

**KARACHI UNIVERSITY BUSINEDD SCHOOL**  
*UNIVERSITY OF KARACHI*  
**FINAL EXMINATION JUNE 2010; AFFILIATED COLLEGES**  
**BUSINESS COMMUNICATION – I: BA (M) - 501**  
**MBA – I**

Date: July 01, 2010

Max Marks: 60

Max Time: 3 Hrs

**Important Instructions:** Attempt all questions. Q.1 to be done on the top page of the answer sheet and Q.2 on the next page. Do not write on question paper.

**Q.1 Please identify True or False. (10)**

1. Short Report are both a bane and a blessing.
2. An outline helps in seeing the relationship between topics and let you check for the loopholes and logical order.
3. A summary condenses the text, conclusions, etc or something new for emphasis.
4. Generally visuals are not use in short reports.
5. A long report is simply an extension of a short report in detail.
6. Executive summaries should be able to stand along.
7. A letter report is often used when sending information to a reader outside your organization.
8. Bad news messages to employees can normally use direct plan.
9. The negative impact of bad news can be reduced by explaining the reasons for the action taken by you.
10. Good news plan is never used for conveying bad news in written messages.
11. Persuasive messages using indirect approach must get reader's attention first.
12. Often a short report is in a memorandum form.
13. Buffer should be limited to explanation & should not give false hopes.
14. Persuasion lies at the heart of proposals.
15. The Executive summary is the least read portion of the report.

**Q.2. Please write the most appropriate term/expression, as: a. b. c. In the answer sheet for the following questions. Mention the terms only. (10)**

1. Business reports are made for various purposes.
2. What is the checklist for writing an effective executive summary?
3. Statement of the problem in clear terms is a must for writing effective report? List 3 reasons for doing so.
4. Report can easily be classified into various types.
5. List 3 parts of a report.
6. List few points to begin a Bad News letter.
7. What is AIDA? List 3 parts.
8. What to do first when ASKED TO COMPLETE A LONG REPORT?
9. List 3 points to make good titles.
10. What type of graphs & charts (visuals) are used in reports.

**Q.3. Please prepare a short report for your boss on the following situation: (15)**

You are the Administration officer of a medium size company importing skin care products from USA. The monthly sale is app: Rs.30 lacs. There are sixteen employees. The office is located in the center of city. But the warehouse is in a rented premises in Defense for monthly rent Rs. 20,000. it is 40 minutes drive to the warehouse.

Some has to go to the warehouse for issuing goods to the distributors from the office. Generally someone from administration goes with a labourer to the warehouse for this purpose. An employee has to be present at the warehouse for any sort of work like packing or maintenance, etc. this creates a problem of shortage of manpower and also wastage of time.

At the back of your office there is a space to build a 1,000 sq ft warehouse. Propose shelving will create sufficient space to store three 40 ft containers. The estimated cost construction is Rs. 5 lacs. This does not include installing a split AC, as the existing one will be used.

The general manager of company has asked you to prepare a proposal analyzing the problem and to suggest a solution. You have decided to suggest construction of the warehouse in the office premises.

Please make whatever additional assumptions you want to make for writing an informative, analytical and persuasive recommendation short report to the general Manager. Assume one more option like renting another premises close to the office.

**Q.4. Write a price increasing letter to your Distributors. Make your own assumptions for the Reasons of increase and use the Bad News plan for writing this message. Use 7C's, particularly completeness, courtesy and consideration. (10)**

**Q.5 Please write a persuasive sales letter to a potential customer, a company having approximately fifteen employees, to buy Nestle drinking water from your company. You are the sales manager. Use AIDA plan for writing this letter. You can assume any other product of your choice & make other assumptions as well.**

**Q.6 What are the benefits and importance of effective Business Communication in your job and personal life. Use 7C's and other principles of communication for writing this essay.**

**KARACHI UNIVERSITY BUSINEDD SCHOOL**  
*UNIVERSITY OF KARACHI*  
**FINAL EXMINATION DECEMBER 2009; AFFILIATED COLLEGES**  
**BUSINESS COMMUNICATION – I: BA (M) - 501**  
**MBA – I**

Date: January 8, 2010

Max Marks: 60

**Instructions: Attempt All questions.**

Max Time: 3 hrs

1. **GIVE SHORT ANSWER TO THE FOLLOWING QUESTIONS:** (10)
  - i. In what six ways can an individual communication nonverbally?
  - ii. How are reports classified?
  - iii. What five principles apply to effective visuals for business reports?
  - iv. What are four of the ways you can build credibility with an audience when planning a persuasive message?
  - v. What are some of the guidelines for writing condolence message?
  
2. Rewrite the following sentences correctly and if they are already correct just copy them as they are: (05)
  - i. The Chairman of the Board was looking forward to meeting you.
  - ii. We assure you that you will be more comfortable to staying with a more larger chain.
  - iii. Despite of the fact that we advertised for a MBA, we are still considering to consider your application.
  - iv. They had lunch long before the board meeting stated.
  - v. The Human Resource Manager told his subordinates last week the Employee Evaluation Form was ready.
  
3. As the Marketing Manager of an Educational Magazine, write a letter persuading new subscribers to subscribe to the magazine. (10)

Assume that your letter would have a reply card and postage-paid envelope. You do NOT have to write these, but DO refer to them in your letter.
  
4. Job applicants know that good news will most likely come by phone and that bad news will most likely by letter. If you try to buffer the bad news your reader is expecting, you will seem manipulative and insincere. Draft a letter rejecting a job application. Make your rejection less personal by starting that you hired someone with more experience or whose qualification match the position requirements more closely.
  
5. Assume that you have recently completed your MBA, specializing in Marketing. You come to know from an acquaintance that Jamal & Sons, a company dealing in imported educational furniture, requires Marketing Executives. You are further told that the company does not require any past experience. Design your resume to apply for the job.
  
6. Prepare an interim progress report detailing the steps you've taken towards completing your Masters. Indicate a realistic schedule for completing those that remain. Use memo format for your report, and address it to anyone who is helping or encouraging you through studies. (15)

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**FINAL EXMINATION 2009; AFFILIATED COLLEGES**  
**BUSINESS COMMUNICATION – I: BA (M) - 501**  
**MBA – I**

Date: January 18, 2009

Max Marks: 60

Max Time: 3 hrs

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- Q.No.1 Please draw the Communication model. Explain Non-verbal communication with examples. **(8 marks)**
- Q.No.2 Describe the Seven C's of Business Communication with relevant examples. **(8 marks)**
- Q.No.3 What are the national/cultural variables that communicators must face when working with foreign receivers of their messages? **(8 marks)**
- Q.No.4 How can sales information be incorporated in a routine or good news message? Illustrate your answer with suitable examples. **(6 marks)**
- Q.No.5 One of your assistants, Mr. Brown, has requested for a three month paid paternity leave in the same manner as maternity leave is allowed to female employees. It is a unique request that a man has made on the basis of 'equal treatment'. So you ask the Vice President, Human Resource of your company. She informs you that ABC Company has no such policy, neither it should one.
- Please write a tactful memo to Mr. Brown declining his request for paternity leave. **(8 marks)**
- Q.No.6 As a consumer you have probably seen hundreds of products that you'd like to purchase. Choosing a big-ticket item, such as one for a play station or an international vacation is rather a tricky exercise.
- Activity: Surely you have some questions about features of your choose product; its price, benefits, guarantees etc. write to the company or organization offering the product, and ask four questions that are important to you. Be sure to include enough background information so that the reader can answer your questions satisfactorily. **(6 marks)**
- Q.No.7 Why is it sometimes necessary to use persuasive techniques in memos? **(6 marks)**
- Q.No.8 Sonia Saigol, the managing partner of Morgan Accountancy Ltd, has spoken to you regarding the employment of a customer liaison office for the company. You are the personal assistant to the two partners, Sonia Saigol and Amber Dawood. With the growth of the partners' clientele, you would no longer be able to fulfill the roles of answering customer inquiries, being a receptionist and that of a personal assistant, all at one time. Your proposal to employ a customer liaison officer should cover essential aspects including financial implications, the job specifications, and personal qualities, propose recruitment process and a suggested time frame for employment and training.
- Prepare an outline for the report requested by Sonia Saigol comprising possible headings and sections. **(10 marks)**

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**FINAL EXMINATION JUNE & JULY 2009; AFFILIATED COLLEGES**  
**BUSINESS COMMUNICATION – I: BA (M) - 501**  
**MBA – I**

Date: June 26, 2009  
Max Time: 3 hrs

Max Marks: 60

**Instructions: Attempt All questions.**

- Q.1 What is meant by interactive communication? What are the major purposes and methods of interactive communication? **(06 pts)**
- Q.2 Explain the significance of the following systems/targets in to-day's communication.  
(i) Intranet (ii) intercom  
(iii) Multimedia (iv) no-line banking **(08 pts)**
- Q.3 In what ways is letter writing sometimes more appropriate than using the telephone? **(05 pts)**
- Q.4 Rectify mistakes, if any, in the following sentences.  
i. 500 people attended the convention.  
ii. Our balance-of-payment deficit was fifteen billion dollars.  
iii. Her father is president of the corporation.  
iv. Our professor of history spent a lot of time discussing the Industrial.  
v. Yes, we can give you the 70% discount on a purchase of sixteen units.  
vi. Two and two make four. **(06 pts)**
- Q.5 Write a letter to your friend telling him about the use and misuse of credit cards. Suppose as a researcher, you have your own letter head and use-full block format in your letters. **(10 pts)**
- Q.6 'The evident indicates that 75% of what is carried on the grapevine is accurate'  
Elucidate. **(08 pts)**
- Q.7 Your organization is planning to acquire a group endowment policy providing for the following benefits.  
i. Policy will be financed @ 40% deduction from employees and 60% contribution from employer.  
ii. The employees should have, at least, 15 years per-retirement service still remaining.  
iii. Upon retirement the employee will receive full maturity proceeds. (Sum insured + bonuses)  
iv. In the event of (God forbid) earlier death full sum insure and accrued bonuses will be payable to the nominee.  
v. If an employee leaves the organization, the surrender value will be provided. Its year-wise schedule has been provided in the individual certificates. Alternatively, the ex-employee may continue the policy on the terms quoted by the insurance company.
- Required:** You as personnel manager will convey such a move through a circular. (You will use persuasive techniques. Add imaginary details where necessary to ensure that no lacuna/ambiguity comes in the propose memo. **(12 pts)**
- Q.8 You might have observed that every T.V channel is broadcasting cookery programs. You have made inquires into the matter and found that viewer-ship of such program is 40%. In three or four lines write down why T.V channels are using en bloc such programs. **(05 pts)**

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**FINAL EXMINATION JANUARY 2009; AFFILIATED COLLEGES**  
**BUSINESS COMMUNICATION – I: BA (M) - 501**  
**MBA – I**

Date: January 29, 2008  
Max Time: 3 hrs

Max Marks: 60

**Instructions: Attempt all questions.**

- Q.No.1 (a) What is meant by communication? (02)  
(b) What is the importance of communication in business organization? (04)  
(c) What is the difference between upward and downward and horizontal communication? (04)
- Q.No.2 (a) Define listening. (02)  
(b) Describe the process of listening. (06)  
(c) What is the difference between hearing and listening. (02)
- Q.No.3 (a) What are the four parts of message using indirect plan? Briefly define each of them. (04)  
(b) Describe the techniques that followed in a scales letter. (04)  
(c) How does an unsolicited application letter different from a solicited application letter? (02)
- Q.No.4 Write short notes on any two of the following topics. (10)  
i. Cross culture communication  
ii. Business in communication  
iii. 7 Cs  
iv. Reports and its parts
- Q.No.5 Assume that you are the sales manager in a multinational company. Write a memo asking the field representative to send you monthly reports of sales. (10)
- Q.No.6 You are applying for job as an “Accountant” in a pharmaceutical company. (10)  
(a) Design your resume.  
(b) Write a covering letter also.

OR

Assume that you are a marketing manager of a manufacturing company. You have received an order to manufacture 30,000 plastic bags as the normal market price. Write a reply letter telling that your manufacturing cost would be slightly higher than the existing market price.

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FINAL EXMINATION JANUARY 2009; AFFILIATED COLLEGES  
BUSINESS COMMUNICATION – I: BA (M) - 501  
MBA – I**

Date: January 29, 2008  
Max Time: 3 hrs

Max Marks: 60

**Instructions:**

Attempt all questions. Each question is of 10 marks. Legible handwriting and good English will be considered in awarding marks.

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- Q.No.1      What are the various functions and purposes of communication in an organization? Elaborate.
- Q.No.2      Company XYZ has to release several office employees because Muslim Commercial bank has not renewed the contract of the company. Assume that you re Manager of this company and the Managing director has ask you to draft a sad general memorandum to be sent to several employees being released. Do not show the name of any employee but give appropriate subject line and follow all standard requirements of a memorandum.
- Q.No.3      What qualities does an effective communication possess?
- Q.No.4      Write short note on:
- 1) Originator of communication
  - 2) Communication Barriers
  - 3) Communication Channels
  - 4) Feedback and
  - 5) Modes of Communication
- Q.No.5      What is business report? The function of the report may be informing or analyzing. Differentiate between the informational Report and Analytical Report and briefly mention the steps to be followed in writing a report.
- Q.No.6      Answer briefly the following:
- i.          Explain the term “persuasive” and give an example.
  - ii.         What is effective communication?
  - iii.        Provide your own personal definition of communication; compare it with the definition you have read in your books.
  - iv.        What should be the tone of a claim letter?
  - v.         Should superlatives be used in a sales letter?
  - vi.        Should a letter of congratulations be acknowledged?
  - vii.       What are the planning steps for communication?
  - viii.      What communicator should do before signing the message?
  - ix.        What is the difference between intracompany communication and intercompany communication?
  - x.         We should not write worn-out and outdated terms and phrases. Can you give three examples of such terms/expressions?

**KARACHI UNIVERSITY BUSINEDD SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXMINATION SPRING-2006; AFFILIATED COLLEGES  
BUSINESS COMMUNICATION – I: BA (M) - 501  
MBA – I**

Max Marks: 60

Max Time: 3 Hrs.

**Instructions:** Attempt any five questions.

**Q#1**

- (a) How important is business communication in the growth of a business? (6)  
(b) Intercultural communication plays an important role both abroad and at home. Discuss. (6)

**Q#2**

- (a) There are two approaches to the organization of a business message: direct and indirect. What are the differences between the two approaches and for what kinds of message is each suitable? (8)  
(b) What do you understand by the “You Attitude”? When is it important to use this attitude in business communication? (4)

**Q#3**

- (a) Rewrite the following letter to Mr. Maqbool Choudry (134 ST#6 S.I.T.E. Karachi) so that it conveys a helpful personal and interested tone: (8)

We have your letter of recent date to our Mr. M. Iqbal. Owing to the fact that you neglected to include the size of dress you ordered, please be advised that no shipment of your order was made, but the aforementioned shipment will occur at such times as we are in receipt of the aforementioned information.

- (b) As a local Retailer; would you take the time to reply a request foe information and action when no potential sales are involved? Explain. (4)

**Q#4**

You are the marketing vice president of Modern Office Interiors in Karachi. You

You have just read an article describing the features of new software packages designed to help ordinary business executives like you develop computerized presentations. You are no computer expert and you need some advice. Write a memo asking Modern Office Interiors computer guru, Aziz Subhani, to research and recommend several timeline based multimedia presentation software packages. You want to know how much these programmes cost, which version has the best features and whether they are easy to use as the article indicates. (12)

**Q#5**

- (a) List the parts of a long (formal) report and briefly give the significance of each part. (6)
- (b) How is synopsis different from an executive summary? (3)
- (c) What is the impact of using visual aids in a formal report? (3)

**Q#6**

You have seen an advertisement of Pak Green Bank, Islamabad, inviting applications for probationary (Trainee) officers for their finance and management department. The required qualification is MBA with major in finance/management. Considered yourself a suitable candidate and draft a solicited job letter along with a resume. (12)

**Q#7**

- (a) You have to tell a local restaurant owner that your plans have changed and you are cancelling the 50-person banquet scheduled for next month. Do you need to use a buffer? Why or why not? (6)
- (b) Why is it important to end your bad news message on a positive note? (3)
- (c) As a manager, how many of your daily tasks require persuasion? List any three and explain them. (3)

**Q#8**

(a)

- i. Your letter is not clear at all, I cannot understand it. (Make it polite)
- ii. We do not refund it the returned item is soiled and un-saleable. (Give it a positive tone).
- iii. Working as fast as possible, the budget was soon ready. (Remove the dangling modifier)
- iv. Upon procurement of additional supplies, I will initiate fulfillment of your order. (Write in plain English)
- v. Crippled workers face many barriers on the job. (Remove disability bias from the sentence)
- vi. She knows not only accounting, but she also read Latin. (Remove using the parallel forms)
- vii. Most respectfully I beg to state that I want to apply for the post of manager in your company. (Make it concise)
- viii. I dropped the glass on a plate and it broke. (Make it clear)

(b) Identify and correct the errors in the following sentences: (4)

- i. If I was you, I would help her.
- ii. She is late from college for twenty minutes.
- iii. She likes to wear black glasses.
- iv. Tears streamed from her checks.

X-----X

**UNIVERSITY OF KARACHI BUSINESS SCHOOL**  
**UNIVERSITY OF KARACHI**  
**FINAL EXMINATION JUNE-JULY 2008; AFFILIATED COLLEGES**  
**BUSINESS COMMUNICATION – I: BA (M) - 501**  
**MBA – I**

Date: JUNE 28, 2008  
Max Time: 3 hrs

Max Marks: 60

**Instructions:** Attempt any five questions.

**Question# 1**

**(10 Points)**

Suppose you are the owner of a leather goods producing organization. A French firm is writing for replacement of an expensive leather jacket or its money back. The firm's point of view is that the jacket was damaged during shipment, due to defective packing. You have to write back to the French firm that its claim is wrong. Use imaginary details to explain to them your decision. Be firm and at the same the time maintains commercial courtesy.

**Question# 2**

**(10 Points)**

Your firm Clayx (Private) Ltd. Provide Janitorial Services to Anwar Industries, Karachi and billed the company for Rs. 1100/-. The bill is past due. Write a polite note of reminder requesting Anwar Industries, to expedite payment. Anwar Industries is a relatively new account and you have to keep in mind the courtesy demand, as well, while writing this letter.

**Question# 3**

**(06 Points)**

Briefly explain how a letter establishes a permanent record.

**Question# 4**

**(10 Points)**

Write a letter to Makki Stationers, Boulton Market, Karachi thanking them for their recent order for 250 units of Model 2156 pencil sharpeners. You are out of stock of the item at this time, but you expect to receive a new shipment on July 10. today is 25<sup>th</sup> June and you hope to fill in Makki Stationer's order by 12<sup>th</sup> July. Sign the letter as Marketing Manager.

**Question# 5**

**(15 Points)**

Advertising as a discipline is gaining importance throughout the world. As Secretary Advertising Association of Pakistan, write to the Chairman Karachi, University Business School (KUBS) to initiate Advertising classes at the University], in view of its significance.

**Question# 6**

**(09 Points)**

Draft a letter on behalf of the Chairman thanking Secretary for such a move and call him to KUBS office for further discussion in the matter.

