



UNIVERSITY OF THE PUNJAB

Third Semester – 2019

Examination: B.S. 4 Years Program

Roll No. in Fig.

Roll No. in Words.

PAPER: English-III (Business Communication-I)

MAX. TIME: 15 Min.

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

MAX. MARKS: 10

Signature of Supdt.:

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Division of marks is given in front of each question.

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

Q.1. Encircle the right answer, cutting and overwriting is not allowed. (1x10=10)

1) Poverty

a) lavish b) beggary c) abundance d) wealth

2) appendix

a) appendage b) principal c) contents d) tables

3) compensate

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

4) Magnificent

a) beautiful in a grand way b) magnify c) clumsy d) bad

5) Malign

a) to speak good about someone b) to speak bad about someone c) freedom d) plain

6) placid

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

7) Immortal

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

8) innovation

a) something new b) loss c) steal d) resolution

9) pacifier

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

10) interruption

a) hindrance b) smooth c) commencement d) beginning



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Roll No.

PAPER: English-III (Business Communication-I)

Course Code: ENG-221/21105 Part – II

MAX. TIME: 2 Hrs. 45 Min.

MAX. MARKS: 50

ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Q.2. Give short answers of the following:

(4 x 5 = 20)

- What is the difference between intrapersonal and interpersonal communication?(5)
- Explain the difference between heading and letter head?(5)
- Explain briefly the types of communication that take place within an organization?(5)
- What are the barriers that cause hindrance in listening? (5)

Q.3. Give brief answers.

(3 x 10 = 30)

- Discuss in detail the parts of a business letter? (10 marks)
- Define listening and what are the ways to improve it? (10 marks)
- Explain in detail the strategies to convey good and bad messages? (10 marks)