

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXMINATION, JUNE 2010: AFFLIATED COLLEGES
BUSINESS COMMUNICATION - II: BA (M) – 502
MBA – II**

Date: June 8, 2010

Max Marks: 30

Instruction: Attempt ALL questions.

Max Time: 2 Hrs

1. Write a comprehensive note on handling different interpersonal situation and the role of intrapersonal communication from the psychological aspect.
2. What are the extemporaneous and impromptu presentations? Discuss its modus operandi and compare with adequate examples.
3. What Strategies would you use for negotiating the job offer and what skills would you highlight in your resume / CV for the post of a Lecturer in your respective field. Write your resume / CV and give examples.

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXMINATION, JUNE & JULY 2009: AFFILIATED COLLEGES
BUSINESS COMMUNICATION - II: BA (M) – 502
MBA – II

Date: July 03, 2010
Max Time: 2 Hrs

Max Marks: 30

Section A

- Q.1** Write short answers of the following questions.
- i. what is a sale letter?
 - ii. Explicitly mention your career objectives.
 - iii. How do you plan your studies?
 - iv. What is telecommunicating?
 - v. How would you overcome signs of discomfort when speaking in public?
(02 marks each)

Section B

- Q.2** Suppose you are running a department store at 9th Commercial Street Phase 4, DHA. Write a sales a promotion letter welcoming some new residents in the area. Use imaginary details. (10 pts)
- Q.3** As a Secretary of ABC Co, draw up minutes of the sales meeting held in the office of the vice president (sales and marketing) on 20th June 2009. the following issues were discussed and decision arrived at:
- i. Review of decision taken in the meeting held on 10 May 2009.
 - ii. Credit terms extended, 3/15, n/45.
 - iii. Henceforth, a sales person completing target will be provided a cash prize of Rs. 10,000.
 - iv. Independence Day Contest to be launched, starting 1st July and ending 13th August. The highest producer will earn a visit to Singapore, runner-up prizes to be announced later;
 - v. A newspaper lectern to be provided in the reading room.
 - vi. The meeting adjourned after vote of thanks for the chair.

Required: Improve the write up, where necessary add details from your side to remove any possible ambiguity. (10 pts)

Best of luck

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXMINATION, 2009: AFFILIATED COLLEGES
BUSINESS COMMUNICATION - II: BA (M) – 502
MBA – II

Date: January 21, 2009

Max Marks: 30

Max Time: 2 Hrs

Section – A: SHORT ANSWER QUESTIONS

Please write brief answers to the following questions. All questions carry equal marks.
(2 marks each)

- Q.No.1 What is PAL?
- Q.No.2 List down the four basic types of interview questions.
- Q.No.3 What are some signs of discomfort when speaking in public?
- Q.No.4 List down the six forms of support for informative and persuasive speaking.
- Q.No.5 Please mention any four benefits of good listening.

Section – B: ANLYTICAL QUESTIONS (10 marks each)

- Q.No.6 Imaging you appearing in a selection interview for a current or previous job.
- List the work skills and personal qualities needed to do the job well.
 - Write five to six questions designed to be used in the interview.
- Q.No.7 Assume you have received two different job offers for a career job.
- Write an acceptance letter to the firm of your choice.
 - Write the refusal letter to the other firm.

End of the examination. Please recheck your answers before handling script over to the invigilator.

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXMINATION, JUNE 2008: AFFLIATED COLLEGES
BUSINESS COMMUNICATION - II: BA (M) – 502
MBA – II

Date: July 05, 2008
Max Time: 2 Hrs

Max Marks: 30

Q.No.1 Write short notes on any TWO of the following topics. (10)

1. E-mail
2. Office File
3. Computer File
4. Importance of Letter to the Editor

Q.No.2 Anwar Industries, Gujranwala has added one more fan to its product. It consumes 60% less energy. It also stores sufficient power and in case of load shedding it can provide an interrupted service foe two hours. Its introductory price is just Rs. 2000/- and carries a 3 years free service guarantee, along with parts. As marketing manager of the company write an unsolicited sales letter to be sent to main dealers selling company's products use imaginary details: (10)

Q.No.3 (a) Draw up the communication model explicitly showing under mentioned components (06)

1. Context
2. Sender – encoder
3. Receiver – Decoder
4. Message
5. Medium
6. Feed Back.

(b) The four areas of verbal communication are: (04)

- 1.
- 2.
- 3.
- 4.

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXMINATION, JANUARY-2008: AFFLIATED COLLEGES
BUSINESS COMMUNICATION - II: BA (M) – 502
MBA – II

Date: January 26, 2008
Max Marks: 30

Max Time: 2 Hrs

Instructions: Attempt the following questions.

- Q.No.1 (a) What is communication? Why do businesses need to communicate? **(04)**
- (b) There are two main forms of communication in business. List them out and explain them briefly. **(06)**
- Q.No.2 (a) What is meeting? Name different types of meeting **(02)**
- (b) Briefly describe the role of a leader and the participates in a meeting? **(08)**
- Q.No.3 (a) Define an Interview. **(02)**
- (b) Write down few guidelins for the interviewer and the interviewee. **(04)**
- (c) You have been offered a job in a firm. Write a letter of acceptance. **(04)**

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**AFFILIATED COLLEGES
BUSINESS COMMUNICATION: MBA- II: BA (M) – 502**

Max Marks: 30

Max Time: 2 Hrs

Instructions: Attempt all questions, legible hand writing % good English will be considered in awarding marks.

Question # 1:

(10 Marks)

Write an unsolicited job letter to the Human Resource Manager of ABC Electronic Company, Karachi, for a position commensurate to your qualification and experience. Mention in the letter specific job title, your field of interest and other necessary characteristic. Also prepare checklists for your Resume, which may portray all your qualities & traits.

Question # 2

(08 Marks)

Briefly answer the following:

- i. What are the differences between information & analytical reports?
- ii. What makes an informal report formal?
- iii. Identify and explain the three methods for collecting primary data?
- iv. Communication is the understanding not of visible but of the invisible & hidden. Discuss
- v. A message refusing credit is negative or positive and what you should make clear in such a letter to your reader?
- vi. Is the following statement true?
“Every letter you write will be selling something”.
- vii. What business problems do reports help / solve?
- viii. What are the two types of job letters?

Question # 3

(05 Marks)

There are several types of interviews; one of these is job interview to select best candidates. Can you narrate some important points, which make the interview effective in such an interview?

Question # 4

(03+04 Marks)

- a. An oral presentation required as thorough presentation as a written message. What steps be observed for preparing an oral presentation?
- b. Listening is an important activity of communication. What should be done to improve it? Also indicate three results of good listening.

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AFFILIATED COLLEGES
BUSINESS COMMUNICATION: MBA- II: BA (M) – 502

Max Marks: 30

Max Time: 2 Hrs

Instructions: Attempt all questions. Handwriting and presentation will also be considered while marking the papers.

Q.1 What makes leading a meeting different from participating in one? List and discuss three major differences. **(06)**

Q.2 what features make the behavior of an interviewee positive and desirable? Discuss. **(06)**

Q.3 Should a resume include everything about your education and work experience? What are the other important features of a resume? **(05)**

Q.4 Do you think that a speaker's style might have an effect on audience? Substantiate your answer with an example from personal experience. **(05)**

Q.5 Respond to the following newspaper ad. The ad does not specify any job titles. Appraise yourself and choosing a suitable job title, offer your services for it through an application and resume. **(08)**

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
AFFILIATED COLLEGES
BUSINESS COMMUNICATION - II: BA (P) – 311
BBA - III

Max Time: 2 Hrs
Max Marks: 30

Date: December 18, 2006

INSTRUCTIONS: Attempt all questions.

- Q.No.1 It is said that communication is the lifeblood of every organization. How communication helps in carrying out various managerial functions of an organization? Discuss.
- Q.No.2 You had applied for an Assistant Manager's position in XYZ Company in response to their advertisement in the daily "DAWN" of December 3, 2006. To date you have not heard from the above company.

Required

Write a polite reminder to the Human Resource Manager of the above company. Give essential but brief reference of your application, state that you are still interested in the offered job and request for a personal interview on the day, date and time convenient to the Human Resource Manger.

- Q.No.3 State "True or false" for each of the following statements. Do not copy statement in the answer book. Simply write serial number of statement and against it give the answer you have chosen.
- i) All communications takes place through language.
 - ii) A successful person is one who communicates effectively.
 - iii) Suggestions and guidance are communicated upward.
 - iv) Silence can only be a positive signal in the communication process.
 - v) Verbal communication is preferred when transmitting message is more important.
 - vi) Communication once communicated cannot reversed. It remains communicated.

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, JUNE-2007: AFFILIATED COLLEGES
BUSINESS COMMUNICATION - II: BA (P) – 411
BBA - III

Max Time: 2 Hrs
Max Marks: 30

Date: June 20, 2007

Q.No.1 Attempt any three questions. Each question carries five marks.

1. What is communication? Describe its process.
2. Describe the process of listening.
3. What are 7C's? Why are they important?
4. Write a brief note on nonverbal communication.

Q.No.2 You are a public relations associate at Sabet Electronics. You receive a request from Ms. Janet Ronsted of the summer Day Camp P.O.Box 12, Kansas City, Missouri 64141, for a plant tour. Your plant is not set up to give tours. However you do provide speakers for young people's group on the topic of careers in electronics. Write a letter refusing the request for plant tour but retaining Summer Day Camp's goodwill.

(07)

OR

Assume that you work for bouquet Florists. At the end of each year mail a calendar to Ali customers who have ordered flowers from you that year. Write a letter of transmittal to accompany these calendars. Use this opportunity to build goodwill for Bouquet Florists by making this transmittal letter a public relations letter.

Q.No.3 Choose one of the following advertisements and apply for the position. Prepare your resume along with a covering letter.

(08)

(i)

<p>WANTED MARKETING MANAGER</p> <p>Famous tooth brushes, tooth paste manufacturer needs Marketing Manager, qualification BBA/MBA, experience at least five years, age 27/30 years. Capable to control a big marketing team. Good writing power in English. Own transport shall be preferred. Two references are essential.</p>
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(ii)

<p>A manufacturing company requires Accountant qualification B.Com/BBA/MBA. Experience minimum 2 years should have</p>
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