

Business communication & Report Writing

Attempt **FIVE** Questions in all. Section-A is Compulsory. All Question carry equal marks.

SECTION-A

1. Attempt any EIGHT of the flowing:

2.5×5=20

- i) What is BYPASSING?
- ii) Define NON-VERBAL COMMUNICATION.
- iii) What is meant by KINESICS?
- iv) What is COHESIVENESS?
- v) What is BUFFER PARAGRAPH
- vi) What is the function of the SUBJECT LINE?
- vii) Explain briefly the CLAIM LETTER.
- viii) What is MARKET REPORT?
- ix) How many are type of ORAL PRESENTATION?
- x) What is an UNSOLICITED SALES LETTER?

SECTION-B

2. Explain the Process of COMMUNICATION in detail. 20
3. Define Communication and its Importance in an Organization. 20
4. Place an order with star Hosiery, Lahore for apply of 100 dozen of sweaters of different sizes. Also give instructions about Packing, mode on Payment and transport. 20
5. Write an application of EMPLOYMENT in response to an advertisement in the daily DAWN. Mention you C.V as well. 20
6. What are various Parts of a BUSINESS REPOT? 20
7. Write short notes on any FIVE of the following market terms: 20
 - i) BULL
 - ii) BLUE CHIPS
 - iii) LAME BUCK
 - iv) DULL
 - v) RIGGING
 - vi) PEGGING
 - vii) TURNOVER
 - viii) DIPS
8. Define ORAL PRESENTATION. Also describe the stage for preparing oral presentation. 20
9. What is listening? How Listening Skill can be improved? 20

****B.com-II (15/A) ****