

Final-Term – Semester Examination

Program: BS (C.S/S.E/Tele)

Course Title: English II (Com Skills)

Total Marks: 50

Instructor: Naeem Ullah Kaka Khel

Time Allowed: 06 Hours

Note: Attempt all the Questions. All questions carry equal marks.

Question 1

What is Communication, explain in detail all the types? (10)

Question 2

Elaborate Skimming and Scanning in the light of reading? (10)

Question 3

What are the 7 C's of Communication, explain all of them? (10)

Question 4

Define and differentiate Letter and Memo? (10)

Question 5

Give a brief definition of vocabulary, also explain the types of Vocabulary (10)

GOOD LUCK !

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Q:1 What is Communication, explain in detail all the types?

Ans: communication is the way to express your idea thoughts, expressions, feelings or emotions through verbal non verbal signs and symbols or communication is a process of transmitting and receiving verbal or non verbal messages.

Oral messages:

Oral communication is the process of verbally transmitting information and ideas from one individual or group to another. Oral communication can be either formal or informal

Immediate feedback

Shorter messages and shorter words

Conventional, e.g. ok

Focus on interpersonal relations

Less detailed technical information

More colloquial lang

Simple construction and words

More imperative , interrogative and exclamatory sentences

Focus more on non verbal actions

Written messages:

Written communication involves any type of message that makes use of the written word. Written communication is the most important and the most effective of any mode of business communication. Some of the various forms of written communications that are used internally for business operations include: Memos. Reports

Delayed feed back

Longer sentences and longer words

More formal

More detailed technical information

Direct speech

More complex construction

Useful 4permanent record and documentation

Possibility of review

Delayed action

Non verbal communication:

Communication without the use of spoken language. Nonverbal communication includes gestures, facial expressions, and body positions (known collectively as “body language”), as well as unspoken understandings and presuppositions, and cultural and environmental conditions that may affect any encounter between people.

Faical expressions

Gestures (expressions through face)

Postures

Movements

Voice quality

Silence

Time

Space

Smell and touch

Q:2 Elaborate Skimming and Scanning in the light of reading?

ANS: Skimming:

THE TYPE OF reading technique in which we quickly read the passage or any kind of text in order to get the general idea of that particular text.

How to skim:

- **Read the title**
- **Read the first sentence of each paragraph**
- **Read the Subtitle or Introduction**
- **Read the summary or last paragraph if there is one**

When skimming:

- **Don't read everything in detail but just try to skip the text.**
- **Read the first and last sentence of each paragraph.**
- **Read the introduction and summary.**

Read a few examples until you understand the concept of the text

Scanning:

The type of reading technique in which we read in order to find and locate what we are searching for. We quickly skip the text and rapidly run through the text until we find our specific details.

In scanning we search for key words:

- **Particular name**
- **Number**
- **Telephone number**
- **Program**
- **Date**

Scanning---get only what you need

Three steps for scanning includes

- **Search for key words**
- **Move quickly over the page**
- **Less reading and more searching**

Q:3 What are the 7 C's of Communication, explain all of them?

ANS:seven c's of communication:

1:completeness

2:correctness

3:conciseness

4:concreteness

5:consideration

6:clarity

7:courtesy

1:completeness

Provide all necessary info

Answer all questions

Give something extra when desirable

2:conciseness

Eliminate wordy expressions

Include only relevant material

Avoid unnecessary repetition

3:consideration

Foucs on "you" instead of "I" or "we"

Put emphasize positive and pleasant facts

Show audience benefits interest in the receiver's end

4:concreteness

Use specific facts anf figures

Put action in your verb

Choose image building words

5:clarity

Choose precise, concrete and familiar words

Construct effective sentences and paragraphs

6: courtesy:

Be sincere, tactful, thoughtful and appreciative

Use expressions that shows respect

Choose nondiscriminatory expressions

7: correctness:

Use the right way and level of language according to audience's benefit

Check accuracy of facts, figures and words that you have used

Maintain acceptable writing mechanics, i.e. sentence correction level.

Q:4 Define and differentiate Letter and Memo?

ANS: Memo:

A memorandum or shortly known as a memo is a precise official note, used to inform, direct or advise the members within the same organization. However, the business deals with a number of external parties such as customers, clients, suppliers, government agencies, manufacturers, societies, etc. for which a different tool of communication is used, called as a business letter

Letter:

A letter refers to a brief message sent by the company to the person or entity, which are outsiders.

Large corporations require an effective system for communication of information and messages, promptly, within and outside the organization. In this context, the telephone is one of the easiest and convenient ways for instant communication, but when it comes to evidence, written modes are considered best. Written records include memos, notes, letters, circulars and orders, which are used by the organization.

Comparison Chart

BASIS FOR COMPARISON

MEMO

LETTER

- Meaning:** Memo refers to a short message, written in an informal tone for interoffice circulation of the information. Letter are a type of verbal communication, that contains a compressed message, conveyed to the party external to the business.
- Nature:** MEMO: Informal and Concise LETTER: Formal and informative
- Exchanged between:** MEMO: Departments, units or superior-subordinate within the organization. LETTER: Two business houses or between the company and client.
- Length:** MEMO: Short LETTER: Comparatively long
- Signature:** MEMO: Signature is not required in a memo. LETTER: A letter is duly signed by the sender.
- Communication:** MEMO: One to many LETTER: One to one
- Content:** MEMO: Use of technical jargon and personal pronoun is allowed. LETTER: Simple words are used and written in third person.

Definition of Memo

The memo is short for the memorandum, which means a note or record for any use in future. It is a short message used as a means of informal communication within the organization, for transmitting information in writing. It may be titled as interoffice communication, office memorandum, or interoffice correspondence, rather than a memorandum.

The primary objective of memos is to disseminate business policies, procedures or related official business. These are written in one to all perspective and can serve different purposes like conveying news, directions and information to multiple recipients, calling people to action or meeting.

One can use an informal tone and personal pronouns in the memo. There is no requirement to use a salutation and complimentary close.

Definition of Letter

A business letter can be defined as the form of written communication, that contains a long message, addressed to the party external to the organization, i.e. supplier, customer, manufacturer or client. It starts with a salutation, written professionally in the third person and has a complementary close with a signature.

The relationship between the sender and receiver plays a significant role in determining, the overall style in which the letter is drafted. These are used for a number of reasons such as a request for information or feedback, order placement, making complaints or grievances, enquiring something or taking follow-up.

The letter is printed, typed or written on the letterhead paper, which contains the details of the company like name, address, logo, etc. As business letters serve as evidence for both the parties concerned, so it needs to be polite, courteous and respectful to gain immediate response.

Key Differences Between Memo and Letter

The points presented below explain the difference between memo and letter:

The memo can be defined as a short message, written informally to communicate certain information to the members of the organization. Conversely, letters can be understood as a means of a verbal communication containing a brief message addressed to a party external to the business.

A memo uses informal tone and is straight to the point. On the other extreme, letters are very formal and contain lots of information.

The use of memorandum is internal to the organization, in the sense that it is exchanged between two departments, or units or sent by the manager to inform subordinates. As against, the use of letter is external in nature, as it is exchanged between two business houses or between the company and client.

When it comes to length, letters are lengthier in comparison to the memo. There is no requirement of a signature in the memo, as it is

used within the organization. However, the letter is to be duly signed by the one who sends it.

Memos are written to inform or direct, a department or number of employees on a certain matter and so it is usually written from one to all perspective, such as mass communication. Contrary to this, letters are private as it addresses to a particular party or client, so it is a form of one to one interpersonal communication.

Technical jargons are commonly used in memos, as well as uses personal pronouns. Unlike, letters avoid the use of technical jargons and terms which are not easy to comprehend. Moreover, letters are written in the third person.

Conclusion

A memo is an essential tool for business communication, which is used to transmit a particular information to many individuals working in the same organization. It has a great role to play in recording the day to day business activities and can be used for future reference.

In contrast, letters are considered as the best mode of written communication, that can be used for giving or seeking information to/from an external party. It helps to persuade the receiver, to do as per the will of the writer.

Q:5 Give a brief definition of vocabulary, also explain the types of Vocabulary.

Ans: Vocabulary basically refer towards “ list of words” or “the stock of words” used by a person.

Types of vocabulary:

1. Active Vocabulary: which we use for speaking or writing.

An active vocabulary is made up of the words readily used and clearly understood by an individual when speaking and writing. Contrast with passive vocabulary. Martin Manser notes that an active vocabulary "consists of the words that [people] use frequently and confidently

2. Passive Vocabulary: which we can understand when we hear or read.

Passive vocabulary refers to words that learners understand but are not yet able to use

Our reading and writing vocabulary is larger than our spoken vocabulary because we have time to make an effort to recall words when we read or write; speech flows faster and there is less time to recall words. So, our reading vocabulary (passive one) is the largest and our spoken vocabulary (active one) is the smallest; we use all the words we know when we are reading and use the fewest of the words we know when we are speaking