

Time Allowed: 3 hours

Max. Marks: 100

Attempt any FIVE questions from the following. All questions carry equals marks.

Q.1 Give short answers to the following questions:

- (a) What is a channel/medium.
- (b) What is internal communication.
- (c) Define feedback.
- (d) What is the importance of 'attention line' in a letter.
- (e) Define postscript in a letter.
- (f) What do you understand by kinesics.
- (g) What is a bad news message.
- (h) Which phrase does 'C.V' abbreviate.
- (i) What is the difference between refusal and cancellation of an order.
- (j) What are the various stages of collection.

Q.2 Define non-verbal communication and discuss the various types of non-verbal communication.

OR

What are the essential parts of a business letter.

Q.3 Write a sales letter to introduce "New Fancy Soap"; give attractive offers to your customer.

OR

Write an application for the post of Accounts Officer to The Managing Director, ABC Insurance Company Ltd., Lahore. Send your C.V. as well.

Q.4 A branch office of your firm has been partially burnt down. You have been asked to furnish a report concerning the possible causes of fire and the approximate damage done.

OR

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

- | | | |
|-------------------|----------------|-------------------|
| (i) Bull Campaign | (ii) Bear Raid | (iii) Ex-ship |
| (iv) Market value | (v) Arrival | (vi) Market Price |
| (vii) Pegging | | |

Q.5 Define Oral Presentation and explain stages for preparing Oral Presentation. Also mention its types/methods.

OR

What are the qualities of a good listener. Also point out barriers in listening.