



UNIVERSITY OF THE PUNJAB
Associate Degree in Commerce / B.Com. Part – II
2nd Annual – 2020 & Annual – 2021

Roll No.

Time: 3 Hrs. Marks: 100

Subject: Business Communication & Report Writing Paper: BC-403

NOTE: Attempt ALL questions. All questions carry equal marks.

Q1: Define the following:

- (i) Solicited job application
- (ii) Memorandum
- (iii) Endorsements
- (iv) Non-Verbal Communication
- (v) Inductive approach
- (vi) Decoding
- (vii) Concreteness
- (viii) Sales Promotion letter
- (ix) Invoice
- (x) Proxemics

(20)

Q2: Define Non-verbal Communication. Explain its components and their importance.

(20)

OR

Define Noise. What are different barriers that may distort communication and how can we overcome them?

Q3: Write down a Sales letter to sale your shampoo to control hair fall. Follow the ADCA plan to introduce your special formula.

(20)

OR

Write down a letter to collect the outstanding amount of your customer. Previously you have invited the party for discussion but it went unanswered. Now write down to elaborate your right to take legal action.

Q4: Write down a letter to the newspaper Editor to report the climate change in Pakistan and alert the readers of their responsibilities.

(20)

OR

Write a short note on any FIVE of the following market terms:

- i) Cap price (ii) Boom (iii) Bull Campaign (iv) Subsidy (v) Rigging (vi) Glut
(vii) Lame Duck of the Market

Q5: What is the importance of Oral Presentations? Explain its types and when are they used.

(20)

OR

What are different types of official messages? Explain their usage and importance.