



UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program : Third Semester – Fall 2021

Paper: English-III (Business Communication-I)

Course Code: ENG-221

Roll No.

Time: 3 Hrs.

Marks: 60

Q.1. Give short answers to these questions.

(6x5=30)

- i. What are the strategies that can make interpersonal communication effective?
- ii. What is internal communication? What are the most common ways of communicating internally in an organization?
- iii. What are the barriers that cause hindrance in listening?
- iv. What is a buffer statement?
- v. Explain the difference between attention line and subject line in a letter.
- vi. What makes speaking effective?

Q.2. Attempt the following questions.

(3x10=30)

- i. Discuss in detail the parts of a business letter?
- ii. What are the strategies for breaking bad news?
- iii. List the techniques that are used to open and close a negative message or bad news?