



# UNIVERSITY OF THE PUNJAB

Third Semester – 2019

Examination: B.S. 4 Years Program

Roll No. in Fig. ....

Roll No. in Words. ....

PAPER: Communication Skills (IT)

MAX. TIME: 15 Min.

Course Code: ENG-231/21452 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)**

Q. 1. (A) Encircle the correct answer.

i. Eliminating wordy expressions in communication is known as \_\_\_\_\_.

- a. completeness
- b. consideration
- c. conciseness
- d. concreteness

ii. Vertical communication takes place between \_\_\_\_\_.

- a. Superior to subordinate
- b. Subordinate to superior
- c. Employees with same status
- d. None of these

iii. Including 'heading-letter head' a business letter has \_\_\_\_\_ parts.

- a. 6
- b. 8
- c. 10
- d. 7

iv. Some messages are written on dark or bright colored papers because \_\_\_\_\_.

- a. of informal nature of the message
- b. the message is as important as the substance
- c. of formal nature of the message
- d. none of these

v. \_\_\_\_\_ is the most common form of communication between people or departments within an organization.

- a. Formal letter
- b. E-mails
- c. Applications
- d. Memorandum

**P.T.O.**



# UNIVERSITY OF THE PUNJAB

Third Semester – 2019

Examination: B.S. 4 Years Program

Roll No. ....

**PAPER: Communication Skills (IT)**

**Course Code: ENG-231/21452 Part – II**

**MAX. TIME: 2 Hrs. 45 Min.**

**MAX. MARKS: 50**

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

**Q.2. Write short answers to the following questions.**

**(5x4=20)**

- i. Explain the organization plan for a successful presentation.
- ii. What is the structure of a memorandum?
- iii. Explain the procedure of taking minutes of a meeting?
- iv. What do you mean by non-verbal communication?
- v. What is the use of audio-visual aids in business communication?

**Q.3. Write brief answers to the following questions.**

**(3x10=30)**

- i. What are the principles of communication? How do you prove that they overlap with one another?
- ii. What are latest/modern channels of communication? Explain them in detail.
- iii. Create a resume based on the following information.

Name: : Muhammad Athar

Qualification: : BS (IT)

Experience: : 5 Years as IT Assistant Manager in ABC Company