



UNIVERSITY OF THE PUNJAB

Associate Degree in Commerce /B.Com. Part – II Annual Exam – 2020

Roll No.

Subject: Business Communication & Report Writing

Paper: BC-403

Time: 3 Hrs. Marks: 100

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

Q1: Define the following:

- I) Office orders
- II) Courtesy
- III) AIDA plan
- IV) Inside address
- V) Post script
- VI) Concreteness
- VII) Manuscript speech
- VIII) Physiological noise
- IX) Active listening
- X) Direct request

Q2: What is communication channel? Explain its components.

OR

A proper flow of communication between employees and management is a key to successful working in an organization. Explain.

Q3: Write a sales letter to promote Spicy tomato ketchup incorporating the following characteristics :

Freshness

Hygiene

Tasty

OR

You ordered 20 grinders and mixers. Two of the above are defective. Write a letter of complaint for replacement.

Q4: Explain the given Market terms :

- i) Ardour of the market ii) dumping iii) market price iv) buoyance of the market v) cap price vi) volume of business vii) lame duck of the market

OR

Water shortage is an increasing issue faced by your locality. Write a report mentioning causes and effects of the issue. Suggest some precautionary measures to avoid the grave situation in future.

Q5: What is a Dunning letter? Explain its four stages.

OR

The post of an Accountant is lying vacant in The Orient. You have recently read the details in the Daily Mail. Apply for the said post mentioning clearly your qualification and other details.