



UNIVERSITY OF THE PUNJAB

PART – II : 2nd Annual – 2018

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.

Q 1- Define the following Market Terms: (Any Five)

- i) Tendency ii) Quotation iii) Arrival iv) Bearish v) Bull vi) Blue Chips
vii) Power of Attorney viii) Hedging

OR

Define Informative Speaking with its importance. What is its purpose and different types?

Q 2- You placed an Order with Fine Electronics for the supply of 20 refrigerators in two weeks' time. When the consignment arrived, you found that five refrigerators were damaged. Write a letter of complaint asking the company to replace them with the new ones.

OR

What is the importance of Buffer Statement? Explain with the description of Good news messages and Bad news messages.

Q 3- Differentiate between the following;

- | | | |
|-------------------------|---|----------------------|
| i) Demi-official letter | & | Endorsement |
| ii) Refusal letter | & | Cancellation letter |
| iii) Curriculum Vitae | & | Resume |
| iv) Solicited Letter | & | Unsolicited Letter |
| v) Deductive | & | Inductive approaches |

Q 4: Write down a Sales letter introducing a new brand of Hair Conditioner. Give details of your product fulfilling the requirements of time honored formula of ADCA.

OR

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

Q5: Define Business Reports. What are the contents and advantages of Business Report?

OR

Write a report to the Inspector General of Punjab Police about the increasing numbers of street crimes in Lahore. Suggest a few measures to control them.