

**Final-Term – Semester Examination**      Program: BS (SE)  
**Course Title: English II (Com Skills)**      Total Marks: 50  
**Instructor: Naeem Ullah Kaka Khel**      Time Allowed: 06 Hours  
ID: 15815  
Name: AHMED JUNAID

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

---

## **Question 1**

**What is Communication, explain in detail all the types?**

### **Communication:**

Communication is the process of transmitting information from one person to another. It is the act of sharing ideas, facts, opinions, thoughts, messages, or emotions to other people, in and out the organization, with the use of the channel to create mutual understanding and confidence.

It is not tied to words, i.e. whether an individual speaks or not, the message is automatically conveyed to the other party. Besides words, communication can take place through symbols, letters, actions, expressions, etc.

### **Types of Communication :**

#### **1. Verbal Communication:**

Communication, in which words (spoken or written) are used to transmit information is called verbal communication. It can be done in two ways:

##### **A. Oral communication:**

The type of communication which is in oral form is called oral communication. e.g. Face to face conversation, telephonic conversation, lectures, speeches, conferences, etc.

##### **B. Written communication:**

The type of communication which is in written form is called written communication. e.g. Letters, emails, newsletters, SMS, etc.

#### **2. Non-verbal Communication:**

The communication between parties in which words are not used as a means for an interchanging message, i.e. except words, other means are used like sounds, symbols, actions, and expressions. Communication takes place non-verbally through:

**A. Body language:**

e.g. Gestures, postures, body movements, etc.

**B. Paralanguage :**

e.g. Pitch variation, tone, speaking speed, word stress, etc.

**C. Sign language :**

e.g. Hand movement, facial expressions, etc.

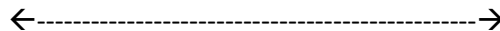
**D. Time language:**

e.g. time used to communicate our message.

**E. Space language:**

e.g. Space maintained between the parties to the communication, during the conversation.

Communication is the spine of the organization that without it no organization can survive and operate effectively, towards attaining its goals. It is the primary means, by which organizational members work together. Further, it ties all the members of an organization in a single thread and let them respond to and influence each other



**Question 2**

**Elaborate Skimming and Scanning in the light of reading?**

Reading can be long and time-consuming sometimes we don't want to read all of the books to get our answers so there are 2 ways we can go about reading and extracting useful information

**Skimming:**

The type of reading technique in which we quickly read the passage or any kind of text to get the general idea of that particular text. Like for example if we have a huge paragraph we read the title

Read the first sentence of each paragraph, then read subtitle or introduction if we have any and lastly read the summary or last paragraph

This technique is useful and saves a lot of time

We don't always need to read everything in detail but just skip the text

Or read the first sentence of each paragraph or read the summary

Why we do skimming well to get the idea of the article or blog or any textual script

## **Following are the general steps taken while Skimming:**

- Reading the table of contents or chapter overview to learn the main divisions of ideas.
- Glancing through the main headings. Reading the headings of charts and tables.
- Reading the entire introductory paragraph and then the first and last sentence only of each following paragraph.
- Quickly reading the sentences containing keywords indicated in boldface or italics.
- Upon finding something significant, you should stop reading the entire sentence to make sure.
- Read chapter summaries when provided.

### **IN USE:**

- **Don't Read everything but try to skip the texts**
- **Read the First and last sentence of paragraphs**
- **Read the introduction and the summary**
- **Read a few examples until you understand the concepts they are meant to illustrate**

## **Scanning:**

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

This technique is used to find some specific data in an article or blog. The keywords we search for are:

Name, number, telephone number, a date, program (anything which interests us). In scanning, we don't read this is more like we search for something. for example, a paragraph about dogs and we want to search for dog foods so we will search for "food" in that paragraph to get what we need rather than reading all the paragraphs which will result in time wastage.

## **Scanning to answer questions:**

If you are scanning to find an answer for a specific question, one step is already done for you: the question itself supplies the keywords.

Follow these steps below for the answer:

1. Read each question carefully before starting to scan. Choose keywords from the question itself.
2. Look for answers to only one question at a time. Scan separately for each question.
3. Read the surrounding text carefully when you locate a keyword to see if it is relevant.
4. Re-read the question to determine if the answer you found answers this question.

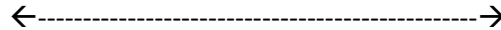
### **Scanning for research and study:**

Scanning, too, uses keywords and organizational cues. Contrary to skimming, the goal of scanning is to locate and swoop down on particular facts.

Facts may be buried within long text passages that have relatively little else to do with your topic or claim. Skim this material first to decide if it is likely to contain the facts you need. Scan all the contents of the table, indexes, headings, and summaries.

### **Use the following steps while scanning:**

1. Know what you are after.
2. Look for only one keyword at a time. Multiple scans would be needed if you use more than one keyword.
3. Let your eyes float rapidly down the page until you find the word or phrase you want.
4. When your eye catches one of your keywords, read the surrounding material carefully.



### **Question 3**

**What are the 7 C's of Communication, explain all of them?**

### **7 c's Communication:**

The 7 (seven) c's of communication rules are as follows:

- 1- Completeness
- 2- Correctness
- 3- Conciseness
- 4- Concreteness
- 5- Consideration
- 6- Clarity
- 7- Courtesy

## **1. Completeness:**

Completeness provides all necessary info needed to answer all the question and also give something extra when desirable (info).

## **2. Conciseness:**

Conciseness eliminates wordy expressions and include only relevant material and avoid unnecessary repetition

## **3. Consideration**

- consideration focus on “you” instead of ‘I’ or ‘we’ this puts emphasize positive and pleasant facts and shows the audience benefit interest in the receiver end

## **4. Concreteness:**

Concreteness use specific facts and figures and put an action in your verb choose image building words

## **5. Clarity:**

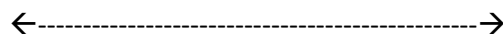
Clarity helps choose precise and concrete and familiar words and constructs effective sentences and paragraphs

## **6. Courtesy:**

The communication must be sincere, tactful, thoughtful and appreciative using of expression that shows respect and choosing nondiscriminatory expressions

## **7. Correctness:**

The communication must use the right way and level of language according to the audience’s benefits checking of accuracy of facts, figures, and words that we have used



### **Question 4**

**Define and differentiate Letter and Memo?**

## MEMO:

memo stands for memorandum and often shortly known as memo

It is a precise note, used for short reminders, quick announcements, etc... Memos are

Not used for communication to people outside the company/organization

The information in the memo comprises: the date, recipient, sender, and subject matter

It is different than a letter and we don't use "**dear**" salutation and also "**yours truly**" etc.

Complimentary closure

Format for the memo is as follows:

Format:

<company logo>

Memo

Date:

From:

Subject:

---

<memo text here>

Memos are of two formats

**Block format:** in which no indentation but leave the space between paragraphs

**Modified block format:** indent each paragraph but don't leave space

## Letter:

A letter refers to a brief message sent by the company to the person or entity which are an outsider

It is a medium to convey a message from one person to another, there are types of letters

Formal and informal

A letter is a message that is sent by a person to another meant to convey information. It can either be short or long, and it has many types: Formal or Informal letter, Personal letter, Social letter, Employment letter, etc.

A business letter is exchanged between businesses and their clients. It is a more professional and formal way of conveying a message or information hence containing more words. Each word in a business letter is carefully selected and planned for since it is intended for communicating with people who are vital to a business or company.

The specific topics are addressed to specific individuals. It can be as long as the sender wants it to be and is strictly meant to be read-only by the intended recipient. It is usually sent through a courier or delivered by a representative of the company.

**Formal letter:** the letter written in a formal and ceremonious language and follows a certain stipulated format. For example a letter to authorities, seniors, etc.

**Informal letter:** the letter written informally, these types of letters are written to relatives or friends, but also to anyone with whom you have a non-professional relationship, this doesn't exclude business partners or workers with whom you're friendly.

## **Format of Writing a letter:**

### **Addresses:**

#### **1) Your Address**

The return address should be written in the top right-hand corner of the letter.

#### **2) The Address of the person you are writing to**

The inside address should be written on the left, starting below your address.

### **Date:**

Different people put the date on different sides of the page. You can write this on the right or the left on the line after the address you are writing to. Write the month as a word.

### **Salutation or greeting:**

#### **1) Dear Sir or Madam,**

If you do not know the name of the person you are writing to, use this. It is always advisable to try to find out a name.

#### **2) Dear Mr. Naeem Ullah,**

If you know the name, use the title (Mr, Mrs, Miss or Ms, Dr, etc.) and the surname only. If you are writing to a woman and do not know if she uses Mrs or Miss, you can use Ms, which is for married and single women.

## **Ending a letter:**

#### **1) Yours Faithfully**

If you do not know the name of the person, end the letter this way.

## 2) Yours Sincerely

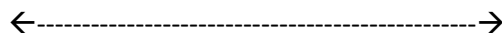
If you know the name of the person, end the letter this way.

## 3) Your signature

Sign your name, then print it underneath the signature. If you think the person you are writing to might not know whether you are male or female, put your title in brackets after your name.

### Difference between letter and memos:

<b><u>Nature</u></b>	<b>memos</b> are informal and concise	<b>letters</b> are formal and informative
<b><u>Between</u></b>	<b>memos</b> are sent to Departments, units or superior-subordinate within the organization	<b>letters</b> are sent to two business houses or between the company and client
<b><u>Length</u></b>	<b>Memos</b> are short	<b>letters</b> are long
<b><u>Communication</u></b>	<b>Memo:</b> One to many	<b>Letter:</b> One to one



## Question 5

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

### Vocabulary:

Vocabulary refers toward to a “list of words” or “the stock of words” used by a person.

OR

A person’s vocabulary is the set of words within a language that are familiar to that person. A vocabulary usually develops with age and serves as a usual and fundamental tool for communication and acquiring knowledge

### Types of Vocabulary

#### 1.Active Vocabulary:

The active vocabulary of a person consists of those words that he can use correctly in his own speech and writing. He fully understands the meaning of those words. This type of vocabulary is known as active vocabulary which we have full command over it we understand it we feel it .



## 2. Passive Vocabulary:

which we can understand when we hear or read. 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.

OR

The passive vocabulary of a person consists of those words which he recognizes when he encounters them in print or in the speech of others he can make out the meaning of those words e.g while reading a newspaper he finds a number of unfamiliar words but he can judge the word's meaning just by reading the context but can't use them in his speech

←-----→ THE END