



# UNIVERSITY OF THE PUNJAB

PART – II S/2014  
Examination:- B. Com.

Roll No. ....

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

TIME ALLOWED: 3 hrs.  
MAX. MARKS: 100

*NOTE: All questions carry equal marks.*

**Q. # 1:** Give short answers to the following questions.

- (i) What is external communication?
- (ii) Define receiver / decoder?
- (iii) Define the principle of conciseness?
- (iv) What are good news messages?
- (v) What is acknowledgement letter?
- (vi) Define collection letter.
- (vii) Differentiate between “refusing an order” and “cancelling an order”.
- (viii) Define market.
- (ix) What does “Impromptu” mean?
- (x) How prethinking affects listening?

**Q. # 2:** Define communication and elaborate the Principles of communication.

**OR**

Compare and contrast between written and oral communication.

**Q. # 3:** Write a comprehensive note on collection letter; what is the three-fold purpose of writing collection letter?

**OR**

Write an application for the post of Accounts Officer. Give your bio-data in full.

**Q. # 4:** Define report and describe kinds of reports.

**OR**

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

- |                    |                |                   |
|--------------------|----------------|-------------------|
| (i) Arrivals       | (ii) Bull      | (iii) Stag        |
| (iv) Rigging       | (v) Glut       | (vi) Market Value |
| (vii) Street Price | (viii) Dumping |                   |

**Q. # 5:** Define oral presentation and highlight the delivery techniques of oral presentation.

**OR**

What is effective listening? What are the methods to improve listening?