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**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) haptics      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.



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**Subjective Part**

Time Allowed: 02:30 Hours

Marks:80

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)