

Model Paper

GOVERNMENT COLLEGE UNIVERSITY, FAISALABAD

QUESTION PAPER FOR EXTERNAL EXAMINATION

B.Com. Part 2nd

Annual -2012

Roll No.....

Course Code: **BC-403**

Course Title: **Business Communication**

Time Allowed: 03:00 Hours

Maximum Marks: 100 Pass Marks: 40%

Note: Attempt all questions. All questions carry equal marks

Q. No.1 Give short answers of the following:

- a) Define upward and downward communication.
- b) What is conciseness?
- c) Define an Organization.
- d) Why is feedback necessary?
- e) What is meant by 'mode of payment'?
- f) What is the significance of 'recommendations' in a business report?
- g) Who is encoder?
- h) What plan should be followed while making a request for adjustment?
- i) Name the type of oral presentations.
- j) Define semantic barriers.

Q. No.2 Write a detailed note on the Standard Parts of business letter.

OR

Define an order letter and give the organization plan of writing an order letter.

Q. No.3. Write a letter refusing adjustment since the buyer is at fault.

OR

Write an application in response to an advertisement in 'The Daily Dawn' for the Post of Sales Manager.

Q. No.4. Fire broke in model town branch office. Prepare a report estimating the causes and loss. Give your suggestions to avoid such incidents in future.

OR

Explain any five of the following market terms:-

- a) Bear account
- b) Bullish
- c) Dumping
- d) Buoyancy of the market
- e) Arrivals
- f) Tendency
- g) Ex-Ship
- h) Flat

Q. No.5. Define Oral Presentations, what preparations should be made before the presentation?

OR

Define informative speaking, why audience analysis is important before making a speech?