

Business Communication & Report Writing

Attempt FIVE Questions in all. Section-A is Compulsory. All Questions carry equal marks.

SECTION-A

- 1- Write short answers to any EIGHT of the following questions: 2.5x8=20
- What do you understand by ENCODING?
 - What is INTERNAL COMMUNICATION?
 - What is VERTICAL COMMUNICATION?
 - What is A GOOD NEWS MESSAGE?
 - What is A BUFFER STATEMENT?
 - Name Some FORMS of ORAL COMMUNICATION.
 - What do you understand by PARA-LANGUAGE?
 - What is the importance of "SUBJECT LINE" in a Letter?
 - What is the difference between the CANCELLATION of An Order and the REFUSAL of An Order?
 - Which Phrase does C.V. abbreviate?

SECTION-B

- 2- Give a comprehensive description of the Non-Essential Parts of a BUSINESS LETTER. 20
- 3- Describe in detail the 'FIVE' Planning Steps of Effective Business Messages. 20
- 4- Write An Application, in response to an advertisement in the daily 'Dawn' for the post of "AN ACCOUNTS OFFICER". Give your C.V also. 20
- 5- What is a COLLECTION LETTER? Also write a letter of collection to Messrs Waves Limited, The Mall, Lahore for the payment of an outstanding amount, threatening them with a legal procedure in case of non-payment by a fixed date. 20
- 6- Define BUSINESS REPORT and also describe the Qualities of a Good Business Report. 20
- 7- Write short notes on any FIVE of the following market terms: 20
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| i) BULLISH | ii) BEARISH |
| iii) ARBITRAGE | iv) HAGGLING |
| v) E-Commerce | vi) OFFTAKE |
| vii) DEPRESSION | viii) RIGGING |
- 8- Write an EXHAUSTIVE NOTE on Oral Presentation. 20
- 9- What is SUCCESSFUL LISTENING? Discuss in detail. 20