



# UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Fourth Semester – 2020

Roll No. in Fig. ....

Roll No. in Words. ....

Paper: English-IV (Business Communication-II)

Course Code: ENG-222 / ENG-22105 Part – I (Compulsory) Time: 15 Min. Marks: 10

**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.**

.....  
Signature of Supdt.: .....

**Q.1. Encircle the right answer cutting and overwriting is not allowed. (10x1=10)**

1. The \_\_\_\_\_ in one of the largest registers for the proposal.  
a) Business concerns                          b) Internal customers  
c) Clients    d) Federal Government
  
2. \_\_\_\_\_ above all \_\_\_\_\_ is needed in intercultural communication.  
a) Patience                                      b) Conciseness  
c) Legal knowledge                          d) Good writing skill
  
3. Organizations typically attempt to create a \_\_\_\_\_ culture.  
a) Religious                                      b) Foreign  
c) National                                        d) Corporate
  
4. Letters to the editor must always be short, clearly written and \_\_\_\_\_.  
a) Typed    b) Emailed  
c) Entertaining                                d) Signed
  
5. Periodic reports are as numerous as there are business \_\_\_\_\_.  
a) Letters    b) Organizations  
c) Memos                                         d) Emails
  
6. Professor and school or university department often submit request for \_\_\_\_\_.  
a) Research proposals                      b) Business proposals  
c) Long reports                                 d) Short reports
  
7. Synonym of Exult  
a) Gloomy                                        b) Dejected  
c) Rejoice                                        d) Generate
  
8. Synonym of Residual  
a) Uptown                                        b) Abominable  
c) Remaining                                    d) Alarming
  
9. Synonym of Specimen  
a) Sample                                        b) Part  
c) Plentiful                                        d) Irritating
  
10. Synonym of Prodigal  
a) Kind    b) Gulp  
c) Cooperative                                  d) Wasteful



**ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED**

**Part-I Short Questions**

**Q 1 Give short answer to the following:**

**(4x5=20)**

- I. Define the concept of culture.
- II. Discuss philosophical perspective concerned with ethics and moral issues.
- III. What do you know about the history of technological development? Explain.
- IV. Define and briefly discuss periodic report.

**Part-II Subjective Questions (15x2=30)**

**Q 3. Define a proposal and explain the parts of the proposal.**

**(15)**

**Q 4. Your company deals in certain toiletries. For past few months the sale is going down. Your Marketing Manager has asked you to investigate the reasons for the decrease in sale by writing a report on the decline.**

**(15)**