

Time Allowed: 3 hours

Max. Marks: 100

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

Q.1 Give brief answers to the following questions:

- (i) Define external communication.
- (ii) What is meant by consideration.
- (iii) Define full block form of writing business letters.
- (iv) What are optional parts of a business letter.
- (v) What is the importance of buffer.
- (vi) What is the difference between placing orders and acknowledging orders.
- (vii) What are claim letters.
- (viii) Why is a collection letter written.
- (ix) What is AIDA Plan.
- (x) What is the importance of visual aids in presentation skill.

Q.2 What are 7 C's. Give a detailed description of Principles of business communication.

OR

What are business messages, elaborate the process of writing effective business messages.

Define inquiry letter, discuss in detail the qualities of an inquiry letter.

OR

Q.3 Write an application in response to an advertisement for the post of accounts officer in a bank. Give your bio data in full.

Draft a report on strike of workers in a garments factory; give your suggestions to control the situation.

OR

Q.4 Write short note on any FIVE of the following market terms:

- | | | |
|------------------------------|--------------------|---------------|
| (i) Arrival | (ii) Bear coverage | (iii) Glut |
| (iv) Lame duck of the market | (v) Flat | (vi) Haggling |
| (vii) Boom | (viii) Tendency | |

Q.5 Define oral presentation; explain the types of oral presentation.

OR

Define listening; what are the different purposes of listening. Explain.

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