GOVERNMENT COLLEGE UNIVERSITY, FAISALABAD  
MODEL PAPER  
M Com  Part I  
Course Code: MC-504  Course Title: Business Communication  

OBJECTIVE PART  
Time Allowed: 30 Minutes  Marks: 20  

Note: The question No. 1 is compulsory and its all parts carry equal marks. Please attempt the answer on the same paper and return it to the center superintendent within the time allowed.

Q. No. 1) Fill in the blanks by choosing the correct option (20x1)

I. Downward communication generally provides enabling information – which allows ______ to do something.  
   a) subordinate  b) superior  c) equal  d) all of the above

II. ______ is a person for whom the message is intended / aimed / targeted.  
    a) encoder  b) sender  c) decoder  d) all of the above

III. ______ is the study of variations in pitch, speed, volume, and pauses to convey meaning.  
     a) chronemics  b) kinesics  c) hapatics  d) Paralinguistics

IV. One way communication informs the receiver whereas two way communication is an ______ of information.  
    a) transfer  b) transit  c) exchange  d) none of the above

V. Facial muscle is an instrument of ______.  
   a) communication  b) gesture  c) language  d) none of the above

VI. What are linguistic/Cultural barriers? ______.  
    a) difference in likes and dislikes  c) difference in languages  
    b) difference in personalities  d) all of the above

VII. Business communication means ______.  
    a) To send message in the business world  c) To win angry customers  
    b) To achieve good will among the customers  d) All of the above

VIII. The sales letter is highly ______ and its writing required exceptional ability and experience. a) Specified  b) Socialized  c) Specialized  d) none of the above

IX. In ______ the speaker uses nonverbal cues to express his meaning, has less control of contents and requires greater need to help the audience stay on track.
X. The _______ is just one aspect of a complete communication package that everyone must put together before he or she enters the business world.

a) speech                          c) formal report
b) formal oral presentation        d) telephonic conversation

XI. The biggest _______ of personal contacts is the difficulty in arranging them.

a) advantage                     b) drawback                     c) utility                    d) none of the above

XII. _______ involves analyzing the audience and your purpose of writing

a) prewriting                  b) writing                       c) revising                    d) none of the above

XIII. _______ is a written record to explain policies clearly, discuss procedures or collect information within an organization.

a) letter                        b) report                        c) memo                       d) all of the above

XIV. _______ in a memo summarizes the central idea and provides quick information.

a) closing                       c) opening                       c) fly                         d) the subject line

XV. Feedback helps the sender in confirming the correct_________ of message by the decoder.

a) encoding                      b) broadcasting                  c) encryption                  d) interpretation

XVI. Non verbal signs vary from ________.

a) culture to culture          b) people to people
    c) organization to organization              d) none of these

XVII. To fully comprehend a market report, it is necessary to read it carefully and note ____________.

a) the nature of the report                        b) the nature of commodity
    c) trends of the market                         d) all of above

XVIII. The __________ in a paragraph is achieved through repetition of key ideas, use of pronoun and use of transitional expressions.

a) linearity                    b) argumentation                    c) logic                        d) coherence

XIX. Skimming means to read ________________

a) thoroughly                b) completely                        c) selectively                 d) all of the above

XX. ____________ works when a word or syllable is pronounced with greater force than other words in the same sentence or other syllables in the same word.

a) pitch                       b) stress                         c) intonation                  d) all of the above
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Subjective Part

Note: Attempt any four questions. All question carry equal marks.

Q. No. 2) “Communication cycle follows a continuous and logical order in an organization to achieve its goals and objectives. Any disorder in this cycle would cause gaps in communication, reflecting on the overall inefficiency of the organization.” Discuss. (20)

Q. No. 3) a) “Most of us hear but don’t listen and instead we spend time thinking about what we are going to say next. Poor listening skill can create misunderstanding, make us miss deadlines and focus our attention on the wrong issues in the workplace.” In the light of above statement, suggest some steps to improve the listening skills. (10)

b) Write a short essay on the following topic. (10)

“Global Recession”

Q. No. 4) Life food industries have short listed five candidates for a post of Marketing Manager. Required: You are required to prepare memo in selecting one out of five candidates. (Assume necessary details.) (20)

Q. No. 5) What do you know about formal report? Elucidate its parts. (20)

Q. No. 6) a) A trading company requires a commerce graduate for the post of Sales Executive. Draft a job application to the Manager Personnel Department of the Company. (10)

b) Write a brief note on functional resume. (10)

Q. No. 7) What is oral presentation? Discuss its stages and mention its types. (20)