



SIR ARTHUR LEWIS COMMUNITY COLLEGE
ACADEMIC YEAR (2024/2025) – SEMESTER TWO
END OF SEMESTER EXAMINATION
ALTERNATE

COURSE CODE : COM106
COURSE TITLE : TECHNICAL COMMUNICATION
LECTURER(S) : ALEXANDRA SERIEUX-PROSPERE
DATE :
TIME :
DURATION : 2 hours
STUDENT ID # : _____

GENERAL INFORMATION AND INSTRUCTIONS

- Students must sign **IN** and **OUT** on the examination class list.
- Write your ID number on the question paper.
- This paper has 2 sections:
 - **Section 1: 40 Marks** - 30 Multiple Choice and 10 True or False, each is worth 1 mark. Choose the correct answer on the question paper.
 - **Section 2: 10 Marks** – Letter Writing. Write a cover letter based on the instructions.

DO NOT TURN THIS PAGE UNTIL YOU ARE TOLD TO DO SO

Section 1- 30 Multiple Choice: – 1 mark per question.

Instructions: *Circle the most suitable option for each question on the question paper.*

SECTION A: MULTIPLE CHOICE - 10 MARKS

Complete each of the following statements by circling the letter that indicates the most appropriate answer. (10 marks)

1. Conciseness means:
 - A. Packing everything into a short as space.
 - B. Saying everything you need to say in as few words as possible.
 - C. Using long words so that your reader understands.
 - D. Writing down everything as quickly as possible.
2. Employers use resumes to:
 - A. Decide who has the most experience
 - B. Obtain information on the needs of the employee
 - C. Decide whom to interview
 - D. All of the above
3. _____ aims to present facts accurately, concisely and in a logical manner.
 - A. Resumes
 - B. Technical reports
 - C. Letters
 - D. None of the Above
4. _____ speeches do not require advance preparation.
 - A. Informal
 - B. Formal
 - C. Impromptu
 - D. Manuscript
5. The conclusion of the report may be written as:
 - A. The introduction
 - B. The findings
 - C. The development
 - D. The recommendation
6. You have been selected as a possible candidate for a job and have to go through an interview sequence. Which of the following would you **not** have to sit through?
 - A. In-depth interview
 - B. Follow-up interview
 - C. Face-to-face interview
 - D. Social media interview
7. A student has asked you to outline the characteristics of an effective report. Which of the following would you not include in your response?
 - A. Accuracy
 - B. Subjectivity
 - C. Completeness
 - D. Good organization
8. Which of the following is not a quality that interviewers are looking for in job candidates?
 - A. Energy and stamina
 - B. Maturity
 - C. Leadership
 - D. Inflexibility

9. In an interview, appearance is_____
- A. unimportant as skills determine who gets the job.
 - B. can help the interviewer determine if you are compatible with the company.
 - C. cannot be legally used to decide whether you will be hired.
 - D. determines how much money you will be paid.
10. This type of business letter seeks to indicate a wrong doing followed by a suggestion to remedy the situation.
- A. A reference letter
 - B. An inquiry letter
 - C. A complaint letter
 - D. A cover letter
11. This type of report indicates whether it is possible for a project to be implemented.
- A. Progress report
 - B. Field report
 - C. Investigation report
 - D. Feasibility report
12. This type of business letter seeks to address an offense, but includes a suggestion to remedy the situation.
- A. A reference letter
 - B. An inquiry letter
 - C. A complaint letter
 - D. A cover letter
13. This type of oral presentation is a word-for-word repetition or recital of a message.
- A. Memorized
 - B. Manuscript
 - C. Impromptu
 - D. All of the above
14. A student has asked you to outline the characteristics of an effective report. Which of the following would you NOT include in your response?
- A. Accuracy
 - B. Subjectivity
 - C. Completeness
 - D. Good organization
15. The conclusion of the report may be written as:
- A. The introduction
 - B. The findings
 - C. The development
 - D. The recommendation
16. The following is not an example of business correspondence.
- A. Memorand
 - B. Fax message
 - C. Company logo
 - D. Business letter
17. Clarity and Completeness are two of the 7 C's of business communication. Which of the four below is not one of them?
- A. Concentration
 - B. Courtesy
 - C. Cynicism
 - D. Conciseness

18. In business correspondence, the oldest style of typewritten letters is
- A. Block style
 - B. Indented style
 - C. Short-hand style
 - D. None of the above
19. Which of the following must not be considered when one is writing a business letter?
- A. The language
 - B. The audience
 - C. The purpose
 - D. The sender
20. Proposals are documents that do all EXCEPT:
- A. Offer an idea on how to improve certain aspects of a company
 - B. Explain the company's financial policy
 - C. Persuade the receiver to approve funds
 - D. Aids in hiring an organization to do a project
21. The _____ the proposal is written by a separate or independent entity.
- A. Solicited
 - B. Unsolicited
 - C. Internal
 - D. External
22. The _____ proposal is one which the recipient has requested.
- A. Solicited
 - B. Unsolicited
 - C. Oral
 - D. All of the above
23. Which aspect of the proposal justifies the need for the proposal?
- A. Conclusion
 - B. Introduction
 - C. Background
 - D. Procedures
24. The description segment of the proposal pertains to the following:
- A. All necessary details regarding the finished product
 - B. The company's protocols
 - C. A summary of the proposal
 - D. The proposer's references
25. The following is not an example of business correspondence.
- A. Memoranda
 - B. Fax
 - C. Company Logo
 - D. Business Letter

Use the following memoranda (memo) to answer questions 26 to 28.

To: Trade Show Team

From: C.C. Jones, Marketing?

Date: July 10, 2018

Subject: Trade Show Return Meeting

Upon your return to work on Friday, July 15, we have scheduled a noon lunch meeting in the east wing meeting room to review the trade show. We plan to discuss what was successful and what went **awry**, namely:

- *Number of days in attendance*
- *Amount and types of marketing materials provide*
- *Booth displays*
- *Booth staffing levels*

Please come prepared with your feedback and constructive criticism on the marketing aspects of the show.

26. The introduction of the memo highlights the following, except:

- A. The objective of the meeting
- B. The scheduled date of the meeting
- C. The venue of the meeting
- D. The agenda of the meeting

27. The sender, CC Jones is likely to be the

- A. Receptionist
- B. Market employee
- C. Marketing agency
- D. Marketing Director

28. The details printed in *italics* refer to the following:

- A. The minutes of the meeting
- B. The Chairman's remarks
- C. The agenda of the meeting
- D. The purpose of the meeting

29. **Enquire** means

- A. To investigate or examine further
- B. To request additional information
- C. To present information
- D. None of the above

30. **Inquire** means:

- A. To investigate or examine further
- B. To give out information
- C. To request a suggestion from staff
- D. All of the above

Answer either True or False by writing down the correct response. (10 marks)

31. A verbal message is only spoken. True/False
32. Written communication is useful in that it serves as a permanent record or future reference. True/False
33. A proposal is different from a report. True/False
34. Reports are based primarily on facts. True/False
35. The application or cover letter is a type of enquire letter. True/False
36. A resume highlights the employer's skills. True/False
37. The closing paragraph of your cover letter summarizes your background. True/False
38. The complimentary close "Yours's sincerely," is correctly written. True/False
39. Many reports require some primary as well as secondary research. True/False
40. Memoranda are used by employers to dismiss their employees. True/False

SECTION B – LETTER WRITING – 10 Marks

WE ARE HIRING!

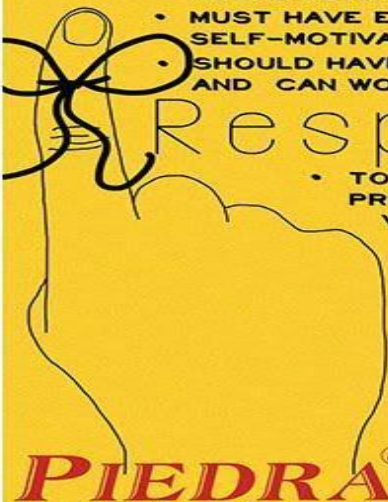
Sales Engineers

Qualifications:

- OPEN TO GRADUATES OF ENGINEERING, INTERIOR DESIGN, ARCHITECTURE, MARKETING OR EQUIVALENT.
- MUST HAVE EXCELLENT COMMUNICATION SKILLS. MUST BE SELF-MOTIVATED, ASSERTIVE AND HARDWORKING.
- SHOULD HAVE A POSITIVE WORK ATTITUDE, ADAPTABLE AND CAN WORK WELL UNDER PRESSURE.

Responsibilities:

- TO PREPARE AND CONDUCT PRODUCT PRESENTATIONS (FORMAL OR INFORMAL) TO VARIOUS CLIENTS.
- TO PROMOTE OUR PRODUCTS TO VARIOUS CLIENTS AND ESTABLISH A NETWORK OF KEY ACCOUNTS TO CREATE LONG TERM BUSINESS RELATIONSHIPS



Send your

R E S U M E S

VIA EMAIL: info@pedrastones.com
BRING IT TO: Unit 315 AIC Burgundy Empire Bldg,
ADB Ave. cor. Sapphire Ortigas Center, Pasig City.
CALL US: 5846084 to 86 or 5846070 to 71

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Write a cover letter to apply for the following advertised positions.

END OF EXAMINATION