



UNIVERSITY OF THE PUNJAB

B.Com. Part – II 2nd Annual Exam – 2019

Subject: Business Communication & Report Writing

Paper: BC-403

Roll No.

Time: 3 Hrs. Marks: 100

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

Q. 1. NOTE: GIVE ANSER TO THE FOLLOWING SHORT QUESTIONS: (10x2=20)

- I. Define external communication.
- II. Who is encoder?
- III. Name any three principles of communication?
- IV. Define business?
- V. What is meant by NOISE in communication?
- VI. What is the purpose of writing inquiry letter?
- VII. Define complaint letter
- VIII. What is the aim of writing market report?
- IX. What is purposeful listening?
- X. What is meant by feedback?

Q. 2. Define communication and highlight the features of written and oral communication? (5,15)

OR

Define and describe the process of communication in detail

Q. 3. What are complaints? What is the organizational plan of writing complaint letter?
(5,15)

OR

Write an application for the post of Manager Human Resource, attach your C.V. in full. (10,10)

Q.4. Define market report and describe how a market report is written? (5,15)

OR

Write short note on any FIVE of the following market terms: (4x5=20)

- i) Bulls ii) Dumping iii) Arbitrage iv) Turn over v) Lame Duck of the market
vi) Blue chips vii) Market value viii) Glut

Q.5. Define oral presentation, What are the planning steps of oral presentation? (5,15)

OR

Define listening; what measures should be adopted to improve listening?