

Date: January 4, 2011

Max Marks: 60

Instruction: Attempt all questions

Max Time: 3 Hrs

1. None of the following career objective statements is effective. Revise each statement to be satisfactory, also state what is wrong with each statement.
 - i. A progressively responsible position as a **MARKETING MANAGER** where education and ability would have valuable application and lead to advancement.
 - ii. To work with people responsibly and creatively helping them develop personal and professional skills.
 - iii. A position in international marketing which makes use of my specialization in marketing and my knowledge of foreign markets.
2. (a) What is the purpose of job application letters?

(b) Prepare a Resume that best fits the requirements of the advertisement below:

Happy Brothers Pvt. Ltd. Seeks **Administrative Assistant**.

Candidate must possess following qualities:

- Dynamic leadership strengths
- Effective communication skills.
- Ability to handle multiple tasks

Candidate must have:

- A degree in business or equivalent.

Preference will be Given to Candidates Having:

- Experience
- Proficient in MS Word & Excel, PowerPoint.

You may Assume necessary Information required to complete the Resume.

3. (a) Why is it a good idea to write the prefatory part of the report after you have completed writing the entire report?
- (b) Kamran Steels is facing a problem of high turnover of labor in the production. Draft a Memo Report for the Production Manager, informing regarding the nature of the problem and also give feasible and suitable solutions for the same.
You may assume necessary information
4. Your organization has been using the services of Direct Mail a courier service provider for the past six years. Recently you had them handle a very important document which was supposed to reach USA for a tender opening on the 15th of December 2010. Due to some problem at Direct Mail your organization failed to meet the dead line.

Required:

- i. Draft a letter claiming damages that includes the approximate profit your organization could have earned if they had won the tender.
- ii. Draft a letter from the perspective of Direct Mail declining the claim.

You may assume necessary information.

KARACHI UNIVERSITY BUSINESS SCHOOL

University of Karachi



FINAL EXAMINATION, JUNE 2010: AFFILIATED COLLEGES

BUSINESS COMMUNICATION – I: BA (H) – 441

BS – III

Date: June 24, 2010

Max Marks: 60

Instruction: Attempt all questions

Max Time: 3 Hrs

- Q1. Write a detailed note on the Format & Characteristics of Formal Report Writing.
- Q2. Write a persuasive claim letter. Moreover, what is the difference between good news & bad news messages? Write specimen of each.
- Q3. Write your Resume / CV and application letter in response to an advertisement for the position of Administrator in an educational institution. Moreover, elaborate the administrative, academic, organizational, leadership and motivational qualities that you possess for the post.

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, JUNE 2009: AFFILIATED COLLEGES
BUSINESS COMMUNICATION-I : BA(H) - 441
BS-III

Four Years
Program

Date: 20 June 2009
Time allowed: 3 hrs

Max Marks : 60

Instruction: Attempt all questions.

- Q.1** ✓ Provide brief answers to the following questions. (15)
- i. What is meant by upward communication?
 - ii. 'The biggest problem of downward communication is ignoring the importance of receiver'. Comment.
 - iii. What is meant by grievance handling?
 - iv. Beside too many cell phones, significance of a land line phone still exists.
 - v. List-down the stages of report writing.
- Q.2** ✓ For carrying out summer internship at HBL you have to take oath on a Rs. 10/= Bond paper signifying that: (10)
- i. You will not disclose working practices of the bank to any other person.
 - ii. You will provide a copy of the report (to be submitted to your institution) to the bank, as well.
 - iii. You will maintain confidentiality of accounts.
 - iv. You will stay in the bank premises after office hours only with the permission and instance of the bank manager.
- Required:** Please prepare a draft of the said oath for approval of the official(s) concerned. Where necessary include imaginary details.
- Q.3** ABC Co. Abbas Ali Road, Karachi assigned to you a report on collection problems of the organization. Prepare a letter of transmittal that is to be sent along with your report. Use imaginary details. (10)
- Q.4** What is meant by desexing your communication. Explain with examples. (05)
- Q.5** One method for streamlining our communication is to avoid wordy phrases. Replace the under-mentioned long phrases with one or two words. (05)
- i. in the event that
 - ii. in view of the fact
 - iii. with reference to
 - iv. give consideration to
 - v. at the present time
- Q.6** As Zonal Manager Lahore, you have just heard that Mr. Saghir Ahmad has been appointed as Area Manager in Sheikupura. Mr. Ahmad began work with the company only three years ago as one of your S. R. in Nawabshah. Write a memo congratulating him on this promotion and offering any needed assistance with the new job. (10)
- Q.7** How can a well planned telephone call save money for your company? (05)

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2008 AFFILIATED COLLEGES
BUSINESS COMMUNICATION – I (Correspondence & Business Report) BA (H) – 441
BS – III

Date: June 17, 2008

Time Allowed: 3 Hours

Max. Marks: 60

- Q1.** Use positive words as much as possible to avoid negative reactions. (5)
- a) In the second half of the 20th Century, no other poet wrote as good poetry as Faiz.
 - b) We cannot quote a price until we have the specification.
 - c) Do not forget the sales meeting at the end of the month.
 - d) When you are in business, never forget a customer's preferences.
 - e) I am not so great as him.
- Q2.** A Junior Officer reports to the GM (Finance) regarding increased late sitting in different departments causing excessive overtime to staff, meals / entertainment to supervisory personnel and heat, lighting, utilities and other incidental charges. Prepare a statement summarizing major findings. (10)
- Q3. a** Suppose you are a marketing manager of a firm engaged in distribution of consumer products. In that capacity write a letter to a successful business executive requesting him to deliver a motivational speech on the eve of Annual Prize distribution function to honor qualifying sales people. Use imaginary details. (8)
- Q3. b** Draft a suitable note of refusal on behalf of the invited speaker. (7)
- Q4.** As Chief Executive of an insurance company, you have been invited to deliver a talk over one of the FM Radio Channels operating in your city. Prepare a speech for this purpose indicating value of satisfied customers, in service organizations like insurance companies. (15)
- Q5.** A department manager reports to Personnel and General Services (P&GS) Division that many upcountry employees do not leave correct address/ telephone numbers while proceeding on leave for a fortnight or more. They are also in the habit of overstaying their leaves. Such a 'practice' causes a lot of difficulties and work suffers a lot. Please write an inter-office communication to the respective P&GS Division Manager calling upon him to take remedial measures in this connection. You can offer some suggestions along with specific examples, if any. (15)

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, DECEMBER 2008: AFFILIATED COLLEGES
BUSINESS COMMUNICATION – I: BA (H) – 441

BS – III

Date: January 2, 2008
Time allowed: 3 Hours

Max Marks: 60

- Q1. Give brief answers to the following. 15
1. Define Business Communication. Draw the communication model to support your answer.
 2. What are the barriers to effective communication?
 3. What are the three general purposes of business messages?
 4. What are the differences between oral and written communications?
 5. List down the five stages of report writing.
- Q2. Assume that you want to apply for a summer internship at a leading multi-national FMCG company. Develop a resume and an application letter describing your qualifications. 12
- Q3. For each communication task below, write brief answers to three questions: who is the audience? What are the audience's general attitudes toward my subject? What does the audience need to know? 6
- a. An advertisement for strawberry jam
 - b. A cover letter sent by a job applicant along with her resume
 - c. An unsolicited sales letter asking readers to purchase computer disks at near-wholesale prices.
- Q4. Zeeshan Ahmad is employed as the human resources manager for Perfect Publishing, a large publishing house. The company has offices in every large city in Pakistan and, currently there is a finance department in each branch. With advancements in technology, and the in-house training provided to sales staff throughout the company, much of the routine work carried out by the staff in each finance department is now being done automatically online by individual sales staff. This information is then compiled at head office and incorporated into the monthly management report. 15
- Mr. Ahmad has been asked to conduct a feasibility study for the disbandment of the branch finance departments, with all financial business to be conducted through head office. He is to present a report at the management meeting in two months time. Mr. Ahmad realizes that the issue is complex and that he needs to consider a number of issues such as:
- The deployment of current branch finance staff
 - The question of adequate training for all sales staff
 - The establishment of a 'help desk'
 - The reliability of the information forwarded online to head office.
- Activity
1. What will be the purpose of the report?
 2. Who will be the main audience?
 3. What will influence the scope of the report?
 4. How should Zeeshan research the report? What kinds of research would be relevant?
 5. What are some of the primary and secondary sources of data that Zeeshan would look for?
 6. Prepare an outline of this report.

- Q5. David is a young man of boundless ambition. Doing business as David the Painter, he proposes to blanket the area with fliers promoting his painting and carpentry business. He tells you that he has scaffold builders, scrapers, paint mixers and commission salespeople in place and that paint and equipment will be delivered to work sites by college students before and after their classes. He also tells you that his start-up capital is small and his start-up expenses high. He wants to purchase paint, brushes, solvents and ladders from your firm, Johnsons Builders supply, and he wants the payments to begin in 60 days. 12

You admire David's energy and ambition, but you are less enthusiastic about the success of his venture. You certainly want to supply his business needs but prefer to deal on a cash basis, at least for now.

- a. Write David a letter, turning down his request for credit.
- b. Assuming that you really believe in David's ambitions and efforts, and are enthusiastic about assisting him to increase his start-up capital, write a letter accepting his request.

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, JUNE-2007 : AFFILIATED COLLEGES
BUSINESS COMMUNICATION-I : BA (P) – 302
BBA-II

Total Marks 60

Time Allowed 3 hrs

Date : JUNE 19, 2007

Q.1. Identify which organizational pattern you would use for the following messages direct or indirect. Mention (D) or (I) only.

(Marks 05)

- a. Letter refusing a request by a charitable organization asking chain to provide Refreshment s for a large reception.
- b. A memo for the manager denying a employees request for computer access To the web. Although the employees work closely to the manager on many projects. The employees work does not required internet access.
- c. An announcement to employees that a fitness specialist has cancelled a scheduled Lunchtime talk and cannot reschedule plan.
- d. A letter from a bank refusing to fund a company's overseas expansion plan.
- e. A form letter form an insurance company announcing new policy requirements that many policyholders may resent. If policy holder do not indicate the plan they prefer, they may lose their insurance coverage.
- f. A letter from an amusement park refusing the request of a customer who was unhappy with a subtitle concert performer.
- g. The last in a series of letters from a collection agency demanding payment of a long overdue account. The next step will be hiring an attorney.
- h. A letter from a computer company refusing to authorize repair of a customer's computer on which the warranty expired 6 month ago.
- i. A memo from an executive refusing a manager's plan to economize by purchasing reconditions computers. The executive and the manager both appreciate efficient, straightforward messages.
- j. A letter informing a customer that the majority of the customer's recent order will not be available for six weeks.

Q.2. As Jibran Khalil, Director of Human Resources, write a memo to all departments of General Wheat, a large food company. The city of Milwaukee has mandated that employees 'shall adopt, implement, and maintain a written smoking policy which shall contain a prohibition against sinoking in restrooms and infirmaries.' Employees must also "maintain a nonsmoking area of not less than two third of the seating capacity in cafeterias, lunchrooms, and employees lounges, and make efforts to work out disputes between smokers and nonsmokers." Make this announcement to your department managers. Tell the managers that you want to setup departmental committees to mediate any smoking conflicts before the complaints surface. Explain why this is a good policy.

(MARKS 05)

Q.3. Select a product that is of interest to you. such as, an attaché case, an alarm calendar quartz wrist watch, or a remote controlled color television set. Any other comparable product can be selected. Write a sales letter for the prospective buyer remember to include tangible description and facts about your product? Keep in mind the desired potential market and customer.

(MARKS 05)

- Q.4. Read the Sample letter then rewrite keeping the negative message in mind, fabricate the entire letter completely.

(MARKS 05)

Dear Ms. Baldwin:

The book you inquired about is no longer in print, and there is no record of it in our files.

Sincerely,

- Q.5. Write a letter to a customer or client, to a vendor or supplier, or to your boss announcing good news. Possibilities include a product improvement, a price cut or special announcement, an addition to your management team, a new contract and so forth.

(MARKS 05)

- Q.6. Mention True or False for the following statements on your answer sheet.

(MARKS 10)

1. To gain a reader's respect, a writer should use complicated words instead of simple words.
2. "I'm sure you have read instructions" is recommended as a good expression to use when the purpose is to remind the receiver that instructions should have been read.
3. Liberal use of strong adjectives and adverbs is likely to result in metacommunications that are positive.
4. One who employs unsupportable superlatives risks transmitting metacommunications that are negative.
5. A writer who employs worn expressions risks an offense to the reader's ego.
6. "The auditor added the figures and discovered an error" exemplifies a sentence that includes more words than necessary.
7. "In the event that" is an example of a redundancy.
8. Conciseness is a more desirable quality than clarity.
9. By employing compound adjectives, a writer can reduce the number of words required to express an idea.
10. The primary purpose of conciseness is to save time.
11. If a writer wants an idea to stand out vividly in a reader's mind, the idea should be placed in a complex sentence instead of a simple sentence.
12. An idea that appears in a dependent part of a sentence is more vivid than an idea that appears in an independent part of the sentence.
13. In a compound sentence, the first idea is considered to be more important than the best.
14. Ordinarily, positive sentences are preferred over negative sentences.
15. The subjunctive mood assists in keeping a negative thought from sounding overly unpleasant.
16. An active sentence is one in which the subject is acted upon.

- 17. Ordinarily, active sentences are recommended for positive ideas, and passive sentences are recommended for negative ones.
- 18. To emphasize an idea, use general words instead of specific words.
- 19. Readers react more favorably to an unequivocal expression than to a weasel expression.
- 20. When a sentence contains a series of items, all items should be stated in a familiar way grammatically.

Q.7. Rewrite the following to eliminate excess words.

(MARKS 05)

- 1. We are making this analysis for the purpose of providing a basis for improving the sales picture.
- 2. In the majority of instances, we ship goods to our customers under a c.o.d. arrangement.
- 3. In view of the foregoing facts and figures, it seems appropriate to suggest an entirely new customer service policy.
- 4. I have your letter of September 14 before me and am happy to tell you that we will be able to supply the uniforms you want in the colors and sizes you requested in your letter.
- 5. Would it be possible, do you think, for you engage the Crown Room for our use as the meeting place of our task force on May 19?

Q.8. Define Communication, do you think communication is a process if so list the variables by defining only the term feedback in detail.

(MARKS 05)

Q.9. Define Non-Verbal Communication, what are the ways in which we can improve it at work.

(MARKS 05)

Q.10. Distinguish between the following:

(MARKS 10)

- a. Short and Long Reports
- b. Memo and Letter Reports
- c. Informational and Analytical Reports
- d. Letter of Transmittal and Letter of Authorization
- e. Conclusion and Recommendation