



# UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Fourth Semester – Spring 2022

Roll No. ....

Paper: English-IV (Business Communication-II)

Course Code: ENG-222

Time: 3 Hrs. Marks: 60

**THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED**

**Q.1. Answer the following short questions.**

**(6x5=30)**

- a). Why is effective communication necessary in business?
- b). What do we mean by culture?
- c). Why is it important to understand the cultural values of a particular group in business communication?
- d). What do you mean by ethical concerns in business communication?
- e). Write five parts of a business letter.
- f). What is a refusal letter?

**Q.2. Answer the following questions**

**(3x10=30)**

- a). Write a letter congratulating the G.M. of a business firm on completion of twenty-five year of business life.
- b) Write a report for your GM appraising him of the need for new ideas to boost the business.
- c). Write a job application for the post of software engineer in a reputable company.