



UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program :Third Semester – 2020

Paper: English-III (Business Communication-I)

Course Code: ENG-221/21105Part – I (Compulsory)

Time: 15Min. Marks: 10

Roll No. in Fig.

Roll No. in Words.

Attempt this Paper on this Question Sheet only.

Division of marks is given in front of each question.

This Paper will be collected back after expiry of time limit mentioned above.

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Signature of Supdt.:

Q.1. Tick the correct Synonym.

(10x1=10)

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1) Dialogue

a) monologue b) beggary c) speech d) wealth

2) relavent

a) pertinent b) insignificant c) close d) deep

3) compensate

a) deprive b) damage d) to beg d) reimburse

4) lavatory

a) room b) house c) a room to wash hands d) hut

5) summon

a) to visit b) to speak bad about someone c) to call someone d) to free from bondage

6) malicious

a) harmful b) peaceful c) caution d) carelessness

7) Immortal

a) everlasting b) subject to death c) death e) decay

8) Malady

a) music b) disease c) body d) result

9) pacifier

a) agitator b) mediator c) diplomat d) conquerer

10) pominent

a) project outward b) smooth c) inwards d) beginning



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Part – II

Time: 2 Hrs. 45 Min. Marks: 50

ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Q.2. Give short answers of the following:

(4x5=20)

- a) What are the strategies that can make interpersonal communication effective?(5)
- b) Explain the difference between salutation and subject line in a letter?(5)
- c) What is internal communication? What are the most common ways of communicating internally in an organization? (5)
- d) What are the barriers that cause hindrance in listening? (5)

Answer the following questions.

(3x10=30)

Q.3. Discuss in detail the parts of a business letter? (10 marks)

Q.4. Write in detail the 7 c's of effective communication? (10 marks)

Q.5 List the techniques that are used to open and close a negative message or bad news? (10 marks)