

# UNIVERSITY OF THE PUNJAB



PART – II S/2015  
Examination:- B. Com.

Roll No. ....

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

TIME ALLOWED: 3 hrs.  
MAX. MARKS: 100

*Note: Attempt ALL questions. Marks are shown against each question. ALL QUESTIONS CARRY EQUAL MARKS.*

**Q. Give short answers of the following questions.**

- What information should be included in an order letter?
- Define sale letter. Name its two kinds.
- What is a format for collection letter?
- Define informal letter.
- What is difference between active and passive listening?
- Give two kinds of verbal communication.
- What factors about audience should be considered before making oral presentation.
- What principles can make a message concise?
- Define job application.
- What is a bad news message?

**Q.2 Explain the importance of good communication for a successful business.**

**OR**

What are the essential parts of a business letter?

**Q.3 a) What is a Letter of Collection?**

b) Write a letter of collection to Messrs Bashir Sons, The Mall, Lahore for an outstanding amount, threatening them with legal action.

**OR**

Write an application for the post of Finance Officer to the Managing Director, Asia Insurance Company Ltd., Lahore. Send your C.V as well. Minimum Qualification is B.COM.

**Q.4. What is a business report? What are the main parts of a business report?**

**Or**

Write an FIVE of the following market terms:

- Arbitrage
- Arrivals
- Bull on campaign
- Demurrage
- Market value
- Bearish
- Market Price

**Q.5. Define Oral Presentations. What preparations should be made before the presentation?**

**OR**

Define "Listening". What are the responsibilities of a good listener? Point out barriers in listening.