

PUNJAB UNIVERSITY PAPER 2018

Time Allowed: 3 hours

Max. Marks: 100

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

Q.1 Define the following:

- | | |
|----------------------------|-----------------------------------|
| (i) Concreteness | (ii) ADCA |
| (iii) Salutation | (iv) Endorsement |
| (v) Diagonal communication | (vi) Buffer statement |
| (vii) You - Attitude | (viii) Solicited job applications |
| (ix) Context | (x) Enclosures |

Q.2 Write down some common receiver and sender centric communication barriers. Give some approaches to overcome these barriers.

OR

Write a comprehensive note on Oral Presentation and its requirements.

Q.3 Define an Order letter. Write down some possible reasons for the Refusal and Cancellation of an order letter.

OR

Write a sales letter for the introduction of a new Shampoo in the market. Suggest a name along with the qualities of the product and suggest why to select your product.

Q.4 Define any Five of the following Market terms:

- | | | |
|------------------|-------------------|------------|
| (1) Blue chips | (2) Demurrage | (3) Glut |
| (4) Deflation | (5) Bull Campaign | (6) Tariff |
| (7) Cum-dividend | (8) Rigging | |

OR

What are Dunning Letters. Explain the four stages of their writing process.

Q.5 Ignoring the principles of communication mean ineffective communication. Justify this statement with reference to the 7Cs.

OR

Write a report on opening a cafeteria in the premises of the factory. Your report should contain findings and suggestions on the provided topic.

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