

B. COMMUNICATION 2019

Time : 3 Hours

(REGULAR)

Max. Marks:100

Instructions: Attempt any Five questions including Question No. 9 which is compulsory.

Q.1

- a) How does effective communication benefit within and outside the organization?
- b) Sometimes Non-Verbal messages contradict the verbal, do you agree? Give reasons.

Q.2

- a) What are the guideline to overcome the communication barriers?
- b) Do you agree that informal channel of communication is necessary in an organization along with formal channel?

Q3.

- a) What are the principles of Business correspondence? Explain the significant of each by giving suitable examples.
- b) Define the principles of concreteness, completeness & clarity in communication.

Q4.

- a) Describe the steps that should be taken in planning a letter.
- b) Explain the legal aspects of defamation and fraud in relation to the Business communication.

Q.5

- a) What do you understand by credit and collection letters?
- b) Syed Enterprises is interested in establishing business with Ahmed Garments on credit basis. As credit Manager of Ahmed Garment write a letter assuming necessary details?
 - i) For granting a credit.
 - ii) For refusing it.

Q.6

- a) Business Report is a 'Tool of Management', discuss.
- b) Assume yourself the personnel Manager. Submit a Memo Report to the Departmental and Section Heads on the late coming and early leaving of employees. Invent necessary details.

Q.7

- a) What leadership procedure be adapted during and after a meeting.
- b) Draft a courteous letter of resignation.

Q.8

- a) Write short notes on any TWO of the following:
 - i) Checklist for effective interviewing.
 - ii) Procedure to be followed in holding a conference.
 - iii) Structure of a business letter
 - iv) Contents of a Formal Report.

Q.9

- a) How do you classify the Economic Market?
- b) What are the contents of Market Report?

(i) Arbitrage	(ii) Script
(iii) Hedge	(iv) Bullion Market

(v) Flat	(vi) Budlee (carry over)
(Vil) Free Market	(viii) Square deal
(ix) Yield	(x) Speculator

c) Explain any FIVE of the following:

B. COMMUNICATION 2018 (REGULAR)

Time : 3 Hours

Max. Marks:100

Instructions: Attempt any Five questions including Question No. 9 which is compulsory.

Q.01

- a) Differentiate between verbal and non verbal communication.
- b) Why communication is called a life-blood of an organization? Explain with respect to internal and external communication?

Q.02

- a) What different factors are involved in a process of communication? Explain with the help of a diagram.
- b) Describe the different barriers of communication which are detrimental to the positive feedback.

Q.03

- a) What is inductive plan of approach? Provide inductive plans for bad-News and persuasive requests in detail.
- b) "First impression is the -last impression." Comments. Give your suggestions to give an effective opening to the message.

Q.04

- a) What do you understand by legal aspects of business communication? Explain in detail.
- b) What are the compulsory parts of a letter? Explain with the help of a Specimen.

Q.05

- a) Explain the principles of conciseness, courtesy and . clarity in detail.
- b) Give suggestions to conduct an effective interview.

OR

- c) Write notes on any two of the following:

- Types of leadership
- Types of Business Report
- Dictating
- Formal and informal language

Q.06

- a) Zain Traders received a consignment of Molded Furniture from Moon Furniture's, Number of defects and anomalies were found on inspection.

Write a suitable complain and claim letter to Moon Furniture's in this regard. (Assume all necessary details)

- b) Write positive adjustment letter to Zain Traders to respond the complaint and claim made by them

Q.07

- a) Zest chain of super market is going to inaugurate their branch in Gulshan-e-Iqbal on the ere of New Year. Write , a suitable sales promotion letter to the customers to describe the features of this new super market along with different offers to be made to customers on the occasion.

- b) Differentiate Sales and Sales Promotion Letter.

Q.08

- a) Concrete manufacturing company is facing consistent decline in their sales volume and profits since 2016. Write a suitable memo report to provide -the detailed account of factors responsible for the problem also gave recommendations to get over the problem. (Assume all necessary details)

- b) Differentiate between letter and memo report.

Q.09

- a) Define Market and what are the different types of market.

- b) What are advantages of market report?

- c) Explain any five of the followings:

- (i) Hedge
- (ii) Hella
- (iii) Stag
- (iv) Mutual Funds
- (v) Jobber
- (vi) Bull
- (vii) Stock Exchange
- (viii) Rigging
- (ix) Dollar Scrip
- (x) Undertone

B. COMMUNICATION 2018

Time : 3 Hours

(PRIVATE)

Max. Marks:100

Instructions: Attempt any Five questions including Question No. 9 which is compulsory.

Q.01.

- a) Communication is sharing ideas between two minds Explain
- b) How can we plan to communicate our message effectively? Explain with the help of diagram

Q.02

- a) What factors in an organizational environment cause 'Noise'?
- b) Explain the barriers which become hurdles in the process of effective communication

Q.03 List down the 7c's of writing principles, explain with examples any 'five' of them

Q.04 How can the "Legal Aspects" impact on effectiveness of communication.

Q.05

- a) In delivering oral communication what methods should
- b) What are the prime responsibilities of a good listener

Q.06

- a) What is the purpose of Interview?
- b) What are the different types of Interview?

Q.07

- a) Differentiate between "Memorandum Reports, Letter Report"?
- b) Write a letter report as the manager of "Azhar Textile Mills Ltd" for the managing Director focusing on the causes of factory accidents, types of injuries, suffered, compensation paid along with your findings &

Q.08

- a) Differentiate between "Solicited Sales Letter" & "Unsolicited Sales Letter"
- b) A post of "Finance Manager" advertised in Daily Dawn, Sunday, 31st March, 2019. Draft a suitable job application with C.V to Manager Personnel P.O.Box No. 146 CIO Dawn

Q.09

- a) Define "Market' Explain its kind
- b) Explain any "FIVE" of the following "Marketing Terms"
 - Blazing
 - Badlah
 - Hedge
 - Glut
 - Dip
 - Ad-Valorem

- Forward Buying
- Kerb
- Spurt
- Bullion Market

B. COMMUNICATION 2017

Time : 3 Hours

(REGULAR)

Max. Marks:100

Instructions: Attempt any Five questions including Question No. 9 which is compulsory.

Q.01

- a) Define Communication, Business Communication and effective business communication.
- b) What do you understand by the term Channels Of Communication? How can they be classified?

Q.02

- a) Differentiate between Deductive Approach and inductive . Approach for letters and memos.
- b) Prepare a comprehensive check-list for an attention grabbing opening and concluding closing paragraphs in any business message.

Q.03

- a) Define Privilege and its types keeping in view the legal aspects of business communication.
- b) What is meant by "FRAUD"? Explain its elements.
- c) Define Defamation and make a list of defamatory terms (at least six) which should always be avoided.

Q.04

- a) Differentiate between Informational & Analytical Report.
- b) List the usual contents of Market Report.

Q.05

- a) How would you change the given below example to make CLEAR and more COHERENT: It is matter of considerable importance to me that this application be acted upon as soon as possible since the decision will have a direct effect on whether my graduate school studies should be pursued and my registration is needed within two weeks.
- b) How would you change the following into "YOU" attitude
 - I am pleased to inform you.
 - We assure you of inform you.
 - We hope to deliver the goods bythe end of this month.
 - We allow 5% discount for cash payment.
 - We have enclosed a reply envelope.

Q.06

- a) Explain with examples the following business writing principles:

- i) Concreteness
- ii) Consideration
- iii) Courtesy

b) What principles do you observe to make your dictation effective? .

Q.07

- a) Draft an Order Letter to Kamran Sports for the supply of . certain sports goods within a fortnight. You may assume necessary details.
- b) A multinational bank immediately requires the services _of a competent Accountant who posses at least three years practical experience. Applicant should have knowledge of Excel and Peach-tree. Please apply to Director Human Resources, CIO. Dawn. Box No. 5721, Karachi.

Q.08

- a) As a Manager Administration, prepare an office memorandum to your subordinate staff in the specific layout intimating them about the decided quarterly meeting's date, time and venue do discuss and monitor the progress of the company.
- b) Differentiate between Hearing and Listening. What are the prime responsibilities of a good listener?

Q.09

- a) Briefly state the six steps Planning of Business Communication.
- b) Explain any five of the following Market terms:
 - i) Proxy
 - ii) Deficit Budget
 - iii) Spade
 - iv) Dumping
 - v) Speculation
 - vi) Off-take
 - vii) Haggling
 - viii) Blue Chips
 - ix) Bearish Sentiments
 - x) Bull Liquidation

B. COMMUNICATION 2017

Time : 3 Hours

(PRIVATE)

Max. Marks:100

Instructions: Attempt any Five questions including Question No. 9 which is compulsory.

Q.01

- a) What are the essential elements that organizational managers should follow in order to bring about effective communication environment? Describe any five.
- b) Describe the uses of oral communication and written communication when compared with each other.

Q.02

- a) List down all the major kinds of non-verbal communication in both oral and written messages.

- b) Explain in detail the following terms with reference to their legal implications.
- i) invasion of Privacy
 - ii) Defamation

Q.03

- a) With the help of a diagram explain the process of communication, describing all the elements therein.
- b) On receiving a consignment of caps from Saleem & Sons Faisalabad, you, as a Manager inventories found that some cartons were badly damaged. Bring this matter to the knowledge of suppliers through a COMPLAINT LETTER asking for the adjustment and how they would like to set it right assume all necessary details.

Q.04

- a) Define communication barriers. Classify these barriers describing any three with examples.
- b) Sohrab Industries has manufactured a new model of kids bicycle. As a sales manager of Karachi Branch of the company. Draft a SALES LETTER to a prospective customer at Hyderabad, inducing him to visit your display centre.

Q.05

Answer any of the following four parts:

- i) List of standard and optional parts of a business letter
- ii) Letter formats and punctuation styles.
- iii) List of contents of an order letter.
- iv) Essentials of a complaint letter.

Q.06

- a) What are business reports? Discuss the need and importance of business reports.
- b) As director sales, write -a MEMORANDUM FORM REPORT on the issue of declining sales at Agha Food Products during the last year, to be submitted to the top management Assume all necessary details.

Q.07

- a) List various types of markets.
- b) Briefly describe the usual contents of a typical market report.
- c) Define Commodity Market and explain kinds.

Q.08

- a) Suggest overall guidelines for an effective oral presentation starting from planning steps up to physical and vocal behavior during the delivery of an oral presentation
- b) Describe: Suggestions for good listening OR kinds of business meetings

Q.09

- a) Do as directed: Attempt any five.
 - i) The function of this office is the collection of accounts and compilation of statement (Show concreteness by using action verbs)
 - ii) This is a very good computer. (Show concreteness by making it specific).
 - iii) We regret that we cannot extend your payment date for more than months. (Show courtesy by eliminating negative aspect).
 - iv) You failed to enclose your cheque in envelop. (Show courtesy).
 - v) Permit me to take this opportunity to call your attention to the fact that we have brought your account up to date. (Show conciseness by eliminating wordiness)

- vi) We hereby wish to let you know that our company is pleased with the confidence you have reposed in us. (Show conciseness by eliminating wordiness).
 - vii) Being in a terrible condition, I was able to buy the house very- cheap. (Show clarity by re-arranging).
 - viii) "After years of being lost under a pile of dust. Mr. Sohail found all the old records of the Club. (Show clarity by rearranging).
- b) Explain any five of the following Market Terms:
- i) Bear
 - ii) Below Par
 - iii) Blue Chips
 - iv) Forward Buying
 - v) Dull Tone
 - vi) Dumping
 - vii) Ex-Factory
 - viii) Glut O
 - ix) Rule Firm
 - x) New low

CSBF

Business Communication

2016

Time: 3 Hours

(Regular)

Marks: 100

NOTE: Attempt any five questions, Question No. 8 is Compulsory.

1. a) Define Business Communication. What is its importance?
b) Define planning steps in Business Communication before you transmit your message.
2. a) With the help of diagram explain different kinds of Communication Network which is following in the organization.
b) Explain Organizational Plan for Persuasive Request Indirect Approach.
3. Explain in detail the following terms with reference to their legal implications:
 - (i) Defamation
 - (ii) Invasion of Privacy
 - (iii) Fraud
4. a) How would you change we / I attitude into "you" attitude.
 - (i) We wish to advise you to make prompt payment.
 - (ii) I am unable to grant you extension now.
 - (iii) I am pleased to inform you.
 - (iv) We assure you of our best services.
 - (v) We hope to deliver the goods by the end of this month.

b) The QATHS Enterprise has wide range of "New Style of Look HUAWEI P-9 Lite" to their quality users.

Write letter to the valuable prospective customers. Assume necessary details.
5. a) Explain methods of delivering oral communication.
b) What are the parts of Business Letter? Explain.
6. a) Define Interviewing and List the types of interviews.
b) A post of Marketing Manager advertised in Daily Dawn Sunday issues. If you are M.B.A I M.Com. / A.C.M.A with 3 years' experience. Apply to Director Human Resource of M/s. Osama (Pvt.) Ltd. Karachi, latest by Feb. 10th 2017.
7. a) What is an authorization letter?
b) Mts. AKBAR RASHEED Engineering is of well reputation in their main setup but their Branch work shop in Korangi SITE area has been showing deteriorative position. Mr. Tahir A. Khan, the C.E.O. deputed you as an inquiry officer to the reasons of its adverse condition. Suggest some solution for its smooth running.
8. a) Define commodity market and explain its kinds.
b) Explain any FIVE of the following technical terms and phrases:
 - (i) Bullion Market
 - (ii) Jobber
 - (iii) Slump
 - (iv) Wall Street

- (v) Fizzle (vi) Boom
(vii) Cables (viii) Funds
(ix) Arrival (x) Free Market

9. How would you change the following examples to make them CLEAR and more COHERENT?

- (i) The officer finally decided to support the research expenditure rather than being the only one opposed.
(ii) It was not only the poor planning in the collection department but they also seemed to have no idea of the way to write a courteous letter to customers.

Business Communication

2016

Time: 3 Hours

(Private)

Marks: 100

NOTE: Attempt any five questions, Question No.9 is Compulsory.

1. a) What do you mean by Communication? Briefly explain.
b) Why is it important in Business as well as in General Life?
2. a) With the help of diagram explain different kinds of Communication Network which is followed in the organization.
b) Discuss about Internal and External Communication.
3. What are the Business Writing Principles? Explain 7'Cs in detail.
4. a) Differentiate between Sales Letter and Sales Promotion Letter.
b) What is meant by Listening? Explain three main responsibilities of the Listener.
5. a) What is Adjustment Letter? Briefly explain.
b) Write an application with Resume to the 'Manager Finance' of CHING CHO Co.' for the post of Accountant published in daily Express News Paper on 31-12-2016 issue.
6. a) Write an inquiry letter to 'Sales Manager' of Panama Steel • Group of Companies about 'Steel' use in construction for the residential project. Assume details.
b) Briefly state the Planning Steps to communicate your message effectively.
7. a) What is the purpose of Interview?
b) What are the different types of Interview?
8. a) List the USUAL CONTENTS of Market Report.
b) Differentiate between Informational Report and Analytical Report.
9. a) How would you change the following example to make the CLEAR and more COHERENT?
(i) All the Salesmen were given training in writing letters in using the telephone and how to keep all over various products classified.
(ii) In the discussion of this problem it was our belief that the employment of New Staff members would not be the solution.

b) Explain any FIVE of the following terms:

- (i) Arrival (ii) Jobber
- (iii) Turnover (iv) Break-even
- (v) Fund (vi) Free Market
- (vii) Face value (viii) Call rate
- (ix) Dumping (x) Bullion Market

Business Communication

2015

Time: 3 Hours

(Regular)

Marks: 100

NOTE: 1) Attempt any five questions, Question No.9 is Compulsory.

2) Marks are indicated against each question.

1. a) Distinguish between Oral and Written Communication.
b) What are the various barriers involved in the process of Communication. Explain in detail.
2. a) What is the significance of opening and closing paragraphs? b) Explain indirect (deductive) approach and prepare an outline for 'Bad News' and 'Persuasive request' plans.
3. a) Highlight the differences between Formal and Informal languages with examples.
b) Describe the following writing principles with examples:
 - (i) Conciseness
 - (ii) Consideration
 - (iii) Concreteness
 - (iv) Completeness
4. a) A 'Job Letter' is a Sales Letter. Comment.
b) Max Foods have advertised a post of Sales Manager. The candidate should be able to communicate in a forceful way.

REQUIRED: Write a suitable job letter for the post along with a C.V. Assume necessary details.

5. a) What are the characteristics of Sales Promotion Letter?
b) Olivia Cosmetics have introduced a new range of cosmetics especially for young girls and ladies.

REQUIRED: Write a Sales Letter to the prospective customers. Assume necessary details.

6. a) Define Leadership and state the features of a democratic leader.
b) Write down the procedures which is used in a problem solving conference. 7 a) Define 'Listening' and its importance. What are the responsibilities of a Listener? b) What are the responsibilities of interviewer and interviewee in a job interview?

8. a) Define business Report and state the distinction between Informational and Analytical report.
b) Write a memorandum report to the Managing Director of Acme Corporation on low morale of the employees.
9. a) Describe the contents and importance of a Market Report.
b) Explain any FIVE of the following terms:
- (i) Attractive level (ii) Boiled over (iii) Bare
(iv) Cash counter (v) Depression
(vi) Easy condition (vii) Flat (viii) Hard
(ix) Nurse (x) Set back

Business Communication

2015

Time: 3 Hours

(Private)

Marks: 100

NOTE: 1) Attempt Five questions, Question No.9 is Compulsory.

2) Marks are indicated against each question.

1. a) Define Business Communication and why is it called the life blood of business organization.
b) With the help of diagram explain different kinds of communication Net Work which is followed in the organization.
2. Explain 7C's of Business Writing principles with examples of each.
3. a) What is the difference between Letter and Memo?
b) Differentiate between "I and We" Attitude and "You" Attitude with at least FIVE examples.
4. a) Briefly state the planning steps to communicate your message effectively.
b) What principles should be observed while in giving dictation?
5. a) What do you mean by Resume?
b) As per advertisement in "Daily Dawn" of its Sunday issue MIS. S. A. Khan confectionary Karachi requires the services of an 'Accountant'. Degree in commerce with three years' experience in the relevant field. Manipulation of computer is must. Apply immediately to C/o. "Daily Dawn" P.O. Box. 231 Karachi.
6. a) Prepare a checklist for Opening and Closing Paragraphs.
b) Differentiate between Sales Letter and Sales Promotion Letter.
7. a) What is an announcement letter? For what purpose is it used?
b) Explain briefly down ward and upward communication.
8. a) KGM International Corporation SITE Karachi has been encountering frequent factory accident for the last three years. The C.E.O has appointed you as Inquiry officer to find out the reason and give suggestion to overcome the problems.
b) Define "Absolute Privilege."

9. a) How would you change the following example to make the CLEAR and more COHERENT?

It is necessary therefore that you have the THREE carbonates signed by you OR your Agent notarized and keeping one for your files, return one to us and send the other to the bank which is the transfer agent along with the stock certificate which must be signed by you and send preferably by registered mail. b) Explain any FIVE of the following terms:

- I. Above Par
- II. Break-even
- III. Funds
- IV. Sag
- V. Kerb
- VI. Dumping
- VII. Slump
- VIII. Bullion Market
- IX. Console X. Cables

Business Communication

2014

Time: 3 Hours

(Regular)

Marks: 100

NOTE: 1) Attempt any five questions, Question No.8 is Compulsory.

2) Marks are indicated against each question.

1. a) Explain the role of internet in modern Business Communication with special reference to social media, website and email.
b) What necessary steps should be taken into account while planning for Communication? Explain.
2. a) What is invasion of Privacy? Briefly describe its various aspects with suitable examples.
b) What is meant by the unconsented unprivileged publication of a false idea which injures the reputation of a person in a society? Discuss this in detail.
3. a) Highlight the faults a listener should avoid during listening.
b) Name four basic Organizational Plans and give the outline for any two of them.
4. a) What is interview? Explain various types of interview in detail.
b) You are the Purchase Manager of Pakistan Cricket Board and you need certain sports goods. Write a suitable 'Order Letter to Rashida Sports, Karachi for the purchase of at least five different Sport Items. Assume necessary detail.
5. a) Draw a sketch of Business Letter in Full Block Format and explain its standard parts in detail.
b) Upon receiving the consignment of 50 Laptops, you have found that few laptops were missing and damaged. As a Purchase Manager of Farhan PC World, Gujrat, write a suitable complaint letter to Salami Enterprises, Karachi. Assume necessary detail.
6. a) What are various kinds of Oral Presentation? Explain them briefly.
b) You have seen an advertisement in the Daily Dawn of last Sunday regarding the post of Finance Manager with five years' experience and relevant Master's Degree. Write a suitable Job Letter for this post along with a C.V. Assume necessary detail.

7. a) Service Shoes have announced massive discount on different shoes. As a Sales Manager, design an attractive advertisement to be published in a newspaper. The AD must be in English and it must contain Headline, Illustration, Body Copy and Standard Items.

b) A report reveals that the some students use unfair means during Examination. You are appointed as an Investigating Officer to find out the methods, causes and remedies to reduce the use of cheating in examination. Write a suitable letter form report to be submitted to the Ministry of Education.

8. a) Explain any FIVE of the following terms:

- (i) Glut
- (ii) Bearish Hella
- (iii) Bullion Market
- (iv) Stag
- (v) Call Rate
- (vi) Scrip
- (vii) Blazing
- (viii) Hedger
- (ix) Break even
- (x) Collateral

b) Read the following extract on Market Report Carefully and elaborate it in your own words by explaining the underlined terms:

KSE Daily Report - November 22, 2014

"The index gained 255.80 points or 0.82 per cent to close at 31494.84 points. Shares across the board rallied, led by Auto and Pharmaceutical sectors. Volumes remained relatively low as institutional investors decided to stay aside until the dust on the political front is removed. Mutual funds, who were major sellers a day earlier, also remained on the sidelines on Friday."

Business Communication

2014

Time: 3 Hours

(Private)

Marks: 100

NOTE: 1) Attempt Five questions, Question No.8 which is Compulsory.2) Marks are indicated against each question.

1. Discuss the importance of communication for a business organization. Support your answer with appropriate headings.
2. List Seven C's of Communication and explain Clarity, Conciseness, Concreteness, Consideration and Correctness with suitable examples.
3. a) Discuss the process of Communication along with a diagram.
b) What pitfall an interviewer should avoid during interview? Explain with appropriate headings.
4. a) As a Purchase Manager of a Commercial Bank, write a suitable inquiry letter for the purchase of Office Furniture. Assume necessary details,

- b) As a Purchase Officer of Amber Enterprises, write a suitable Order Letter for the purchase of different Electronic items. Assume necessary detail.
5. a) What is a Sales Letter? Explain various uses of Sales Letter.
- b) Izhar Cellular Company has recently imported Mobile Sets of latest technology. As a Sales Manager of the Company, Write a suitable Sales Letter to be mailed to prospective customers. Assume necessary details.
6. a) Discuss the Ten Commandments for God Listening.
- b) Prepare a checklist for opening and closing paragraphs.
7. a) Prepare an inter-office memo for the change of timings in a business organization. Assume necessary details.
- b) Inzaar Garments has been facing decline in profit for last five years. You are appointed as an investigating officer. Write a suitable business report explaining the causes and remedies to this Assume necessary peals.
8. a) What is Market Report? Explain different types of Market
- b) Explain any FIVE of the following terms:
- (i) Break Even
 - (ii) Blue Chips
 - (iii) Suaiion Market
 - (iv) Budlah
 - (v) Cash List
 - (vi) Helia
 - (vii) Scrip (viii) Kerb.
 - (ix) Spurt
 - (x) Call Rate

Business Communication

2013

Time: 3 Hours

(Regular)

Marks: 100

NOTE: 1) Attempt any five questions, Question No.8 is Compulsory.

2) Distribution of marks is shown in front of every question.

1. a) "Communication is a two way process of exchanging ideas or information". Discuss.
- b) Explain the importance of language in Communication.
2. a) Discuss briefly the Business Writing Principles.
- b) What do you understand by open punctuation? How it differs from mixed and closed punctuation.
3. In what way can legal aspect of communication create problems for an organization? What precautions should be taken to avoid them?
4. a) Prepare a checklist for opening and closing paragraphs.

- b) Briefly state the planning steps to communicate your message accurately.
5. a) Differentiate between Listening and Hearing.
- b) Draft a suitable reply, refusing replacement but suggesting an alternative to Office Manager of a Company, who has asked you to replace a lot of twenty office equipment, he bought from you ten days ago.
6. a) What are the uses of Sales Letters?
- b) M/S Pak Traders has opened a new stationery shop. Assuming yourself, the Manager of the shop, write a sales letter to be sent to the heads of local educational institutions and offices for promoting the sale of goods you stock
7. a) State the role of Office Memo in an Organization.
- b) Prepare a Memo for circulation to all employees of your organization announcing the change in working hours.
8. a) Describe the significance of Market Report.
- b) Explain any FIVE of the following:
- (i) Arbitrage
 - (ii) Blue Chips
 - (iii) Kerb
 - (iv) Cash List
 - (v) Dip
 - (vi) Square deal
 - (vii) Breakeven
 - (viii) Easy
9. a) Explain the planning steps for problem solving conference.
- b) Prepare a letter report to the concerned authorities on the increasing absenteeism of students in government colleges.

Business Communication

2013

Time: 3 Hours

(Private)

Marks: 100

NOTE: 1) Attempt Five questions, Question No.9 is Compulsory.

2) Marks are indicated against each question.

1. Define Communication. Why is it called the "Life Blood" of an Organization?
2. a) Prepare outlines for Bad-news Plan.
 - b) Explain with examples the following Business Writing Principles:
 - (i) Concreteness
 - (ii) Correctness

(iii) Conciseness

3a) What suggestions will you give for good closing paragraphs? b)

Define Listening. Explain the reasons for poor listening.

4a) What planning steps do you follow to make your message effective? Explain each step in detail of b)

What principles will you observe to make your Dictation effective?

5. Explain in detail the following terms with reference to their Legal Implications:

(i) Defamation (ii) Invasion of Privacy (iii) Fraud 6a)

List the different Format of Business Letters.

b) Differentiate between Solicited and Unsolicited Job Letters.

c) A Trading Company requires a Commerce Graduate for the post of Sales Executive.

REQUIRED: Draft an application along with C.V. for the said vacancy. (Assume necessary details) 7a)

Distinguish between Sales Letter and Sales Promotion Letter.

b) A customer has just opened an account with your bank. As a Manager of the bank write a Sales Promotion Letter welcoming him / her as a new customer. (Assume necessary details)

8. a) Define a Business Report.

b) Draft a Memorandum Report on Decline in Profit. (Use imaginary details) 9.

a) Define Market Report. What are the uses or advantages of Market Report?

b) Explain any FIVE of the following Market Terms.

(i) Tumble

(ii) Hella

(iii) Bearish Sentiment

(v) Bull

(vii) Hedge

(ix) Kerb

(iv) Glut

(vi) Haggling

(viii) Setback

(x) Dumping

10. Write short notes on any TWO of the following:

(1) Uses of Sales Letters

(ii) Planning steps of Problem-solving Conference

(iii) Responsibilities of an Interviewer before and during the Interview

(iv) Memoranda

(v) Guidelines for Preparing an Advertisement

Business Communication

2012

Time: 3 Hours

(Regular)

Marks: 100

NOTE: 1) Attempt any five question, Question No.8 is Compulsory.

2) Distribution of marks is shown in front of every question.

1. a) With the help of a diagram explain the process of Communication in detail. (10)
 - b) What are the barriers in effective Communication? (10)
 2. Define the 7c's (Seven c's) of Communication. Give suitable example in each caption. (20)
 3. a) What are the different Organizational Plan in Business Communication. (10)
 - b) Describe the channels of Communication. (10)
 4. a) What are the differences between Sales and Sales Promotion? Explain. (10)
 - b) Write a Sales Promotion Letter to a Chinese firm informing it about your product (sports goods) which you want to export from Pakistan. Use imaginary data. (10)
 5. a) What is the difference between Letter and Memo? (05)
 - b) Differentiate between 'Solicited' and 'Un-solicited' Job Letter.
 - c) Discuss the various parts of a Business Letter in its sequence. (10)
 6. a) How would you plan cur ideas before communicating your statement? (10)
 - b) Give at least 10 suggestions for good opening and closing paragraph. (SO)
 7. a) A post of "Senior Accountant- advertised in Daily 'Dawn' Sunday issues. Draft a suitable job application resume to Personnel Manager, P.O.Box # 678 C/o. Dawn. (10)
 - b) M/S Shamsi (Pvt) Ltd. feels to open branches at Larkana and Sukkur. Write a report as a Manager Marketing. Highlight the factors that may help the Managing Director to take good decision (use imaginary data). (10)
 8. a) Explain in detail the types of Markets? (10)
 - b) Explain any FIVE of the following: (10)
- (i) Bargain Counter (ii) Bearish Sentiment
(iii) Boom (iv) Depression (v) Arrival
(vi) Marketable Securities (vii) Overnight Rate
(viii) Set back (ix) Stump (x) Bullish hella

Business Communication

2012

Time: 3 Hours

(Private)

Marks: 100

1. Define Business Communication and explain the factors of Communication. (20)
2. What is the importance of Opening and closing Paragraphs?

3. Explain any FIVE Writing Principles of Communication. (Give examples). (20)

4. What are the legal aspects of Communication? Explain. (20)

5a) What are the Standard and Optional parts of a Business Letter? (14) b)

Explain the characteristics of Sales Promotion Letter. (06)

6a) What is an Adjustment Letter? Explain. (05)

b) You have received an enquiry from a prospective customer about a newly introduced Mobile Phone by your Company. Write a suitable reply. Assume necessary details. (15)

7a) Define Interviewing. What suggestions will you give to become an effective interviewer? (12)

b) Define Leading and state the characteristics of democratic leadership. (08) 8a) What is a Market

Report? Explain its functions. (10) b) Explain any FIVE of the following terms: (10)

(i) Bear (ii) Slump (iii) Jobbers

(iv) Easy (v) Idle (vi) Cash List

(vii) Disappointed Bull (viii) Firm

(ix) Stock (x) Dumping

9a) Define Listening and explain the reasons for poor listening.

b) Describe procedure during the problem - solving conference.

10. Write short notes on any TWO of the following:

(i) Functions of Business Report

(ii) Methods of Oral Presentation (iii) Claim Letter (iv) Ready Market and

Future Market.

Business Communication

2011

Time: 3 Hours

(Regular)

Marks: 100

NOTE: Attempt any five questions, Question No.8 is Compulsory.

1a) Define Communication. What is its importance? (10)

b) Discuss the different factors of Business Communication. (10)

2. What are the effective business writing principles? Explain each briefly. (20) 3a)

Define Planning steps in sequence that must be followed in Business Communication. (10)

b) Briefly explain the parts of a Business Letter. (10)

4a) What are the principles to be followed in making adjustment against a complaint? (08)

b) KGM store has received a complaint from Mr. Saad Ahmad Khan, a customer, expressing dissatisfaction about a computer system supplied to him three month back and requesting refund of price. Draft an imaginary letter to Mr. Saad Ahmad Khan, declining requested adjustment on some reasonable grounds. (Use imaginary details) (12)

- 5a) What are the suggestions for a letter dictation? (08)
- b) Discuss the interviewer's responsibilities in an employment interviews: (12)
- (i) During interview and (ii) After the Interview
- 6a) What steps will you follow before writing a Business Report? Explain in sequence. (14)
- b) Differentiate between Informational and Analytical Report. (06) 7a) "Body Language plays a vital role in Communication." Explain. (15) b) "Ignorance of law is no excuse." Comments. (05)
8. a) Define Commodity Market and explain its kinds? (10)
- b) Explain any FIVE of the following technical terms and phrases: (10)
- (i) Arrival (ii) Flat
- (iii) Dumping (iv) Bare
- (v) Badlah (vi) Funds
- (vii) Kerb (viii) Striking price
- (ix) Tumble
9. Write short notes on any TWO of the following: (20)
- (i) Privilege
- (ii) Invasion of Privacy
- (iii) Defamation
- (iv) "Last impression is the pasting impression"

Business Communication

2011

Time: 3 Hours

(Private)

Marks: 100

NOTE: Attempt any five questions in all, Question No.8 is Compulsory.

1. "Communication plays an effective role in Business Communication". Discuss. (20)
- 2 a) Define Internal Communication and explain its kinds. (12)
- b) How many basic organizational plans of your message? Explain direct approach for good-news plan? (08)
3. What are the legal aspects that must be consider in Business Communication? (20)
- 4a) Explain the kinds of a Sales Letter Systems. (10)
- b) What are the characteristics of Sales Promotion Letters? (10)
5. We want you! (20)
- If you are MBA / M.Com/ ACMA with 5 years' experience.
 - If Ton can prepare budget, budgetary report, cost and sales reports and financial analysis.
 - If you are dynamic, self-starter, pushing, enterprising and energetic.

- If you are below 32 years then you are Financial Analyst. We are looking for;

Apply Director Human Resource, Cio. Dawn, Box # 2357, Karachi, latest by Jan. 05th 2012.

6a) Define Leading and explain the kinds of Leadership. (15)

b) Differentiate between Listening and Hearing. (05)

7a) Define Business Report and explain its functions. (15)

b) 'First Impression is the Last Impression'. Comments. (05)

8a) Define Capital Market and its kinds, (10)

b) Explain five of the following terms and phrases. (10)

(i) Attractive Level (ii) Bargain Counter

(iii) Blow Off (iv) Breakeven

(v) Colorless character (vi) Defunct

(vii) Fizzle out (viii) Wall Street

(ix) Over-sold position

9. Write short notes on any TWO of the following: (20)

(i) Parts of Business Letter

(ii) Non - Verbal Communication

(iii) Resume / Bio-data

(iv) Write a memorandum to all employees of M/s STAQ announcing new office timings during the winter.

Business Communication

2010

Time: 3 Hours

(Regular)

Marks: 100

NOTE: Attempt any five questions in all, Question No.8 is Compulsory.

1. Why the effective communication is the Life Blood of Business Organization? (20)

2a) State the significance of Opening and Closing in Business Communication. (10)

b) What suggestions will you give to make good opening and closing in Business Communication. (10)

3a) Define Listening and explain the reasons for poor Listening.

b) What suggestions will you give to make good Listening? (08)

4. Describe the principles of Courtesy, Conciseness and Clarity. Give two examples of each. (20)

5a) Explain the different kinds of Leadership. (12) b) State

the various functions of a Leader. (08) 6a) Explain

briefly the essentials of good order Letter. (06)

b) As a Purchase Manager of M/S Farhan, Rehan Electric Store Sadi Town Karachi, write a good worked order Letter to M/S Anam, Fiza Electronic Dealers Saddar Karachi for purchase of at least four electric Items. (Assume necessary facts, figures)

7a) What is a "Business Report" Explain the briefly its functions (12)

b) What are the qualities of well written "Business Report"? (8)

8a) Explain the advantages of a "Market Report" (8) OR

How to read Market Report?

b) What do you know about "Ready Market" and "Future Market" (4)

c) Explain any four of the following terms

- I. Stock
- II. Hedger
- III. Bull
- IV. Bearish Hella
- V. Jobber
- VI. Ad- Valorem

9a) Differentiate between Oral Communication & Written Communication b)

What are the drawbacks which an Interview should avoid? (10)

10a) Differentiate between "Sales Letter" and "Sales Promotion Letter". (12) b)

What do you know about "Feedback" in Communication? (08)

Business Communication

2010

Time: 3 Hours

(Private)

Marks: 100

NOTE: 1) Attempt Five questions, Question No.8 is Compulsory.

2) Distribution of marks is shown in front of every question

1. A business communicator in his message must take care of its legal sensitivity. Explain with reference to Defamation. Mention five defamatory terms. (20)

2a) Define advertisement and explain its purposes.' (10) b)

What is a Sales Letter? What are its functions? (10) 3a) what is a Circular Letter? For what purposes it is issued? (10)

b) What steps would you follow in Oral Communication (10)

4a) Define interviewing. What suggestions will you give to become an Effective Interview (10) b)

Define Listening. What are the results of Good Listening? (10)

5. Why is it necessary to Plan Business Communication? Explain the steps involved in. (20)

6. Prepare a set of TWO Letters Favourable and Unfavourable Replies to an inquiry regarding the financial status of a Firm in Karachi. (Use necessary details) (20) 7. Write short notes on any TWO of the following: (20)

(i) Factors of Communication

(ii) Frauds

(ii) Internal Communication

(iv) Opening and Closing

8. a) Explain the Contents and Functions of E Market report. (12)

b) Explain any FOUR of the following terms: (08)

(i) Arrivals (ii) Bare (iii) Slump

(iv) Jobber (v) Bear (vi) Glut

9. a) Explain the different kinds of Leadership. (12) b)

State the various functions of a Leader. (08)

Business Communication

2009

Time: 3 Hours

(Regular)

Marks: 100

NOTE: 1) Attempt any five questions, Question No.8 is Compulsory.

2) Distribution of marks is shown in front of every question

1. a) Define Business Communication & how can you bring effectiveness in our Communication? (10)

b) Discuss the process of Communication with the help of diagram flowchart. (10)

2a) Explain the following in detail. (15)

(i) Completeness (ii) Consideration (iii) Concreteness

b) What role the "Context" plays in Communication Process. (05)

3a) "Defamation is a Communication made public that leads, to be false or harmful to an individual's character, reputation and fame." Explain Defamation in light of above passage. (10) b) Why should we plan our Communication & how it can be done? (10)

4a) Write an Unsolicited Job Application for the post of Accounts Officer to Manager Accounts of Arabian Air Lines. (10)

b) What are the parts of an Office Memo? (04)

c) As the Manager Administration of an Organization prepare an Office Memo for your Assistant Manager for arranging a meeting after lunch break regarding punctuality and regularity of staff. (06) 5a) Write an Inquiry Letter for your stationary shop to a supplier assume necessary details.

b) As the Marketing Manager of a bank how would you increase the number of your bank accounts? (10)

Required:

Draft a Sales Promotion Letter for a prospective account holder.

6a) Enumerate various parts of a Business Letter with example. Also draw a sketch of Business Letter. (10)

b) Discuss briefly various symbols for positive & negative attitude of an interviewee. (10) 7 a) How will

you differentiate the Memorandum Form of Report from Letter Form of Report? (05) b) Life Food Industries has short listed five candidates for a post of Marketing Manager. (15)

Required: You are required to prepare Memorandum Form of Report in selecting one out of five candidates assuming necessary details.

- 8a) Define a Market Report. (03)
- b) Explain the types of Markets. (07)
- c) Explain any FIVE Of the following terms: (2x5)
- (1) Cash List (ii) Bad Book
- (iii) Blazing (v) Dumping (vii) Arrival
- (ix) Glut (iv) Spade
- (vi) Blue Chips (viii) Hella (x) Boom

Business Communication

2009

Time: 3 Hours

(Regular)

Marks: 100

NOTE: 1) Attempt any five questions, Question No.8 is Compulsory.

2) Distribution of marks is shown in front of every question

1. a) What do you mean by Business Communication? Discuss in detail the importance of Communication in business. (15)

b) How we plan our communication in business? (05)

2a) Explain the process of communication with the help of diagram. (12) b)

Describe how body language communicates. (08)

3a) Discuss with illustrations the different parts of a business letter. (12)

b) Draw a sketch indicating the position of each part in the business letter. (08)

4a) Prepare an Unsolicited Job Application for the position of Sales Officer, assume necessary details. (10)

b) What are the parts of an Office Memo? (04)

c) Prepare a Memo by assuming necessary details. (06)

5a) Define a Problem Solving Meeting. (04)

b) What steps should be taken before and during Problem Solving Conference? (16)

6a) On behalf of M/S Pak Electric Company producing Home Appliances, write a sales letter to a customer, assuming necessary details.

b) For your Mobile Phone and Accessories Shop write an inquiry letter to a supplier of these items assuming necessary details. (10)

7a) Differentiate Letter Form and Memorandum Form of Reports.

b) The management of a local bank is considering to open a branch on University Road. Before taking the final decision the Marketing Director of bank has appointed you to prepare the feasibility of the plan.

Required: Write a Memorandum Report to be submitted to the Marketing Director of bank (Assume Imaginary Details).

8. a) What is the purpose of a Market Report? (04)

b) Briefly describe the Kinds of Markets. (06)

c) Explain any FIVE of the following market terms:

(i) Bull (ii) Break-even (iii) Hella

(iv) Forward buying (v) Nominal or Face Value

(vi) Bullion (vii) Stag (viii) Speculation

(ix) Bad book (x) Dull

Business Communication

2008

Time: 3 Hours

(Regular)

Marks: 100

NOTE: 1) Attempt any five questions including Question No.9 which is compulsory.

1. a) Define Business Communication. (04)

b) How does effective communication pay off both within and outside an organization? (16) 2.

a) Differentiate between deductive and Inductive approach. (06)

b) Prepare outlines for basic organizational plans. (14)

3. a) What suggestions will you give for good opening and closing paragraphs? (08)

b) Explain with examples the following writing principles: (12)

(i) Correctness (ii) Conciseness (iii) Courtesy

4. a) What is "Noise" in communication system? (05)

b) How may the barriers to organizational communication be overcome? (05)

c) "Listening is hearing". Justify the statement and explain the difference between Hearing and Listening. (10)

5 a) What planning steps do you follow to make your message effective and result oriented? Explain steps in detail. (12)

b) What points will you keep in view while dictation? (08) 6 a)

Distinguish between sales letter and sales promotion letter. (8)

b) You have recently imported the latest model of refrigerators from Italy. (12)

Required: Draft a Sales Letter in proper form to be mailed to prospective customers inducing them to visit to your showroom for selection.

7a) as a commerce graduate, write a solicited job letter for the vacancy of Assistant Manager Finance. Use imaginary details

b) As a purchase manager, write an order letter requesting for some merchandise for your company. Assume necessary details like quantity, quality, and price and delivery period. (10)

8. a) Define a business report. (04)

b) A leading commercial bank is desirous to establish a new branch at Karachi. (16)

Required: Assume yourself the field officer of the bank and write an Analytical Letter Report and submit your findings with suggestions.

9a) Define Market Report and explain its contents. (10) b)

Explain any FIVE of the following Market Terms: (10)

(i) Hella (ii) Dumping (iii) Jobber

(iv) Street Price (v) Arrivals (vi) Forward Business

(vii) Black Bourse (viii) Speculation

(ix) Blue Chips (x) Bearish Sentiments

10.) Write short notes on any TWO of the following: (20)

(i) Commodity Market and its Types (ii) Feed-back

(iii) Features of Modern Economic Market

(iv) Invasion of Privacy (v) Format of letters

Business Communication

2008

Time: 3 Hours

(Private)

Marks: 100

NOTE: 1) Attempt any five questions including Question No.9 which is compulsory.

1. a) Define Communication? Discuss the flow of communication inside a Business Organization.

b) "Communication is effective only if it reflects in the mind of the receiver a true image of thoughts conveyed by the sender." Discuss in detail.

2a) Explain briefly the "Capital Markets" and its types.

b) Explain any FOUR Business Writing Principles with examples. 3a) What factors in an

"Organizational Environment" cause "NOISE"? b) List the barriers to effective communication.

c) Give suggestions at least TEN for good opening and closing paragraphs.

4. What are the legal aspects that must be considered in Business Communication? Elaborate.

5a) Define Listening.

b) Explain the Factors of Communication with the help of diagram.

6a) List the different formats of Business Letters.

b) A post of "Accountant" is advertised in the daily "DAWN" of Sunday's issue.

Assume yourself a candidate for the same and draft a suitable "Application" and a "Resume" and mail it to Personal Manager P.O.Box-7800 C/o DAWN. (Assume necessary details).

7a) Write a Sales Promotion Letter as the owner of a Photographic firm to one of your customers on his success at B.Com Examination. (Use imaginary details).

b) M/S SANA TRADERS Karachi sent to you an inquiry regarding the financial stability and business reputation of M/S RAZA ASSOCIATES Lahore.

Required: Draft a favourable reply letter. (Assume necessary details).

8a) Define a Business Report. Why is it called as the tool of Management?

b) Write a "Letter Report" as the manager of M/S FIZZA TEXTILE MILLS LTD. for the Managing Director focusing on the causes of factory accidents, types of injuries suffered, compensation paid along with your findings, suggestions.

9a) Define Market Report. What are the uses or advantages of Market Report?

b) Explain any FIVE of the following. Market Terms (i) Bullish Hella (ii)

Spade (iii) Collateral

(iv) Glut (v) Ready Business (vi) Slump

(vii) Blue Chip (viii) Dumping

(ix) Bearish Sentiments (x) Forward Business

10. Write short notes on any TWO of the following:

(i) Guidelines for Dictating (ii) Responsibilities of

the Listener (iii) Qualities of the "Order Letter" (iv)

Memorandum Report and Letter Form Report (v)

Oral and Written Communication

Business Communication

2007

Time: 3 Hours

(Regular)

Marks: 100

NOTE: 1) Attempt any five questions including Question No.9 which is compulsory.

1. a) Define Communication.

b) "Communication is the life blood of a business organization." Explain in detail.

2.) Describe any five Business Writing Principles with examples.

3. a) Define Privilege and explain its types.

b) What do you mean by fraud? Describe it.

c) What precautions should be taken while writing collection and non-recommendation letters?

4. a) What is the difference between solicited and unsolicited job Letter?

b) A Trading Company requires a commerce graduate for the post of 'Sales Executive'.

Required: Draft a job letter along with C.V. to the Manager Personal Department of the company. (Assume necessary details)

5a) Explain briefly the contents of 'Claim Letters'.

b) Evershine Electronics has received a consignment of 100 T.V. sets. After checking the consignment it was found that 15 T.V. sets had scratches on screen and 5 T.V. sets were not showing pictures.

Required: Write a claim letter to Faran Electronics, Sialkot asking them for the replacement of defective T.V. Sets.

6. a) What is continuous system of sales letter?

b) One of your old customers has not transacted with your organization during the last six months.

Required: Write a Sales Promotion letter to bring him back into your business mentioning the new services introduced during that period. (Assume necessary details) 7. a) Define Business Report and state its role in business.

b) Waheed Corporation has been facing the problem of high rate of Labor Turnover for the last one year. The efficiency of the organization has been affected badly. The Managing Director has requested you to investigate the matter and submit your findings with suggestions.

Required: Write a letter report. Assume yourself to be the Personal Manager. Use imaginary details.

8a) Define a Problem Solving meeting.

b) Describe the responsibilities of an interviewer and an interviewee during a job interview.

9a) Define Market Report.

b) How does market report help investors to make a better decision? Discuss.

c) Explain any Five of the following Market Terms:

- (i) Ready business (ii) Trapped Bull (iii) Bear raid
- (iv) Call rate (v) Blue chips (vi) Scrip
- (vii) Budlah (viii) Underwriter (ix) Free Market
- (x) Hedge

OR

Sentiments in the Local Cotton Market has become greatly bearish during the week under report. Support from bull operators has been totally withdrawn and prices have begun to record a new low each day. To all intents and purposes an utter demoralization has come to prevail in the market.

Required: Explain the under Lined Words / Phrases and review the paragraph in simple language.

10) Write short notes on any TWO of the following:

- (i) Methods of delivering oral presentation
- (ii) Importance of opening and closing
- (iii) Feedback (iv) Kinds of leadership
- (v) Visual aids

Time: 3 Hours

(Private)

Marks: 100

NOTE: 1) Attempt any five questions including Question No.7 which is compulsory.

1. a) What is Business Communication? Briefly state its main objectives.
b) Explain briefly the factors of Communication.
2. a) What are the Four Organizational plans?
b) Prepare outlines for Bad News and Persuasive Request.
3. a) What steps will you follow to make an effective, Communication?
b) What do you know about 'Resume'?
4. a) Define Problem Solving meeting.
b) What steps should be taken before and during problem solving conference?
5. a) Define dictation & suggest guidelines for effective dictation.
b) Explain the reasons for poor listening.
6. a) What do you mean by an inquiry about product? Explain.
b) LG company has introduced a new Mobile Set in the market. You are interested to buy the set. Before placing the order you want to get information about it.

Required: Write an inquiry to LG Company requesting them to send you desired information. (Assume necessary information)

7. a) Define Market Report and explain the kinds of Market.
b) Explain any FIVE of the following Market Terms:
(i) Black bourse (ii) Stag
(iii) Dumping (iv) Bad Book
(v) Street Price (vi) Easy Trend in Market
(vii) Bear (viii) Poor takes
(ix) Dull Tone (x) Hella
8. a) Explain the characteristics of Sales Promotion Letter.
b) Write a Sales Promotion Letter to one of your old customers about the changes made in credit policy. (Assume necessary details)
9. a) Define Business Report and explain its classifications.
b) What steps will you follow before writing the report? Explain in sequence.

OR The management of OMEGA BUILDERS is considering to start the same nature of job in Hyderabad. Before taking the final decision the Managing director of the Company has appointed you to prepare the feasibility of the plan.

Required: Write a Memorandum JM Report to be submitted to the Managing Director. (Assume imaginary details)

- 10) Write short notes on any TWO of the following:

(i) Defamation (ii) Steps for oral presentation

(iv) Channels of Communication

(iii) Difference between Sales and Sales Promotion Letter (v) Difference between "Letter Form" and "Memorandum Form" Report.

CBF