**Choose the best answer. Write only the alphabet representing the correct option in your answer copy. [10]**

### Why is encoding relevant for communication?

1. It is the method by which a message is sent.
2. It is the process of interpreting a message once it is received.
3. It is a form of noise that disrupts the receiver from properly understanding the message.
4. **It is the process of transforming a thought into a message that can be sent.**
5. Which of the following is the BEST explanation of a communication channel?
6. A station that broadcasts different ideas and views.
7. The process of encoding.
8. The verbal communication process.
9. **The medium by which a message is transmitted.**
10. Johnny is a second-year freshman. He is having some difficulties in understanding his professor because he did not have enough sleep. Why is this an example of noise?
11. He cannot properly encode the message due to his fatigue.
12. He is obviously being disrupted by his fellow classmates.
13. He is unable to listen to the message physically.
14. **His fatigue is preventing him from decoding the message.**
15. Which of the following is an example of gender-neutral language?
16. Dear Sales clerks
17. Dear Sirs
18. Dear David & Joanna Warren
19. **A & C**
20. Both encoding and decoding of message are influenced by our emotions.
21. **True**
22. False
23. When is the communication process complete?
24. When the sender transmits the message
25. When the message enters the channel
26. When the message leaves the channel
27. **When the receiver understands the message.**
28. During a job interview, if asked about any gaps in your work history, you should respond by:
29. **Explaining the crisis that led to the gap**
30. Describing some volunteering and consulting you have done during that time
31. State that family is your top priority
32. Say that you work best when you have time off in between jobs
33. Behavioral interview questions are best answered through the use of \_\_\_\_\_\_\_\_\_.
34. proof stories
35. skill stories
36. results stories
37. **personal stories**
38. When answering interview questions it is important to:
39. **Be specific**
40. Be general
41. Stretch the facts to look good
42. Seize control of the interview whenever possible
43. If an employer asks an illegal question, you should:
44. Refuse to answer.
45. **Remain Silent**
46. Answer the question.
47. Use your best judgment depending on the question and the circumstances.
    1. **Indicate whether the message contains verbal or non-verbal symbols or both. [4]**

* **A telephone call to a supplier (verbal )**
* **No verbal response to a spoken message (non verbal)**
* **An email (non verbal)**
* **A write report to the chief executive officer (non verbal)**
  1. **List two activities a listener can use to ensure that he or she receives a message accurately. [2]**
     1. Face the speaker and have eye contact.
     2. Listen without judging and jumping to conclusions.
  2. **Provide an example scenario in which the listener’s jumping to conclusions acts as a barrier to effective listening. [2]**

**person 1: Hello, did you check code which i sent ?**

**person 2: umm, yes i did.**

**Person 1: I am hundred percent sure that it was embarrassing.**

**Person 2: No actually that’s not case .**

**Person 1: No that is case , i can’t be a perfect coder.**

* 1. **How does comprehensive listening and critical listening ensure academic success? Explain in 2 to 3 sentences only by referring to the definition and purposes of both the types. [2]**

**Comprehensive listening means to not only listen but also to understand the message , so we do in our classroom listening teachers, understanding it effectively will assist in our academics.**

**While Critical listening is more about critical analysis and decisions. Being a student we often come in situations where we have to make important decisions supposing choosing the right academic courses.**

**Q3**

**Read the following answers to a few interview questions. Rewrite the answers making them more appropriate considering professional business communication protocols. You can retain the information from the answers which you find appropriate, but you can replace the words/information you feel is inappropriate with a more acceptable alternative. You can revise the style, words, tone, examples to make the answers acceptable, or provide missing details. [3+3+3+1]**

1. **Question: What is your career goal?**

Answer: It is difficult to say because I have several career objectives. Anyway, I want to work in a big IT company in a big post, which should give me respect, money, and recognition. In fact, I deserve them because I have lot of experience with VB, ASP, NET, XML and SQL Server.

**Answer: I am passionate about working in a big IT company leading the teams. I want to learn as well as utilize my experience in VB, ASP, NET, XML and SQL Server.**

1. **Question: Why do want to work in JBM?**

Answer: It is a good question which I would like to answer. As you know that your company JBM is very big and has very fast growth. It is not like the company in which I am working. You see there is no growth in my company. But it is different in JBM, where the addition of new facilities and continuous expansion is a regular phenomenon. You can see that I am a seasoned professional with a proven track record in quality assurance systems. I need a better company than the one in which I am working, and JBM is good option. It will give me a long-term career with immense opportunities to grow.

Answer: JBM is very repetitive and it has very fast growth. In JBM, where the addition of new facilities and continuous expansion is a regular phenomenon. You can see that I am a seasoned professional with a proven track record in quality assurance systems. JBM is a good option for me and I will be a better assistant for the company as well. It will give me a long-term career with immense opportunities to grow.

1. **Question: Where do you see yourself in 5 years?**

Answer: I already have a plan of whereI want to be in the future. In five years time

still plan to be working for your company either in the same role, or

having gained advancement to a higher level. In five years' time I will have participated

in numerous team projects and helped the business move forward significantly. Finally,

in five years' time I would want to be seen asa trusted, reliable, and productive

member of your organization who can be relied upon to deliver results

both on time and to the requested standard.

1. **Question: How are you?**

Answer: I am Fine.

**Q4**

1. **Rephrase each statement making it you-oriented/considerate. [3]**
   1. I am pleased to inform you that your request to use the conference room has been approved.
      1. Your request to use the conference room has been approved.
   2. I have attached the updated company policy for your convenience.
      1. The updated company policy is attached for your convenience.
   3. I would like to thank you for your interest in JC’s products.
      1. Your interest in JC’s products is significant.
2. **Rewrite the following sentences using positive language. [3]**
   1. Our department’s budget is small and doesn’t allow for new furniture.

a. Considering our Department’s budget , we have these furniture.

* 1. I couldn’t be more pleased that you were not late in shipping our order.
     1. I will be pleased if you quickly ship our order.
  2. I can’t answer your question until I talk to Mya.
     1. I will answer your question after consulting with Mya.

1. **The following message lacks concreteness and completeness. Rewrite it fixing these two issues. [5]**

We pleased to launch our new mobile application. It is not only user-friendly, but it has a beautiful and appealing GUI (screen). IT will solve your time management problems effectively. You don’t need to worry about how to manage your time anymore. Our app offers this solution through it various useful features.

We are pleased to announce that we are launching Our timetable mobile application on 8th of june 2022 via Google Play store. It is user friendly and it has attractive user interface. It will help user to manage the time table problems.

1. **Make the following email more concise. [5]**

Hi Ahmed,

I wanted to touch base with you about the email marketing campaign we kind of sketched out last Thursday. I really think that our target market is definitely going to want to see the company's philanthropic efforts. I think that could make a big impact, and it would stay in their minds longer than a sales pitch. For instance, if we talk about the company's efforts to become sustainable, as well as the charity work we're doing in local schools, then the people that we want to attract are going to remember our message longer. The impact will just be greater. What do you think?

Hi Ahmed,

I wanted to tell you about a marketing campaign which we discussed last thursday. I think showing people our company’s efforts and charity work which company offers will be more impactful rather than doing sales pitches. What do you think ?

**Q5**

**Imagine that you have to give a demonstrative speech on any app/website for your Communication Skills course. Thus, your group leader has called a decision making meeting with the following agenda. [10]**

**Agenda:**

1. **Brainstorming ideas for the Communication Skills Course Demonstrative Speech**
2. **Analyzing the strengths and feasibility of each idea (2 to 3 only) regarding the demo speech**
3. **Finalizing one app or website for the speech**
4. **Assigning group members further tasks to research the app/website**

**Assuming that there are four members in your group, write the script (dialogues as it would have happened) for this meeting. Your script/dialogues must demonstrate the following:**

1. **Good chairing of the meeting**
2. **Discussion and equal participation**
3. **Disagreement between two members and the resolution of their conflict through discussion**
4. **Task assignment**
5. **Proper closing dialogue**

**NOTE: Be concise and focus on the quality of the messages and not the length. Business meetings are short, to the point, and use time efficiently. Your word limit is 150 to 200 words.**

|  |  |
| --- | --- |
| Member 1  (chairperson) | Good Morning everyone, we are gathered to discuss ideas for our CPS demonstrative speech let’s discuss ideas first |
| Member 2 | Well my idea is that we demonstrate How to play PUBG game, what do you think ? |
| Chairperson | Okay, member 3, what are your thoughts on member 1 idea ? do you suggest alternative ? |
| Member 3 | Yeah sure, basically Demonstrating PUBG game will take too much time and I don’t think It has such purpose , everyone uses and knows how to play , I think demonstration of using LinkedIn will be easy and helpful for our classmates to grow professionally, what do you think guys |
| Chairperson | Member 4 , do you think member 3 has good idea ? |
| Member 4 | Umm Yes , I have also similar idea of demonstrating LinkedIn and I think member 3 is quite right , it will take short time but it will be very helpful |
| Chairperson | Well that’s right , member 2 , are you agree on this idea ? |
| Member 2 | Yes I am agree they have presented valid arguments and that is true |
| Chairperson | So guys everyone is agree that we should go with LinkedIn for our demonstration speech |
| All members | Yes |
| Chairperson | So we have to take further step, in order to make it easy and quick we should divide the tasks  Member 2, I think you research on LinkedIn app get all the information about it  Member 3, you should summarize the steps to create the LinkedIn profile make some slides  And lastly Member 4, You should find out better and worst profiles on LinkedIn which will help us in demonstration |
| All members | Well that’s right. |
| Chairperson | I think we have discussed everything , is there anything to discuss ? |
| Member 2 | Well there is nothing , but when we are required to come with our details ? |
| Chairperson | Well our next meeting will be on 8th of July so come up with your tasks completed,  So everything is discussed I think we should say Bye , have good day. |

**Q6**

1. **For the following situations, write the buffer paragraphs. [6]**
2. Mr. Jonas has been working in your company for over 15 years, and he has contributed in your company by working hard. Due to recent controversies regarding the fraud in the accounts department, everyone in your office is accusing him. You have also come across some evidence that puts Mr. Jonas under the red light. You are, therefore, required to fire him for his dishonest behavior, regardless of the fact that he has been an asset to your organization.
3. You have been invited as a chief guest at BCCJ’s upcoming Annual Auction dinner, but due to some prior engagements, you will have to decline the invitation.
4. You are the dean of an ABC institution and you have the practice of offering scholarships to deserving and needy students, but due to the ongoing pandemic situations, your institution will not be offering any scholarships this year, and you have to communicate this news to the students.
5. **Using the block format, write a formal business letter for the following scenario.**

**Imagine that you work at the software house “Logitech”. FAST university has requested your software house to offer 2 internship positions to its current sophomore batch. For some genuine reason, your software house cannot offer any internships this year. However, FAST university is also the leading provider of good graduates to your firm. Your business relationship with the university is valuable and should be maintained. Write a negative news letter to FAST university communicating that you cannot offer the requested internships. Follow the indirect approach. [5+10]**