

213- Written Analysis and Communication Lab

1. What is a common barrier to effective communication?

- a. Openness
- b. Clarity
- c. Feedback
- d. Noise

Answer: d. Noise

2. What is the primary focus of the Writing Techniques module in business communication?

- a. Types of communication
- b. Rules of good writing
- c. Planning persuasive messages
- d. Recruitment and employment correspondence

Answer: b. Rules of good writing

3. In Recruitment and employment correspondence, what document typically provides a comprehensive overview of an individual's qualifications and experience?

- a. Application letter
- b. Curriculum vitae
- c. Interview feedback
- d. Reference letter

Answer: b. Curriculum vitae

4. What is the primary purpose of internal communications in business?

- a. Attracting external clients
- b. Managing relationships within the organization
- c. Writing persuasive messages

d. Developing business proposals

Answer: b. Managing relationships within the organization

5. What type of message is a Letter of Appreciation?

a. Routine letter

b. Negative message

c. Persuasive request

d. Positive message

Answer: d. Positive message

6. What is the primary focus of report writing in business communication?

a. Choosing the means of communication

b. Writing effective sentences

c. Writing persuasive messages

d. Providing information in a structured format

Answer: d. Providing information in a structured format

7. In external communications, what document is used to invite bids for a project?

a. Public notice

b. Press release

c. Invitation to tender

d. Business proposal

Answer: c. Invitation to tender

8. What is the suggested approach for delivering the course on managerial communication?

a. Focusing solely on theoretical aspects

b. Devoting 50% of the time to theoretical aspects

c. Devoting 10 to 15% of the time to theoretical aspects

d. Ignoring application-oriented methods

Answer: c. Devoting 10 to 15% of the time to theoretical aspects

9. What is the recommended way to reinforce the concepts covered in the course?

a. Conducting theoretical exams

b. Providing workbooks covering major managerial communication situations

c. Ignoring practical applications

d. Focusing on hands-on workshops only

Answer: b. Providing workbooks covering major managerial communication situations

10. What is the primary purpose of a memorandum in internal communications?

a. Sending positive messages

b. Writing persuasive messages

c. Managing relationships within the organization

d. Providing information within the organization

Answer: d. Providing information within the organization

11. What is the primary purpose of a Press Release in external communications?

a. Inviting bids for a project

b. Providing information to the media

c. Writing business proposals

d. Publicizing internal achievements

Answer: b. Providing information to the media

12. In the Writing Techniques module, what is the term used for reducing phrases to improve clarity?

- a. Précis writing
- b. Drafting
- c. Summarizing
- d. Reduction techniques

Answer: a. Précis writing

13. What is the role of a Press Note in external communications?

- a. Inviting bids for a project
- b. Providing information to the media
- c. Writing business proposals
- d. Publicizing internal achievements

Answer: b. Providing information to the media

14. What is the primary focus of the module on Public Private Partnerships (PPP)?

- a. Planning persuasive messages
- b. Managing relationships within the organization
- c. Writing persuasive requests
- d. Different kinds of PPP, with a special emphasis on the BOT model

Answer: d. Different kinds of PPP, with a special emphasis on the BOT model

15. In the Written Communication module, what is emphasized as an essential stage in the communication cycle?

- a. Choosing the means of communication
- b. Writing persuasive messages
- c. Providing information in a structured format
- d. Feedback

Answer: d. Feedback

