

## **CHAPTER 1**

**Question 1: What is the meaning of the Latin word 'communicare'?**

**Correct Answer: To make common**

**Question 2: Which of the following is NOT an element of communication?**

**Correct Answer: Perspective**

**Question 3: What does interpersonal communication primarily involve?**

**Correct Answer: Interaction between two or more people**

**Question 4: Which communication mode involves the use of gestures and body language?**

**Correct Answer: Non-verbal communication**

**Question 5: Which of these is NOT a characteristic of mass communication?**

**Correct Answer: Instant feedback**

**Question 6: Which of the following is a disadvantage of oral communication?**

**Correct Answer: It can be easily distorted**

**Question 7: What is the primary characteristic of written communication?**

**Correct Answer: It can be stored for future use**

**Question 8: Which communication type is considered the foundation of other types?**

**Correct Answer: Intrapersonal communication**

**Question 9: What is one disadvantage of telephone communication?**

**Correct Answer: It lacks non-verbal cues**

**Question 10: What does 'feedback' signify in the communication process?**

**Correct Answer: The receiver's reaction to the message**

**Question 11: Which of these is NOT a mode of communication?**

**Correct Answer: Direct**

**Question 12: Which of these is a principle of effective communication?**

**Correct Answer: Concreteness**

**Question 13: What is the key disadvantage of oral communication?**

**Correct Answer: It can be easily forgotten**

**Question 14: Which of these barriers affects communication due to preconceived notions?**

**Correct Answer: Stereotyping**

**Question 15: What type of communication involves spreading messages through multimedia channels?**

**Correct Answer: Mass communication**

**Question 16: Which of these is a feature of mass communication?**

**Correct Answer: Wide audience**

**Question 17: What does 'clarity' in communication ensure?**

**Correct Answer: Clear and understandable messages**

**Question 18: Which method of communication minimizes distortion the most?**

**Correct Answer: Face-to-face**

**Question 19: What is the primary goal of persuasion in communication?**

**Correct Answer: To influence opinions or actions**

**Question 20: Which communication principle emphasizes avoiding verbosity?**

**Correct Answer: Conciseness**

**Question 21: What does decoding involve in the communication process?**

**Correct Answer: Interpreting the encoded message**

**Question 22: Which of the following hinders effective communication?**

**Correct Answer: Noise**

**Question 23: Which type of communication is primarily self-directed?**

**Correct Answer: Intrapersonal**

**Question 24: Which barrier is related to subjective worldviews?**

**Correct Answer: Perception**

**Question 25: What makes written communication advantageous?**

**Correct Answer: Durability for future reference**

**Question 26: Which element initiates the communication process?**

**Correct Answer: Sender**

**Question 27: What is feedback in communication NOT typically expressed as?**

**Correct Answer: A detailed report**

**Question 28: What is the role of the receiver in communication?**

**Correct Answer: Decode and interpret the message**

**Question 29: What is a major disadvantage of mass communication?**

**Correct Answer: Limited feedback options**

**Question 30: Which communication mode involves using soliloquy?**

**Correct Answer: Oral communication**

**Question 31: What is the central purpose of communication?**

**Correct Answer: To establish relationships**

**Question 32: Which type of communication involves sharing meaning with oneself?**

**Correct Answer: Intrapersonal communication**

**Question 33: What is the primary feature of interpersonal communication?**

**Correct Answer: Interaction between two or more persons**

**Question 34: What is an example of feedback in communication?**

**Correct Answer: A receiver nodding in agreement**

**Question 35: Which of these is NOT a component of effective communication?**

**Correct Answer: Stereotyping**

**Question 36: What is an advantage of written communication?**

**Correct Answer: Can be stored for future use**

**Question 37: Which barrier is related to fixed notions about people or things?**

**Correct Answer: Stereotyping**

**Question 38: Which communication mode uses channels like TV and newspapers?**

**Correct Answer: Mass communication**

**Question 39: What is the role of the channel in communication?**

**Correct Answer: Facilitates the transmission of the message**

**Question 40: Which communication method guarantees instant feedback?**

**Correct Answer: Face-to-face**

**Question 41: Which of these is a purpose of communication?**

**Correct Answer: To foster goodwill**

**Question 42: What is one feature of non-verbal communication?**

**Correct Answer: It relies on gestures and expressions**

**Question 43: What is the advantage of the face-to-face method of communication?**

**Correct Answer: It ensures moods and expressions are correctly interpreted**

**Question 44: What is the major disadvantage of oral communication?**

**Correct Answer: It can be easily forgotten**

**Question 45: Which communication mode is most suitable for delivering news to a large audience?**

**Correct Answer: Mass communication**

**Question 46: Which principle emphasizes using specific and precise language?**

**Correct Answer: Concreteness**

**Question 47: Which of these is an example of mediated communication?**

**Correct Answer: Television broadcast**

**Question 48: Which stage involves interpreting the encoded message?**

**Correct Answer: Decoding**

**Question 49: What is one feature of mass communication?**

**Correct Answer: Simultaneous delivery to a large audience**

**Question 50: Which of the following hinders communication by misinterpreting words?**

**Correct Answer: Noise**

**Question 51: What does 'courtesy' in communication require?**

**Correct Answer: Displaying politeness and tact**

**Question 52: What does 'perception' influence in communication?**

**Correct Answer: How messages are interpreted**

**Question 53: Which of these is an example of oral communication?**

**Correct Answer: A group discussion**

**Question 54: What makes the telephone a mediated communication method?**

**Correct Answer: It delivers messages through a technological medium**

**Question 55: Which principle ensures communication is straight to the point?**

**Correct Answer: Conciseness**

**Question 56: Which barrier can arise from cultural diversity?**

**Correct Answer: Stereotyping**



**Question 57: Which of the following ensures effective message delivery?**

**Correct Answer: Choosing an appropriate communication channel**

**Question 58: What is the role of the sender in communication?**

**Correct Answer: Generate and encode the message**

**Question 59: What is one advantage of the telephone method of communication?**

**Correct Answer: Instant feedback**

## **CHAPTER 2**

**Question 1: What are the four major language skills?**

**Correct Answer: Listening, Speaking, Reading, Writing**

**Question 2: Which skill is primarily an auditory activity?**

**Correct Answer: Listening**

**Question 3: What is the key difference between listening and hearing?**

**Correct Answer: Listening requires concentration, while hearing is passive**

**Question 4: Which of the following is NOT a technique for effective listening?**

**Correct Answer: Ignoring the speaker's facial expressions**

**Question 5: Which is a major hindrance to effective listening?**

**Correct Answer: Hearing impairment**

**Question 6: What is the purpose of note-taking?**

**Correct Answer: To create a record of important points**

**Question 7: Which of the following is a verbal cue in communication?**

**Correct Answer: Phrases like 'The main point is...'**

**Question 8: Which of these is an example of a non-verbal cue?**

**Correct Answer: Voice intonation**

**Question 9: Which of these is NOT a hindrance to effective listening?**

**Correct Answer: Clear pronunciation**

**Question 10: What does fluency in speaking primarily involve?**

**Correct Answer: Speaking smoothly and clearly**

**Question 11: What are the four major language skills? (Modified)**

**Correct Answer: Listening, Speaking, Reading, Writing**

**Question 12: Which skill is primarily an auditory activity? (Modified)**

**Correct Answer: Listening**

**Question 13: What is the key difference between listening and hearing? (Modified)**

**Correct Answer: Listening requires concentration, while hearing is passive**

**Question 14: Which of the following is NOT a technique for effective listening? (Modified)**

**Correct Answer: Ignoring the speaker's facial expressions**

**Question 15: Which is a major hindrance to effective listening? (Modified)**

**Correct Answer: Hearing impairment**

**Question 16: What is the purpose of note-taking? (Modified)**

**Correct Answer: To create a record of important points**

**Question 17: Which of the following is a verbal cue in communication? (Modified)**

**Correct Answer: Phrases like 'The main point is...'**

**Question 18: Which of these is an example of a non-verbal cue? (Modified)**

**Correct Answer: Voice intonation**

**Question 19: Which of these is NOT a hindrance to effective listening? (Modified)**

**Correct Answer: Clear pronunciation**

**Question 20: What does fluency in speaking primarily involve? (Modified)**

**Correct Answer: Speaking smoothly and clearly**

**Question 21: What are the four major language skills? (Modified)**

**Correct Answer: Listening, Speaking, Reading, Writing**

**Question 22: Which skill is primarily an auditory activity? (Modified)**

**Correct Answer: Listening**

**Question 23: What is the key difference between listening and hearing? (Modified)**

**Correct Answer: Listening requires concentration, while hearing is passive**

**Question 24: Which of the following is NOT a technique for effective listening? (Modified)**

**Correct Answer: Ignoring the speaker's facial expressions**

**Question 25: Which is a major hindrance to effective listening? (Modified)**

**Correct Answer: Hearing impairment**

**Question 26: What is the purpose of note-taking? (Modified)**

**Correct Answer: To create a record of important points**

**Question 27: Which of the following is a verbal cue in communication?**

**Correct Answer: Phrases like 'The main point is...'**

**Question 28: Which of these is an example of a non-verbal cue?**

**Correct Answer: Voice intonation**

**Question 29: Which of these is NOT a hindrance to effective listening?**

**Correct Answer: Clear pronunciation**

**Question 30: What does fluency in speaking primarily involve?**

**Correct Answer: Speaking smoothly and clearly**

## **CHAPTER 3**

**Question 1: Which of the following is NOT a type of letter?**

**Correct Answer: Interrogative letter**

**Question 2: A formal letter typically begins with which of the following?**

**Correct Answer: The recipient's address**

**Question 3: Which part of a formal letter contains the main message?**

**Correct Answer: Body**

**Question 4: What is the main purpose of an informal letter?**

**Correct Answer: To share personal information**

**Question 5: Which of these is an example of a closing phrase in a formal letter?**

**Correct Answer: Yours sincerely,**

**Question 6: What distinguishes a business letter from an informal letter?**

**Correct Answer: Use of official letterhead and formal tone**

**Question 7: Which of these is NOT required in a formal letter?**

**Correct Answer: Personal anecdotes**

**Question 8: What is the main purpose of a complaint letter?**

**Correct Answer: To report a problem and request a resolution**

**Question 9: Where should the sender's address be placed in a formal letter?**

**Correct Answer: At the top right corner**

**Question 10: Which of these is NOT an essential feature of a formal letter?**

**Correct Answer: Use of contractions like "don't"**

**Question 11: What is the best way to address an unknown recipient in a formal letter?**

**Correct Answer: To whom it may concern,**

**Question 12: Which of the following is true about an informal letter?**

**Correct Answer: It is usually personal and friendly**

**Question 13: Which of these is a common mistake in letter writing?**

**Correct Answer: Forgetting the date**

**Question 14: How should a formal letter be formatted?**



**Correct Answer: With paragraphs and clear sections**

**Question 15: Which of these is a valid salutation for a formal letter?**

**Correct Answer: Dear Sir/Madam,**

**Question 16: What is the difference between a personal and a formal letter?**

**Correct Answer: Personal letters are informal and friendly**

**Question 17: Which of these letters is typically used for job applications?**

**Correct Answer: A cover letter**

**Question 18: Which of the following best defines a report?**

**Correct Answer: A structured document presenting information and findings**

**Question 19: What is the first section of a standard report?**

**Correct Answer: Abstract**

**Question 20: What is the main purpose of a report?**

**Correct Answer: To provide a formal record of information**

**Question 21: Which section of a report summarizes its key points?**

**Correct Answer: Conclusion**

**Question 22: Which of the following is NOT a characteristic of a good report?**

**Correct Answer: Unstructured content**

**Question 23: In report writing, what is the purpose of the recommendations section?**

**Correct Answer: To provide possible solutions or actions based on findings**

**Question 24: What is the difference between a formal and informal report?**

**Correct Answer: Formal reports follow a structured format, while informal reports are more flexible**

**Question 25: Which section of a report explains how the research was conducted?**

**Correct Answer: Methodology**

**Question 26: Which of these is NOT a type of report?**

**Correct Answer: Comedy report**

**Question 27: Which part of a report provides a list of sources used?**

**Correct Answer: References**

**Question 28: What is the primary function of a cover letter?**

**Correct Answer: To summarize a resume**

**Question 29: Which of the following should NOT be included in a formal letter?**

**Correct Answer: Colloquial expressions and slang**

**Question 30: What is the primary characteristic of a formal letter?**

**Correct Answer: Strict structure and professional language**

**Question 31: Which of the following is NOT a type of formal letter?**

**Correct Answer: Friendly letter**

**Question 32: What is the correct order of elements in a formal letter?**

**Correct Answer: Date, recipient's address, salutation, body, closing, signature**

**Question 33: Which of these salutations is most appropriate for a formal letter?**

**Correct Answer: To Whom It May Concern,**

**Question 34: What is the purpose of the closing statement in a formal letter?**

**Correct Answer: To summarize the letter and end respectfully**

**Question 35: Which of these should be avoided in a formal letter?**

**Correct Answer: Using slang and contractions**

**Question 36: What is the best way to address a female recipient if you do not know her marital status?**

**Correct Answer: Ms.**

**Question 37: Which of these is NOT a part of a formal letter?**

**Correct Answer: Hashtags**

**Question 38: Which type of letter is best suited for requesting information from an organization?**

**Correct Answer: Inquiry letter**

**Question 39: Where should the sender's address be placed in a formal letter?**

**Correct Answer: At the top right corner**

**Question 40: Which of the following is an appropriate closing for a formal letter?**

**Correct Answer: Yours faithfully,**

**Question 41: Which of these is a reason for writing a formal letter?**

**Correct Answer: To apply for a job**

**Question 42: What is the correct format for the date in a formal letter?**

**Correct Answer: February 12, 2024**

**Question 43: Which of these is true about a formal letter?**

**Correct Answer: It has a specific format**

**Question 44: What is the function of the subject line in a formal letter?**

**Correct Answer: To provide a summary of the letter's purpose**

**Question 45: Which of these is the best way to start a formal letter?**

**Correct Answer: I am writing to express my interest in...**

**Question 46: What should you do before sending a formal letter?**

**Correct Answer: Check for grammar and spelling errors**

**Question 47: What is a letter of resignation?**

**Correct Answer: A letter stating the intention to leave a job**

**Question 48: Which part of a letter contains the main message?**

**Correct Answer: Body**

**Question 49: What is the main difference between formal and informal letters?**

**Correct Answer: Formal letters are structured and professional**

## **CHAPTER 4**

**Question 1: Which of the following best defines a report?**

**Correct Answer: A structured document presenting information and findings**

**Question 2: What is the first section of a standard report?**

**Correct Answer: Abstract**

**Question 3: What is the main purpose of a report?**

**Correct Answer: To provide a formal record of information**

**Question 4: Which section of a report summarizes its key points?**

**Correct Answer: Conclusion**

**Question 5: Which of the following is NOT a characteristic of a good report?**

**Correct Answer: Unstructured content**

**Question 6: In report writing, what is the purpose of the recommendations section?**

**Correct Answer: To provide possible solutions or actions based on findings**

**Question 7: What is the difference between a formal and informal report?**

**Correct Answer: Formal reports follow a structured format, while informal reports are more flexible**

**Question 8: Which section of a report explains how the research was conducted?**

**Correct Answer: Methodology**

**Question 9: Which of these is NOT a type of report?**

**Correct Answer: Comedy report**

**Question 10: Which part of a report provides a list of sources used?**

**Correct Answer: References**

**Question 11: What is the purpose of an executive summary in a report?**

**Correct Answer: To give a brief overview of the key points**

**Question 12: What is the primary purpose of a report?**

**Correct Answer: To present factual information systematically**

**Question 13: Which of the following is NOT a type of report?**

**Correct Answer: Fictional report**

**Question 14: What section of a report provides a brief summary of its key points?**

**Correct Answer: Abstract**

**Question 15: Which of the following is an essential feature of a good report?**

**Correct Answer: Brevity, clarity, and accuracy**

**Question 16: Which section of a report explains the problem or purpose of writing?**

**Correct Answer: Introduction**

**Question 17: What is the function of the methodology section in a report?**

**Correct Answer: To describe how data was collected and analyzed**

**Question 18: Which section of a report presents analyzed data?**

**Correct Answer: Findings**

**Question 19: What is the main purpose of the conclusion in a report?**

**Correct Answer: To summarize key findings and provide final thoughts**



**Question 20: Which of the following is NOT necessary in a formal report?**

**Correct Answer: Personal stories**

**Question 21: What should a well-structured report contain?**

**Correct Answer: Logical organization and clarity**

**Question 22: Why is referencing important in a report?**

**Correct Answer: To give credit to sources used**

**Question 23: Which of these should NOT be included in a report's recommendations?**

**Correct Answer: Opinions without supporting data**

**Question 24: What distinguishes a formal report from an informal report?**

**Correct Answer: Formal reports follow a structured format and use professional language**

**Question 25: Which of these is an example of a business report?**

**Correct Answer: A sales performance analysis**

**Question 26: Which of the following should come first in a report?**

**Correct Answer: Abstract**

**Question 27: Which section of a report outlines the research question and objectives?**

**Correct Answer: Introduction**

**Question 28: Which of the following is NOT a characteristic of an effective report?**

**Correct Answer: Excessive personal opinions**

**Question 29: Which section of a report contains charts, tables, or graphs for better understanding?**

**Correct Answer: Appendix**

**Question 30: What is the purpose of a progress report?**

**Correct Answer: To describe completed work and future plans**

**Question 31: Why is the language in a report expected to be formal?**

**Correct Answer: To ensure clarity and professionalism**

## **CHAPTER 5**

**Question 1: What is the primary purpose of a book review?**

**Correct Answer: To provide a critical evaluation of the book**

**Question 2: Which of the following is NOT an essential element of a book review?**

**Correct Answer: Detailed chapter summaries**

**Question 3: Minutes of a meeting are primarily used for what purpose?**

**Correct Answer: Documenting decisions and actions agreed upon**

**Question 4: Which of the following is NOT typically included in minutes?**

**Correct Answer: Personal opinions of participants**

**Question 5: What should a book review include?**

**Correct Answer: A summary and critical evaluation**

**Question 6: In minutes writing, what does the term “Action Points” refer to?**

**Correct Answer: Tasks assigned to specific individuals**

**Question 7: A book review should be written in what tone?**

**Correct Answer: Analytical and objective**

**Question 8: Which of the following best describes the structure of minutes?**

**Correct Answer: Chronological record of discussions and decisions**

**Question 9: What is the main difference between a summary and a book review?**

**Correct Answer: A book review includes an evaluation, while a summary does not**

**Question 10: Why is it important to record minutes accurately?**

**Correct Answer: To serve as a reference for future meetings**

**Question 11: Which of these is NOT a type of minutes writing?**

**Correct Answer: Opinion minutes**

**Question 12: What is a key feature of an effective book review?**

**Correct Answer: Balanced analysis of strengths and weaknesses**

**Question 13: Who is responsible for taking minutes in a meeting?**

**Correct Answer: The secretary**

**Question 14: What should be avoided in minutes writing?**

**Correct Answer: Adding personal opinions**

**Question 15: What is one advantage of well-written minutes?**

**Correct Answer: They help track progress on decisions**

## **CHAPTER 6**

**Question 1: What is an essay?**

**Correct Answer: A piece of writing that presents an argument or idea**

**Question 2: Which of these is NOT a type of essay?**

**Correct Answer: Poetic essay**

**Question 3: What is the first step in writing an essay?**

**Correct Answer: Choosing a topic**

**Question 4: Which part of an essay introduces the main idea?**

**Correct Answer: Introduction**

**Question 5: What should the conclusion of an essay do?**

**Correct Answer: Summarize key points and reinforce the thesis**

**Question 6: Which type of essay tells a story?**

**Correct Answer: Narrative essay**

**Question 7: What is a thesis statement?**

**Correct Answer: The main idea or argument of the essay**

**Question 8: Which type of essay aims to convince the reader?**

**Correct Answer: Persuasive essay**

**Question 9: What is the purpose of a descriptive essay?**

**Correct Answer: To provide detailed imagery and descriptions**

**Question 10: What is the body of an essay responsible for?**

**Correct Answer: Developing and supporting the main argument**

**Question 11: Which part of an essay typically contains evidence and analysis?**

**Correct Answer: Body paragraphs**

**Question 12: Which of these is NOT an essential feature of an essay?**

**Correct Answer: A detailed bibliography**

**Question 13: What should a strong thesis statement do?**

**Correct Answer: Clearly state the main argument of the essay**

**Question 14: What is the best way to start a persuasive essay?**

**Correct Answer: With a strong hook that grabs the reader's attention**

**Question 15: What does a topic sentence do?**

**Correct Answer: Introduces the main idea of a paragraph**

**Question 16: What should a conclusion NOT include?**

**Correct Answer: New arguments**

**Question 17: Which of the following best describes an expository essay?**

**Correct Answer: An essay that explains a concept or idea**

**Question 18: Which part of an essay usually contains citations?**

**Correct Answer: The bibliography or reference list**

**Question 19: What is the ideal structure for an argumentative essay?**

**Correct Answer: Introduction, arguments, counterarguments, conclusion**



**Question 20: How can an essay writer make their argument stronger?**

**Correct Answer: By using evidence and examples**

**Question 21: What should be avoided in formal essay writing?**

**Correct Answer: Contractions and slang**

**Question 22: What is the best way to transition between paragraphs?**

**Correct Answer: Using transition words and phrases**

**Question 23: Which of these statements is TRUE about essay writing?**

**Correct Answer: Every essay must have a thesis statement**

## **CHAPTER 8**

**Question 1: Which of the following is NOT a branch of phonetics?**

**Correct Answer: Syntactic phonetics**

**Question 2: Which organ is NOT directly involved in speech production?**

**Correct Answer: Liver**

**Question 3: How many vowel sounds are there in English phonetics?**

**Correct Answer: 20**

**Question 4: Which of these is a plosive consonant?**

**Correct Answer: /p/**

**Question 5: Which of the following is a voiced sound?**

**Correct Answer: /b/**

**Question 6: Which of these words contains a nasal sound?**

**Correct Answer: Sing**

**Question 7: Which phonetic term describes the modification of a sound due to its surrounding sounds?**

**Correct Answer: Assimilation**

**Question 8: Which of these consonant sounds is a bilabial?**

**Correct Answer: /m/**

**Question 9: What is the term for two vowel sounds combined within the same syllable?**

**Correct Answer: Diphthong**

**Question 10: Which of these phonetic symbols represents a long vowel sound?**

**Correct Answer: /ɔ:/**

**Question 11: Which of these is a fricative sound?**

**Correct Answer: /f/**

**Question 12: What is the correct phonetic transcription for "cat"?**

**Correct Answer: /kæt/**

**Question 13: Which of the following describes the rise and fall of pitch in speech?**

**Correct Answer: Intonation**

**Question 14: Which word contains a silent letter?**

**Correct Answer: Knife**

**Question 15: How is the final "-ed" pronounced in "talked"?**

**Correct Answer: /t/**

**Question 16: Which of these words contains a schwa sound?**

**Correct Answer: Doctor**

**Question 17: Which of these phonemes is an alveolar sound?**

**Correct Answer: /t/**

**Question 18: What is the place of articulation for the sound /k/?**

**Correct Answer: Velar**

**Question 19: Which of these words has a diphthong?**

**Correct Answer: Goat**

**Question 20: Which term describes the omission of a sound in connected speech?**

**Correct Answer: Elision**

**Question 21: Which consonant sound is produced by obstructing airflow and then releasing it suddenly?**

**Correct Answer: Plosive**

**Question 22: Which word contains a voiced consonant?**

**Correct Answer: Buzz**

**Question 23: What is the phonetic symbol for the "th" sound in "think"?**

**Correct Answer: /θ/**

**Question 24: Which word contains an aspirated /p/ sound?**

**Correct Answer: Pin**

**Question 25: Which of these is NOT a suprasegmental feature of speech?**

**Correct Answer: Plosive**

**Question 26: What is the term for a speech sound that is articulated with both lips?**

**Correct Answer: Bilabial**

**Question 27: Which of these is NOT a manner of articulation?**

**Correct Answer: Diphthong**

**Question 28: Which of the following is an example of linking in connected speech?**

**Correct Answer: All of the above**

**Question 29: What is phonetics?**

**Correct Answer: Study of sounds in human speech**

**Question 30: Which of these sounds is a vowel?**

**Correct Answer: /a/**

**Question 31: A diphthong is:**

**Correct Answer: A combination of two vowel sounds**

**Question 32: Which word contains a diphthong?**

**Correct Answer: Coin**

**Question 33: What is the difference between voiced and voiceless consonants?**

**Correct Answer: Voiced sounds use vocal cords**

**Question 34: How many consonant sounds are in English?**

**Correct Answer: 24**

**Question 35: Which organ plays the most important role in speech production?**

**Correct Answer: Tongue**

## **CHAPTER 9**

**Question 1: What is word formation?**

**Correct Answer: The process of creating new words**

**Question 2: Which of the following is NOT a word formation process?**

**Correct Answer: Punctuation**

**Question 3: What is derivation in word formation?**

**Correct Answer: Forming a new word by adding a prefix or suffix**

**Question 4: Which of these is an example of compounding?**

**Correct Answer: Toothbrush**

**Question 5: What is blending in word formation?**

**Correct Answer: Joining parts of two words to form a new one**

**Question 6: Which of the following is an example of clipping?**

**Correct Answer: Advertisement → Ad**

**Question 7: What is coinage in word formation?**

**Correct Answer: Creating entirely new words from scratch**

**Question 8: Which of the following is an example of coinage?**

**Correct Answer: Google**

**Question 9: What is borrowing in word formation?**

**Correct Answer: Taking words from other languages**

**Question 10: Which of these words is an example of borrowing?**

**Correct Answer: Ketchup (from Chinese)**

**Question 11: What is back-formation?**

**Correct Answer: Removing affixes to form new words**



**Question 12: Which of these is an example of back-formation?**

**Correct Answer: Editor → Edit**

**Question 13: What is conversion in word formation?**

**Correct Answer: Changing a word's function without changing its form**

**Question 14: Which of the following is an example of conversion?**

**Correct Answer: Google (noun) → Google (verb)**

**Question 15: What is acronym formation?**

**Correct Answer: Using initials to form a new word**

**Question 16: Which of these is an example of an acronym?**

**Correct Answer: NASA**

**Question 17: What is an initialism?**

**Correct Answer: A word formed from the first letters of a phrase, pronounced letter by letter**

**Question 18: Which of these is an example of an initialism?**

**Correct Answer: BBC**

**Question 19: What is reduplication?**

**Correct Answer: Repeating a word or part of a word to create a new meaning**

**Question 20: Which of the following is an example of reduplication?**

**Correct Answer: Ping-pong**

**Question 21: Which of these is NOT a type of word formation?**

**Correct Answer: Translation**

**Question 22: Which word formation process involves forming a new word by shortening a longer one?**

**Correct Answer: Clipping**

**Question 23: What is the main difference between an acronym and an initialism?**

**Correct Answer: Acronyms are pronounced as words, while initialisms are pronounced letter by letter**

**Question 24: Which of the following is an example of an acronym?**

**Correct Answer: UNESCO**

**Question 25: What is an eponym in word formation?**

**Correct Answer: A word derived from a person's name**

**Question 26: Which of these is an example of an eponym?**

**Correct Answer: Sandwich**

**Question 27: Which of these words is a loanword (borrowed from another language)?**

**Correct Answer: Karaoke (Japanese)**

## **CHAPTER 10**

**Question 1: What is rhetoric?**

**Correct Answer: The art of persuasive speaking or writing**

**Question 2: Who is considered the "Father of Rhetoric"?**

**Correct Answer: Aristotle**

**Question 3: Which of these is a rhetorical device?**

**Correct Answer: Hyperbole**

**Question 4: What is ethos in rhetoric?**

**Correct Answer: Appeal to credibility and ethics**

**Question 5: Which of these rhetorical appeals focuses on logic and reasoning?**

**Correct Answer: Logos**

**Question 6: Which rhetorical device involves asking a question that does not require an answer?**

**Correct Answer: Rhetorical question**

**Question 7: What is pathos in public speaking?**

**Correct Answer: Appeal to emotions**

**Question 8: Which of the following is NOT a rhetorical appeal?**

**Correct Answer: Syntax**

**Question 9: Which of the following is a key component of public speaking?**

**Correct Answer: Volume**

**Question 10: What is the main purpose of public speaking?**

**Correct Answer: To inform, persuade, or entertain an audience**

**Question 11: What is the term for the way a speaker uses their voice to engage an audience?**

**Correct Answer: Tone**

**Question 12: Which of the following is NOT a quality of a good public speaker?**

**Correct Answer: Monotone voice**

**Question 13: Which type of speech is delivered without prior preparation?**

**Correct Answer: Impromptu speech**

**Question 14: What is an extemporaneous speech?**

**Correct Answer: A well-prepared but not fully memorized speech**

**Question 15: Which of these is a common speech delivery method?**

**Correct Answer: Manuscript reading**

**Question 16: What is the role of body language in public speaking?**

**Correct Answer: To reinforce the message being conveyed**

**Question 17: Which of these is an example of a persuasive speech topic?**

**Correct Answer: Why recycling should be mandatory**

**Question 18: What is an anecdote in public speaking?**

**Correct Answer: A short and interesting personal story**

**Question 19: What is the importance of pauses in public speaking?**

**Correct Answer: They allow the audience to reflect on key points**

**Question 20: Which of these is an example of a good opening for a speech?**

**Correct Answer: Did you know that over 80 percent of people fear public speaking?**

**Question 21: Why is eye contact important in public speaking?**

**Correct Answer: To establish a connection and engagement**

**Question 22: Which of the following is a visual aid commonly used in public speaking?**

**Correct Answer: PowerPoint slides**

**Question 23: What is vocal variety in public speaking?**

**Correct Answer: Using different tones and speeds to keep the audience engaged**

**Question 24: Which of these is an effective way to conclude a speech?**

**Correct Answer: Restating key points and leaving a lasting impression**

**Question 25: What is articulation in public speaking?**

**Correct Answer: Clearly pronouncing words**

## **CHAPTER 11**

**Question 1: What is ethics?**

**Correct Answer: Moral principles guiding behavior**

**Question 2: Which of the following is an ethical principle?**

**Correct Answer: Integrity**

**Question 3: Why is confidentiality important in ethics?**

**Correct Answer: To protect private information**

**Question 4: Which of these is an example of unethical behavior?**

**Correct Answer: Plagiarism**

**Question 5: What does fairness mean in ethical decision-making?**

**Correct Answer: Giving equal treatment to all**

**Question 6: Which of these is an ethical dilemma?**

**Correct Answer: Choosing between two equally difficult moral decisions**

**Question 7: What is corporate social responsibility (CSR)?**

**Correct Answer: A company's commitment to ethical practices and community well-being**

**Question 8: Which ethical principle promotes honesty and truthfulness?**

**Correct Answer: Integrity**

**Question 9: What is the consequence of unethical behavior in a workplace?**

**Correct Answer: Legal actions and reputational damage**

**Question 10: Which of these is an ethical violation in research?**

**Correct Answer: Fabricating data**

**Question 11: Why is transparency important in ethical considerations?**



**Correct Answer: To build trust and accountability**

**Question 12: What does whistleblowing mean?**

**Correct Answer: Reporting unethical or illegal activities**

**Question 13: Which ethical principle ensures that individuals are treated with dignity?**

**Correct Answer: Respect for persons**

**Question 14: What is a conflict of interest?**

**Correct Answer: A situation where personal interest affects professional duties**

**Question 15: Why is plagiarism unethical?**

**Correct Answer: It is a form of cheating and intellectual theft**

**Question 16: Which ethical principle encourages treating everyone equally?**

**Correct Answer: Justice**

**Question 17: What is informed consent in ethics?**

**Correct Answer: A person's voluntary agreement to participate with full knowledge of the risks**

**Question 18: What is the purpose of a code of ethics in an organization?**

**Correct Answer: To define acceptable behavior and guide decision-making**

**Question 19: Why is ethical leadership important?**

**Correct Answer: It fosters trust, respect, and accountability**

**Question 20: Which of these is an unethical business practice?**

**Correct Answer: False advertising**

**Question 21: What is the consequence of a lack of ethics in society?**

**Correct Answer: Increased corruption and injustice**

**Question 22: Which of the following is NOT an ethical value?**

**Correct Answer: Fraud**

**Question 23: What is ethical relativism?**

**Correct Answer: The belief that ethics depends on cultural context**

**Question 24: Which of the following is an ethical challenge in journalism?**

**Correct Answer: Publishing false or misleading information**

**Question 25: What is the golden rule in ethics?**

**Correct Answer: Treat others as you want to be treated**

**Question 26: Why is respecting intellectual property rights important?**

**Correct Answer: It protects creators' work and prevents theft**

**Question 27: What does professional ethics refer to?**

**Correct Answer: Moral principles guiding behavior in a profession**