

# PUNJAB UNIVERSITY PAPER 2017

Max. Marks: 100

**Time Allowed: 3 hours**

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

**Q.1 Define the following Market Terms:**

- |                         |                  |                |
|-------------------------|------------------|----------------|
| (i) Recession           | (ii) Speculation | (iii) Strading |
| (iv) Dips               | (v) Tariff       | (vi) Rigging   |
| (vii) Power of Attorney | (viii) Hedging   |                |

**OR**

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

**Q.2** Your Principal has asked you to present 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 communication. Explain the barriers to communication and suggest some solutions of the mentioned problems.

**Q.3** Differentiate between the following:

- (i) Solicited and unsolicited letters of enquiry
- (ii) Refusal and cancellation letters
- (iii) Reminder and urgency letters
- (iv) Memorandum and office order
- (v) Covering letter and resume

**Q.4** Write a sales letter introducing a new brand of fairness cream. Give details of this cream fulfilling the requirement of time honored formula of ADCA.

**OR**

Define Sales letters. Explain how the four objectives of a sales letter can be achieved.

**Q.5** Define Market reports. What are the contents and advantages of Market Report.

**OR**

Non-verbal communication is equally important to verbal communication. Justify this statement with the help of various types of non-verbal communication.



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