct syllables?

Answer (Please select your correct option)

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- ☒ Articulation ✓
- ☐ Fillers
- ☐ Inflection
- ☐ Monotone delivery

Made by: Waqar Siddhu

Question No : 10 of 60

Marks: 1 (Budgeted Time 1 Min)

Q&A is an abbreviation of which of the following?

Answer (Please select your correct option)

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- ☐ Quest and availability
- ☒ Question and answer ✓
- ☐ Question and anticipation
- ☐ Query and audience

Made by: Waqar Siddhu

Question No : 11 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is NOT an advantage of using presentation software?

Answer (Please select your correct option)

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- ☐ The presenter can organize a set of notes for himself/herself
- ☐ Special effects, such as transitions and animation can be used
- ☐ Only those who attend can ever see the presentation
- ☒ Handouts based on speaking notes can be prepared ✓

bilkol sure nhi ha

Made by: Waqar Siddhu

Question No : 12 of 60

Marks: 1 (Budgeted Time 1 Min)

Which one of the following must be done once an exhibit is shown to the audience?

Answer (Please select your correct option)

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- ☐ It should be removed after it has been discussed
- ☐ It should be unlabelled
- ☒ It should be left in view until another exhibit can be shown
- ☐ It should contain varied wording (horizontal, diagonal, and vertical)

Made by: Waqar Siddhu

Question No : 13 of 60

Marks: 1 (Budgeted Time 1 Min)

All of the following are considered as some basic truths about human nature that help us humanize our business messages, EXCEPT:

Answer (Please select your correct option)

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- ☐ People are self-centered
- ☐ People are defensive
- ☒ People are perfect
- ☐ People expect courtesy

Made by: Waqar Siddhu

Question No : 14 of 60

Marks: 1 (Budgeted Time 1 Min)

All of the following are the characteristics of concrete writing EXCEPT:

Answer (Please select your correct option)

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- ☐ Specific
- ☐ Definite
- ☐ Vivid
- ☒ Vague

Made by: Waqar Siddhu

Question No : 15 of 60

Marks: 1 (Budgeted Time 1 Min)

While determining the order of the topics, one should review the outline, keeping all of the following questions in mind EXCEPT:

Answer (Please select your correct option)

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- ☐ Are the ideas of equal importance presented in a parallel manner?
- ☐ Is the sequence of the topics appropriate for the development method I am using?
- ☐ Is the sequence of the topics likely to add clarity to my message?
- ☒ Are related topics properly shuffled?

Made by: Waqar Siddhu

Question No : 16 of 60

Marks: 1 (Budgeted Time 1 Min)

All of the following suggestions help improve the effectiveness of the opening paragraph of business writing, EXCEPT:

Answer (Please select your correct option)

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- ☐ Make sure the beginning is appropriate for the reader.
- ☒ Make sure the beginning is inappropriate for the situation.
- ☐ Use a fast-start beginning rather than a slow beginning.
- ☐ Keep the beginning paragraph fairly short.

Made by: Waqar Siddhu

Question No : 17 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is the informal report used to communicate with individuals outside an organization?

Answer (Please select your correct option)

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- ☒ Letter
- ☐ Memo
- ☐ Periodical
- ☐ Magazine

Made by: Waqar Siddhu

Question No : 18 of 60

Marks: 1 (Budgeted Time 1 Min)

The direct plan can be used for:

Answer (Please select your correct option)

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- ☐ Sales messages
- ☐ Request refusals
- ☒ Claims
- ☐ None of the given options

Made by: Waqar Siddhu

Question No : 19 of 60

Marks: 1 (Budgeted Time 1 Min)

Which statement would be the best close for an adjustment letter?

Answer (Please select your correct option)

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- ☐ We regret the trouble that the faulty keyboard caused you.
- ☐ Your new keyboard is being air expressed to you.
- ☒ Your business is appreciated.
- ☐ You may be interested in upgrading your internal memory with our inexpensive chips.

Made by: Waqar Siddhu

Question No : 20 of 60

Marks: 1 (Budgeted Time 1 Min)

What type of goodwill message is most likely to use an RSVP?

Answer (Please select your correct option)

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- ☐ Condolence
- ☒ Invitation
- ☐ Appreciation
- ☐ Holiday greeting

Made by: Waqar Siddhu

Question No : 21 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is true about goodwill messages?

Answer (Please select your correct option)

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☐ Seemingly informative

☐ Presented to change attitudes

☐ Presented to change behaviors

☒ All of the given options

Made by: Waqar Siddhu

Question No : 22 of 60

Marks: 1 (Budgeted Time 1 Min)

Which definition matches the term "deduction"?

Answer (Please select your correct option)

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☐ Reasoning from specific evidence to a general conclusion

☒ Reasoning from a generalization to a specific conclusion

☐ Reasoning from a vivid personal narrative

☐ Reasoning from a variety of evidence

Made by: Waqar Siddhu

Question No : 23 of 60

Marks: 1 (Budgeted Time 1 Min)

What do motivational appeals refer to?

Answer (Please select your correct option)

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☐ Psychological needs

☐ Values

☐ Emotions

☒ All of the given options

Made by: Waqar Siddhu

Question No : 24 of 60

Marks: 1 (Budgeted Time 1 Min)

In a letter that makes a persuasive request, which of the following is correct about a specific request?

Answer (Please select your correct option)

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☐

Should be vague so that the receiver is not certain as to what is being requested.

☐

Stated in the first sentence

☐

Stated before details of the request are given

☐

Stated after details of the request are given

Made by: Waqar Siddhu

Question No : 25 of 60

Marks: 1 (Budgeted Time 1 Min)

In a persuasive message, how opposing ideas should be treated?

Answer (Please select your correct option)

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☐

Cited, then refuted

☐

Ignored

☐

Mentioned only when necessary

☐

Not mentioned

Made by: Waqar Siddhu

Question No : 26 of 60

Marks: 1 (Budgeted Time 1 Min)

Where do cultural styles of audience in persuasion tend to differ?

Answer (Please select your correct option)

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☐

Differ in their responses to persuasive appeals

☐

Differ in their levels of visible emotion

☐

Differ in how they regard supporting materials

☐

All of the given options



Made by: Waqar Siddhu

Question No : 27 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following type of memorandum reports are written in order to give explanation for something, a change in procedure, an increase in budget, or perhaps reasons for resisting any new policy?

Answer (Please select your correct option)

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- ☐ Progress reports
- ☐ Periodic reports
- ☒ Justification reports
- ☐ Application reports

Made by: Waqar Siddhu

Question No : 28 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following emphasizes a list of skills and accomplishments, identifying employers and academic experience in subordinate sections?

Answer (Please select your correct option)

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- ☒ Functional resume
- ☐ Chronological resume
- ☐ Logical resume
- ☐ Emotional resume

Made by: Waqar Siddhu

Question No : 29 of 60

Marks: 1 (Budgeted Time 1 Min)

"His GPA in 2000 (MBA) was 3.9 on a four point scale." Which of the following is a correct and more concrete form of this statement?

Answer (Please select your correct option)

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- ☐ His GPA was 3.9 on a four point scale.
- ☐ His GPA was good in 2000.
- ☒ He got a good score in his MBA Program.
- ☐ All of the given options

Made by: Waqar Siddhu

Question No : 30 of 60

Marks: 1 (Budgeted Time 1 Min)

The purpose of your message will determine:

Answer (Please select your correct option)

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☐

How much you need to know about your reader.

☐

How much you need to know about your idea.

☐

How much you need to know about the background of your letter.

☒

All of the given options

Made by: Waqar Siddhu

Question No : 31 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is NOT the stage of effective business writing?

Answer (Please select your correct option)

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☐

Planning Stage

☐

Organizing Stage

☐

Drafting Stage

☒

Body Composition Stage

Made by: Waqar Siddhu

Question No : 32 of 60

Marks: 1 (Budgeted Time 1 Min)

The letters written to book some place like room, hall etc are called:

Answer (Please select your correct option)

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☒

Informal social invitation letters

☐

Reservation letters

☐

Claim letters

☐

Order letters

Made by: Waqar Siddhu

Question No : 33 of 60

Marks: 1 (Budgeted Time 1 Min)

Improper formulation and presentation of message refers to which of the following barrier?

Answer (Please select your correct option)

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- ☐ Loss in Transmission
- ☒ Badly Expressed Message
- ☐ Differing status
- ☐ Prejudice

Made by: Waqar Siddhu

Question No : 34 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is a reference to a source used in an article, essay, book, etc?

Answer (Please select your correct option)

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- ☒ Citation
- ☐ Serial
- ☐ Periodical
- ☐ Comment

Made by: Waqar Siddhu

Question No : 35 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following do's must be followed in preparing disappointing-news messages?

Answer (Please select your correct option)

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- ☐ Apologize for the action you are taking
- ☐ Use an accusatory tone
- ☒ Consider using an implicit refusal rather than an explicit refusal
- ☐ Using company policy as the reason for justifying the refusal

Made by: Waqar Siddhu

Question No : 36 of 60

Marks: 1 (Budgeted Time 1 Min)

"Capitalize on what you can do for the reader rather than what you cannot do". It is often needed in which of the following situations?

Answer (Please select your correct option)

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☐

When writing good news message

☒

When writing disappointing-news message

☐

When writing persuasive message

☐

When writing direct-request message

Made by: Waqar Siddhu

Question No : 37 of 60

Marks: 1 (Budgeted Time 1 Min)

"Recommendations and conclusions are presented before the facts and findings." In effective business communication, the statement is virtue of one of the following options. Relate the statement to the correct option?

Answer (Please select your correct option)

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☐

Progress Report

☐

Investigative Report

☒

Justification Report

☐

Secret Report

Made by: Waqar Siddhu

Question No : 38 of 60

Marks: 1 (Budgeted Time 1 Min)

Think of an invitation card of some wedding ceremony you have last seen. Which of the following type of information will more appropriately come under the heading of R.S.V.P?

Answer (Please select your correct option)

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☒

Muhammad Raza 0300999887

☐

Pearl Continental Hotel, Lahore

☐

Amna weds Amir

☐

Sisters and Cousins

Made by: Waqar Siddhu

Question No : 39 of 60

Marks: 1 (Budgeted Time 1 Min)

As a writer you need to imagine all the ways in which a request might be understood and accepted, by:

Answer (Please select your correct option)

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☐

Using nasty and vulgar wording

☒

Careful use of words

☐

Using difficult words which cannot be understood by recipient

☐

Providing as much irrelevant information as you can

Made by: Waqar Siddhu

Question No : 40 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following techniques can be used to make people not to lose their focus due to videos incorporated in presentations?

Answer (Please select your correct option)

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☒

By keeping the videos short

☐

By making the videos lengthy and narrative

☐

By incorporating only colorful videos

☐

By adding rock music in the background

Made by: Waqar Siddhu

Question No : 41 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is typically the first document of a job seeker that a potential employer encounters with and is used to screen applicants?

Answer (Please select your correct option)

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☐

Resignation letter

☐

Appointment letter

☒

Resume

☐

Leave Application

Made by: Waqar Siddhu

Question No : 42 of 60

Marks: 1 (Budgeted Time 1 Min)

While writing a disappointing news letter, the tone of the message should convey all of the following, except:

Answer (Please select your correct option)

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☐ Firmness

☐ Fairness

☐ Goodwill

☒ Malice

Made by: Waqar Siddhu

Question No : 43 of 60

Marks: 1 (Budgeted Time 1 Min)

Delaying response to the letter can be severely damaging to which of the following relationships?

Answer (Please select your correct option)

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☒ Writer-Reader

☐ Owner-Customer

☐ Writer-Distributor

☐ Reader- Owner

Made by: Waqar Siddhu

Question No : 44 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is a good replacement of word 'Spokesman' to avoid gender bias in writing?

Answer (Please select your correct option)

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☐ Spokesperson

☐ Narrator

☒ Presenter

☐ Spokeswoman

Made by: Waqar Siddhu

Question No : 45 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the given statements shows racial bias?

Answer (Please select your correct option)

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- ☐ "His black assistant speaks more clearly than he does."
- ☒ "His assistant speaks more clearly than he does".
- ☐ "His assistant speaks more clearly than every one in the organization"
- ☐ "His assistant manger speaks more clearly than he does".

Made by: Waqar Siddhu

Question No : 46 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is a drawback of using 'handout' as a supporting tool in presentation?

Answer (Please select your correct option)

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- ☒ Audience can prejudice the presenter or presentation.
- ☐ They eliminate the need for note taking.
- ☐ Information is available for late comers.
- ☐ Provide an accurate record of the information being presented.

Made by: Waqar Siddhu

Question No : 47 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is the example of concreteness?

Answer (Please select your correct option)

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- ☐ He got a good score in his MBA Program.
- ☒ His GPA in 2000 was 3.9 on a four point scale.
- ☐ He got highest score in his MBA Program.
- ☐ He received 3.9 grade in his study program.

Made by: Waqar Siddhu

Question No : 48 of 60

Marks: 1 (Budgeted Time 1 Min)

Suppose you've been given a project by your company along with 7 persons as your team members. Being a Laissez-faire leader which of the following approach will you adopt for decision making?

Answer (Please select your correct option)

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☐

You'll take decisions independently.

☐

You'll consult your team members and then take all your decisions keeping an upper hand.

☐

You'll leave it to your members to take decisions and will provide guidance if they ask.

☐

You'll hold meeting with your team and jointly take decision on any matter.

Made by: Waqar Siddhu

Question No : 50 of 60

Marks: 1 (Budgeted Time 1 Min)

When speaking to an international audience which of the following points must be kept in mind?

Answer (Please select your correct option)

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☐

Avoid using handouts

☐

Speak louder than usual

☐

Address the listeners more informally than usual

☐

Make your presentation highly structured

Made by: Waqar Siddhu

Question No : 51 of 60

Marks: 1 (Budgeted Time 1 Min)

All of these are included in the citation Except:

Answer (Please select your correct option)

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☐

Introduction

☐

Article title

☐

Journal or magazine title

☐

Volume number of the journal or magazine

Made by: Waqar Siddhu

Question No : 52 of 60

Marks: 1 (Budgeted Time 1 Min)

Suppose some guests arrive at your home and you welcome them by saying "its good to see you after a long time". But your tone of voice and facial expressions are depicting unhappiness on their arrival. In this situation the tone of voice and facial expressions are depicting which of the following aspect of the message?

Answer (Please select your correct option)

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☐ Content

☒ Context

shi nhi pata

☐ Noise

☐ Idea

Made by: Waqar Siddhu

Question No : 53 of 60

Marks: 3 (Budgeted Time 6 Min)

What are the important elements that are used in the closing of a direct request letter?

Answer (Please click here to Add Answer)

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Question No : 54 of 60

Marks: 3 (Budgeted Time 6 Min)

What do you know about letters of congratulation? Explain.

Answer (Please click here to Add Answer)

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Question No : 55 of 60

Marks: 3 (Budgeted Time 6 Min)

What is the suggested plan for writing a sales letter?

Answer (Please [click here](#) to Add Answer)

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Question No : 56 of 60

Marks: 5 (Budgeted Time 10 Min)

Discuss the content components of order letters.

Answer (Please [click here](#) to Add Answer)

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Question No : 57 of 60

Marks: 5 (Budgeted Time 10 Min)

What are the qualities that people with high emotional intelligence or emotional quotient (EQ) usually possess?

Answer (Please [click here](#) to Add Answer)

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Question No : 58 of 60

Marks: 5 (Budgeted Time 10 Min)

The thesis must not only be a declarative sentence; it should also be appropriate for the audience. What are the considerations that should be keep in mind to formulate an appropriate thesis?

Answer (Please [click here](#) to Add Answer)

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Question No : 59 of 60

Marks: 5 (Budgeted Time 10 Min)

To determine the appropriateness of the content in the writing process which questions would you keep in mind?

Answer (Please [click here](#) to Add Answer)

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Question No : 60 of 60

Marks: 5 (Budgeted Time 10 Min)

Writing at a level appropriate for your reader is crucial. Explain.

Answer (Please [click here](#) to Add Answer)

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