Developing Effective Communications (DEC)

Total marks for this paper is 100 marks.

There are three parts in this question paper. All questions in Part One and Part Two are COMPULSORY.

Part One includes 20 Compulsory multiple-choice questions. Select the most appropriate answer from the given choices and mark it in the given space in the answer book.

Part Two includes 06 Compulsory short answer questions.

Part Three includes 02 Essay Type Questions. Answer only 01 Question from this part.

Instructions to candidates

1. State your Registration Number on the front cover of the answer booklet and on each and every additional paper attached to it. Your name must not appear anywhere in the answer booklet or answer scripts
2. Always start answering a question on a new page
3. You are reminded that answers should not be written in pencil or red pen except in drawing diagrams
4. Answer the questions using:
   a. Effective arrangement and presentation
   b. Clarity of expression
   c. Logical and precise arguments
   d. Clear diagrams and examples where appropriate
5. Illegible hand writing and language errors will be penalised
PART ONE

Read the question and select the most appropriate answer out of the four given choices.
Tick your choice in the given space in the answer booklet.

Question 01

Question 01.1

Business communicators face many challenges with the changing environment. Select the correct statement.

a) Media literacy of business communicators should expand as new media is evolving
b) Workplace diversity is reducing with globalization so communication is easy
c) Ethics and social responsibility can be forgone as profits is the priority
d) Analytics and decision making is the job of machines, not humans

Question 01.2

An organization sending a greeting card to a key customer is explained as:

a) Internal operational communication
b) External operational communication
c) Personal communication
d) Non-personal communication

Question 01.3

A formal network of communication in an organization:

a) is the planned, controlled flow of information
b) is faster and very effective
c) is the only communication network in an organization
d) cannot be automated or computerized

Question 01.4

In terms of the communication process model:

a) Encoding is the function of receiver interpreting the message
b) Sender will always get a reply from the receiver
c) The process is influenced by the relationship of communicators
d) All answers are incorrect
Question 01.5

The factors that are affecting the culture of a country or a nation include:

a) Topography
b) History
c) The role of religion
d) All of the above

Question 01.6

Language equivalency is a common problem in cross cultural communication. Select the most appropriate statement regarding the same:

a) All languages follow same grammar and syntax
b) Every word in a language has only one meaning
c) It is not recommended to use two-word verbs as they can lead to confusion
d) A perfectly accurate translation is always possible to achieve

Question 01.7

In terms of targeted reader benefits, “intrinsic benefits”:

a) are those benefits that readers will get automatically by complying
b) are short-lived and very attractive
c) both a and b are correct
d) both a and b are incorrect

Question 01.8

The accepted standards of professionalism and correctness in business communication includes:

a) Use of appropriate punctuations and correct spelling
b) Adhering to common standards of grammar
c) Following standards in use of numbering
d) All of the above
Question 01.9

With regard to accessibility of websites by people with disabilities:

a) Many modern websites include voice activations and audio support
b) Companies nowadays discourage spending on these extra features
c) Companies are not ethically responsible in this regard
d) Cost benefit analysis does not justify this expense

Question 01.10

About constructing clear sentences, which statement is false?

a) Cluttering phrases can be replaced by shorter wording without loss of meaning
b) Roundabout constructions and needless repetitions carry excess words
c) Short sentences enhance emphasis
d) All of the above are incorrect

Question 01.11

Many meetings end up being unproductive because:

a) One or two participants dominate the discussion
b) Sufficient notice is given to participants to prepare with required information
c) Meeting is effectively managed and agenda covered
d) All participants are present and co-operative

Question 01.12

With regard to active listening, select the most appropriate statement:

a) Apart from sensing sounds, attentiveness is required to listen actively
b) Remembering while listening is least practical and impossible
c) Filtering of meaning is least affected by one’s knowledge, emotions and beliefs
d) Back channeling- repeating what was heard, is least helpful in active listening
Question 01.13

When leaving a constructive business-voicemail-message, which of the following practices is acceptable?

a) Identifying yourself is not important; just leave a complete and accurate message
b) Identify yourself, speak clearly and give important information slowly

c) Speak with a heavy accent because this is business related

d) Blame the other party for not being available

Question 01.14

Assume you have to present your past six (6) months’ sales figures in the monthly sales meeting. How will you make your presentation attractive to the audience?

a) Make use of fancy colors and fonts with funny emoji’s
b) Keep it formal; tabulate figures; use graphs and trend lines; use least animations

c) Obstacles leading to target shortfalls should be presented first to avoid embarrassment

d) Hide much information so it is not clear to audience; easy for presenter

Question 01.15

In preparation of a professional curriculum vitae:

a) Present your employment details in chronological order
b) Your personal information is important than your work exposure and qualifications

c) You can use referees who do not remember you personally

d) Ensure key words are used and the CV is scannable

Question 01.16

What is the most reasonable estimate of the job market in Sri Lanka in the background of the breakout of COVID 19?

a) Many new job vacancies will be created as new types of businesses emerge
b) Companies will hire more very soon as the business activities are to be expedited

c) Unemployment will reduce

d) Companies will prefer to downsize and manage costs until revenue is streamlined
Question 01.17

In creating goodwill with readers:

a) A writer must make as many promises as possible
b) A preaching style writing should be adopted
c) Avoid blaming the reader and concentrate on what is positive and possible
d) Being courteous could compromise writer’s authority

Question 01.18

A premium range refrigerator being promoted using a professional cricketer is about:

a) Using character-based appeal
b) Using emotional appeal
c) Using rational appeal
d) None of the above

Question 01.19

As per the dimensions proposed by Hofstede, cultures do not vary in terms of:

a) Long term orientation vs short termism
b) Masculinity vs femininity
c) Introverts vs extroverts
d) Individualism vs collectivism

Question 01.20

In structuring paragraphs, which is not advisable?

a) Maintain unity and coherence
b) Make use of topic sentences
c) The longer the paragraph, the clearer it is
d) Use appropriate transitional words

(Total 20 Marks)
PART TWO

This part includes SIX (06) compulsory short answer questions
Answer all questions.

Question 02

Write short notes.

a) Communicating bad news (05 Marks)

b) Writing persuasive messages (05 Marks) (10 Marks)

Question 03

a) Name two (02) factors that are important in effective presentation of visuals. (02 Marks)

b) Outline four (04) types of visuals that can be used in business writing. (08 Marks) (10 Marks)

Question 04

a) What is a writing process? (04 Marks)

b) Briefly describe two (02) types of newer media in business writing. (06 Marks) (10 Marks)

Question 05

a) What is non-verbal communication? (02 Marks)

b) List four (04) non-verbal signs and what is meant by each of those signs. (08 Marks) (10 Marks)
Question 06

a) What is meant by "directness" in business messages?  
(04 Marks)

b) List the general plan for direct order messages.  
(06 Marks)  
(10 Marks)

Question 07

List five (05) points that you will pay attention to, when getting ready for a job interview.  
(10 Marks)  
(Total 60 Marks)
PART THREE

This part includes TWO essay type questions
Answer only ONE question from this part.

Question 08

The amount and nature of business communication is different from one organization to another. What factors cause this difference? Explain four (04) of them with examples.

(Total 20 Marks)

Question 09

Effective business communication can solve many business problems. Do you agree? Explain your argument with three (03) suitable work related examples.

(Total 20 Marks)

(Total 100 Marks)

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