



UNIVERSITY OF THE PUNJAB

PART-II: 2nd Annual - 2017

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.

Q1. Define the following Market Terms:

- | | | | |
|------------------|----------------|----------------|----------------|
| i) Bull Campaign | ii) Blue Chips | iii) Demurrage | iv) Glut |
| v) Bankrupt | vi) Bear | vii) Rigging | viii) Haggling |

OR

Draft a reply from Ferozsons Ltd. Apologizing for loose packaging and agreeing to replace the damaged books.

Q2. Write short notes on the following topics:

- i) Basic Organizational Plan
- ii) Kinesics
- iii) Memorandum and Endorsements
- iv) External and Internal Communication
- v) Solicited and Un Solicited Job Applications

Q3. What are the Principles of Effective Communication?

OR

Define Listening. What are the barriers to effective listening? How can Listening skill be improved?

Q4. Define Communication. Draw and explain a flow chart of the Process of communication.

OR

Draw a format of a Business Letter indicating the positions of all essential and non-essential parts of a proper business letter.

Q5. Your Principal has asked you to present to him a report on the feasibility of opening a Utility Store with in the premises of the Varsity on "no-profit no-loss". Write a Business Report with your recommendations on the provided topic.

OR

Define Dunning Letters. What is the three fold purpose of collection letters?