



UNIVERSITY OF THE PUNJAB

PART – II S/2016
Examination:- B. Com.

Roll No.

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

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

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

Q.1: Give brief answers to the following questions:

- (i) ADCA stands for what?
- (ii) Define dunning letter.
- (iii) Define solicited job application.
- (iv) Define memorandum.
- (v) Define endorsements.
- (vi) What is an invoice?
- (vii) Define Proxemics.
- (viii) Define non-verbal communication.
- (ix) Define Decoding.
- (x) What is inductive approach?

Q.2: Define communication. Draw and explain diagram to show the process of communication.

OR

Define Effective Communication. Describe some common barriers to communication.

Q.3: Define Sales letter. Explain how the most effective formula for selling can help to organize a sales letter.

OR

Write a sales letter introducing a new brand of face wash with some extraordinary qualities to glow skin.

Q.4: Write short note on any FIVE of the following market terms:

- (i) Cap Price (ii) Boom (iii) Bull campaign (iv) Lame Duck of the market
- (v) Subsidy (vi) Rigging (vii) Glut

OR

What is a business report? What are the main parts of a business report?

Q.5: Define listening. What are the barriers to effective listening? And also explain how can listening skill be improved?

OR

Write a comprehensive note on oral presentation.