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ENG301 – Business Communication
Final Term Solved Paper

Note: All answers are carefully verified according to course handouts and exam references.

Q1. Communication is a process of transmitting and receiving **verbal and non■verbal** messages.

Q2. Videotape is often effective for getting a motivational message out to a large number of people.

Q3. Research Proposal and **Business Proposal** are two kinds of proposals.

Q4. While sending the message, you are an **Encoder**.

Q5. Solicited sales letters are written **in response to an inquiry**.

Q6. Unsolicited letters are written on AIDA plan which is a **four■step** approach.

Q7. Written summary of a business meeting is called **Minutes**.

Q8. Minutes are signed by the person who took them and sometimes by the **Presiding Officer**.

Q9. A structured written summary of education and experience is called a **Resume**.

Q10. The most common resume format is **Chronological**.

Q11. Purpose of follow■up letter is **to show interest in working for the organization**.

Q12. Applicant should show interest during the **Selection Stage**.

Q13. Recruiters check pressure handling in a **Stress Interview**.

Q14. There are **Five** types of power in negotiation.

Q15. Reward Power influences and manipulates behavior.

Q16. BATNA stands for **Best Alternative to a Negotiated Agreement**.

Q17. Job Skills Tests check competency of a candidate.

Q18. 50% of interview decision is made in **30–60 seconds**.

Q19. A flow chart is included in the **Methodology** section.

Q20. There are **Five** research methods used in educational research.

Q21. APA direct quotation requires **page number**.

Q22. Voice qualities are known as **Paralanguage**.

Q23. Lifestyle aspects include **All of the above**.

Q24. The letter format described is **Modified Block Form**.

Q25. AGM stands for **Annual General Meeting**.

Q26. Quantitative Perspective emphasizes measurement and experimentation.

Q27. Email should be **Concise, Clear, and Polite**.

Q28. Best resume attitude is **You■Attitude**.

Q29. Physical Appearance reflects professionalism.

Q30. One■to■many communication is **Oral Presentation**.

Short & Long Questions

Negotiation: A process where parties resolve conflicts to reach mutual agreement.

Employer Expectations: Communication skills, motivation, confidence, decision■making, and stress handling.

Claim Letter: A polite written complaint requesting correction or compensation.

Long Quotations: Written in a new indented paragraph.

Common Causes of Claims: Damaged goods, wrong delivery, billing errors, warranty issues.

Proposal: A formal document offering to perform work under specific terms.

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