



# UNIVERSITY OF THE PUNJAB

Associate Degree in Commerce Part-II Annual Exam – 2022

Roll No. ....

Subject: Business Communication & Report Writing

Paper: BC-403

Time: 3 Hrs. Marks: 100

**NOTE: Attempt ALL questions. All questions carry equal marks.**

Q1: Define the following:

- |                       |                            |
|-----------------------|----------------------------|
| 1) Paralanguage       | 6) Deductive approach      |
| 2) Chronemics         | 7) Consideration           |
| 3) Salutation         | 8) Memorandum              |
| 4) Unsolicited letter | 9) Noise                   |
| 5) Encoding           | 10) Vertical communication |

(20)

Q2: What is the importance of communication? Define the channel of communication with its components.

(20)

OR

Why is Non-verbal communication important? Define Non-Verbal Communication with all its components.

(20)

Q3: Write down a sales letter to sell hand sanitizer to prevent Covid 19. Follow ADCA Plan to introduce your special formula.

(20)

OR

You have purchased 20 Computers for your lab, out of them, 2 are not working properly. Write down a letter to register your complaint and suggest a solution of the problem.

(20)

Q4: Write down a letter to the Newspaper Editor to highlight the increasing need of E-Commerce due to Covid 19.

(20)

OR

Write a short note on any FIVE of the following market terms:

(20)

- |                      |             |                           |               |
|----------------------|-------------|---------------------------|---------------|
| i) Power of Attorney | ii) Bull    | iii) Ardour of the Market | iv) Cap Price |
| v) Speculation       | vi) Rigging | vii) Glut                 |               |

Q5: What are the barriers in listening? Suggest ways to improve listening.

(20)

OR

Define ADCA Plan. Why is it important for writing Sales Letter?

(20)



# UNIVERSITY OF THE PUNJAB

PART – II A/14  
Examination:- B. Com.

Roll No. ....

**Subject: Business Communication & Report Writing**  
**PAPER: BC-403**

**TIME ALLOWED: 3 hrs.**  
**MAX. MARKS: 100**

Q.1 Give brief answers to the following questions.

20

- What is a channel/medium?
- What is internal communication?
- Define feedback?
- What is the importance of 'attention line' in a letter?
- Define postscript in a letter.
- What do you understand by kinesics?
- What is a bad news message?
- Which phrase does 'C.V' abbreviate?
- What is the difference between refusal and cancellation of an order?
- What are the various stages of collection?

Q.2 Define non- verbal communication and discuss the various types of non verbal communication.

20

Or

What are the essential parts of a business letter?

Q3. Write a sales letter to introduce "New Fancy Soap"; give attractive offers to your customer. 20

Or

Write an application for the post of Accounts Officer to The Managing Director, ABC Insurance Company Ltd., Lahore. Send your C.V. as well.

Q.4 A branch office of your firm has been partially burnt down. You have been asked to furnish a report concerning the possible causes of fire and the approximate damage done.

20

Or

Write short notes on any five of the following market terms.

- Bull Campaign
- Bear Raid
- Ex-ship
- Market value
- Arrival
- Market price
- Pegging

Q.5 Define Oral Presentation and explain stages for preparing Oral Presentation. Also mention its types/ methods.

20

Or

What are the qualities of a good listener? Also point out barriers in listening.



# UNIVERSITY OF THE PUNJAB

PART – II S/2014  
Examination:- B. Com.

Roll No. ....

Subject: Business Communication & Report Writing  
PAPER: BC-403

TIME ALLOWED: 3 hrs.  
MAX. MARKS: 100

*NOTE: All questions carry equal marks.*

**Q. # 1:** Give short answers to the following questions.

- (i) What is external communication?
- (ii) Define receiver / decoder?
- (iii) Define the principle of conciseness?
- (iv) What are good news messages?
- (v) What is acknowledgement letter?
- (vi) Define collection letter.
- (vii) Differentiate between “refusing an order” and “cancelling an order”.
- (viii) Define market.
- (ix) What does “Impromptu” mean?
- (x) How prethinking affects listening?

**Q. # 2:** Define communication and elaborate the Principles of communication.

**OR**

Compare and contrast between written and oral communication.

**Q. # 3:** Write a comprehensive note on collection letter; what is the three-fold purpose of writing collection letter?

**OR**

Write an application for the post of Accounts Officer. Give your bio-data in full.

**Q. # 4:** Define report and describe kinds of reports.

**OR**

Write short note on any FIVE of the following market terms:

- |                    |                |                   |
|--------------------|----------------|-------------------|
| (i) Arrivals       | (ii) Bull      | (iii) Stag        |
| (iv) Rigging       | (v) Glut       | (vi) Market Value |
| (vii) Street Price | (viii) Dumping |                   |

**Q. # 5:** Define oral presentation and highlight the delivery techniques of oral presentation.

**OR**

What is effective listening? What are the methods to improve listening?



# UNIVERSITY OF THE PUNJAB

PART – II A/2015  
Examination:- B. Com.

Roll No. ....

Subject: Business Communication & Report Writing  
PAPER: BC-403

TIME ALLOWED: 3 hrs.  
MAX. MARKS: 100

*Note: Attempt ALL questions. Marks are shown against each question.*

Q1 Give brief answers to the following questions:

(20)

- I. Define external communication.
- II. What is meant by consideration?
- III. Define full block form of writing business letters.
- IV. What are optional parts of a business letter?
- V. What is the importance of buffer?
- VI. What is the difference between placing orders and acknowledging orders?
- VII. What are claim letters?
- VIII. Why is a collection letter written?
- IX. What is AIDA Plan?
- X. What is the importance of visual aids in presentation skill?

Q.2. What are 7 C'S? Give a detailed description of Principles of business communication  
(5, 15)

OR

What are business messages, elaborate the process of writing effective business messages?

Q. 3. Define inquiry letter, discuss in detail the qualities of an inquiry letter. (5,15)

OR

Write an application in response to an advertisement for the post of accounts officer in a bank.  
Give your bio data in full.

(10, 10)

Q. 4. Draft a report on strike of workers in a garments factory; give your suggestions to control the situation.

(20)

OR

Write short note on any FIVE of the following market terms:

- i. Arrival    ii. Bear coverage    iii. Glut    iv. Lame duck of the market    v. Flat
- vi. Haggling    vii. Boom    viii. Tendency

Q. 5. Define oral presentation; explain the types of oral presentation. (5,15)

OR

Define listening; what are the different purposes of listening? Explain!



# UNIVERSITY OF THE PUNJAB

PART – II S/2015  
Examination:- B. Com.

Roll No. ....

Subject: Business Communication & Report Writing  
PAPER: BC-403

TIME ALLOWED: 3 hrs.  
MAX. MARKS: 100

*Note: Attempt ALL questions. Marks are shown against each question. ALL QUESTIONS CARRY EQUAL MARKS.*

**Q. Give short answers of the following questions.**

- What information should be included in an order letter?
- Define sale letter. Name its two kinds.
- What is a format for collection letter?
- Define informal letter.
- What is difference between active and passive listening?
- Give two kinds of verbal communication.
- What factors about audience should be considered before making oral presentation.
- What principles can make a message concise?
- Define job application.
- What is a bad news message?

**Q.2 Explain the importance of good communication for a successful business.**

**OR**

What are the essential parts of a business letter?

**Q.3 a) What is a Letter of Collection?**

b) Write a letter of collection to Messrs Bashir Sons, The Mall, Lahore for an outstanding amount, threatening them with legal action.

**OR**

Write an application for the post of Finance Officer to the Managing Director, Asia Insurance Company Ltd., Lahore. Send your C.V as well. Minimum Qualification is B.COM.

**Q.4. What is a business report? What are the main parts of a business report?**

**Or**

Write an FIVE of the following market terms:

- |              |                    |                       |               |                 |
|--------------|--------------------|-----------------------|---------------|-----------------|
| i. Arbitrage | ii. Arrivals       | iii. Bull on campaign | iv. Demurrage | v. Market value |
| vi. Bearish  | viii. Market Price |                       |               |                 |

**Q.5. Define Oral Presentations. What preparations should be made before the presentation?**

**OR**

Define "Listening". What are the responsibilities of a good listener? Point out barriers in listening.



# UNIVERSITY OF THE PUNJAB

PART – II A/2016  
Examination:- B. Com.

Roll No. ....

Subject: Business Communication & Report Writing  
PAPER: BC-403

TIME ALLOWED: 3 hrs.  
MAX. MARKS: 100

*Note: Attempt ALL questions. All questions carry equal marks.*

Q. # 1: Give brief answers to the following questions:

- (i) Define dunning letter.
- (ii) Define solicited job application.
- (iii) ADCA stands for what?
- (iv) Define memorandum.
- (v) Define Endorsements.
- (vi) What is an invoice?
- (vii) Define Encoding.
- (viii) Define proxemics.
- (ix) Define non-verbal communication.
- (x) Define Decoding.

Q. # 2: Define communication and explain the barriers in communication suggesting the solution.

OR

Define buffer, and describe the organizational plan of writing bad news messages.

Q. # 3: What is adjustment letter? What are the main points one should keep in mind while writing a letter when the customer is right?

OR

Draft a reply from Ferozsons Ltd. Apologizing for loose packing and agreeing to replace the damaged books.

Q. # 4: Write short note on any FIVE of the following market terms:

- (i) Blue chip
- (ii) Haggling
- (iii) Tariff
- (iv) Glut
- (v) Bull
- (vi) Speculation
- (vii) Dumping

OR

Define Market Report. What are the contents and advantages of a Market Report?

Q. # 5: Define listening. What are the barriers to the effective listening? How can listening skill be improved?

OR

Write a comprehensive note on an oral presentation.



# UNIVERSITY OF THE PUNJAB

PART – II S/2016  
Examination:- B. Com.

Roll No. ....

Subject: Business Communication & Report Writing  
PAPER: BC-403

TIME ALLOWED: 3 hrs.  
MAX. MARKS: 100

*Note: Attempt ALL questions. All questions carry equal marks.*

**Q.1:** Give brief answers to the following questions:

- (i) ADCA stands for what?
- (ii) Define dunning letter.
- (iii) Define solicited job application.
- (iv) Define memorandum.
- (v) Define endorsements.
- (vi) What is an invoice?
- (vii) Define Proxemics.
- (viii) Define non-verbal communication.
- (ix) Define Decoding.
- (x) What is inductive approach?

**Q.2:** Define communication. Draw and explain diagram to show the process of communication.

OR

Define Effective Communication. Describe some common barriers to communication.

**Q.3:** Define Sales letter. Explain how the most effective formula for selling can help to organize a sales letter.

OR

Write a sales letter introducing a new brand of face wash with some extraordinary qualities to glow skin.

**Q.4:** Write short note on any FIVE of the following market terms:

- (i) Cap Price      (ii) Boom      (iii) Bull campaign      (iv) Lame Duck of the market
- (v) Subsidy      (vi) Rigging      (vii) Glut

OR

What is a business report? What are the main parts of a business report?

**Q.5:** Define listening. What are the barriers to effective listening? And also explain how can listening skill be improved?

OR

Write a comprehensive note on oral presentation.



# UNIVERSITY OF THE PUNJAB

PART – II A/2017  
Examination:- B. Com.

Roll No. ....

Subject: Business Communication & Report Writing  
PAPER: BC-403

TIME ALLOWED: 3 hrs.  
MAX. MARKS: 100

Attempt ALL questions. All questions carry equal marks.

**Q1. Define the following Market Terms**

- |              |                 |                        |               |
|--------------|-----------------|------------------------|---------------|
| i) Recession | ii) Speculation | iii) Strading          | iv) Dips      |
| v) Tariff    | vi) Rigging     | vii) Power of Attorney | viii) Hedging |

**OR**

Define Dunning letters. What is the three fold purpose of collection letter?

**Q2.** Your Principal has asked you to present him a report on the feasibility of opening a Utility Store with in the premises of the Varsity on “no-profit no-loss”. Write a Business Report with your recommendations on the provided topic.

**OR**

Define communication. Explain the barriers to communication and suggest some solutions of the mentioned problems.

**Q3.** Differentiate between the following;

- I. Solicited and unsolicited letters of enquiry
- II. Refusal and cancellation letters
- III. Reminder and urgency letters
- IV. Memorandum and Office order
- V. Covering letter and Resume

**Q4.** Write a sales letter introducing a new brand of fairness cream. Give details of this cream fulfilling the requirement of time honored formula of ADCA.

**OR**

Define Sales letters. Explain how the four objectives of a sales letter can be achieved?

**Q5.** Define Market reports. What are the contents and advantages of Market Report?

**OR**

Non verbal communication is equally important to verbal communication. Justify this statement with the help of various types of non-verbal communication.





# UNIVERSITY OF THE PUNJAB

PART-II: 2<sup>nd</sup> Annual - 2017

Examination: B. Com.

Roll No. ....

Subject: Business Communication & Report Writing  
PAPER: BC-403

TIME ALLOWED: 3 hrs.  
MAX. MARKS: 100

**NOTE:** Attempt ALL questions. All questions carry equal marks.

**Q1.** Define the following Market Terms:

- |                  |                |                |                |
|------------------|----------------|----------------|----------------|
| i) Bull Campaign | ii) Blue Chips | iii) Demurrage | iv) Glut       |
| v) Bankrupt      | vi) Bear       | vii) Rigging   | viii) Haggling |

**OR**

Draft a reply from Ferozsons Ltd. Apologizing for loose packaging and agreeing to replace the damaged books.

**Q2.** Write short notes on the following topics:

- i) Basic Organizational Plan
- ii) Kinesics
- iii) Memorandum and Endorsements
- iv) External and Internal Communication
- v) Solicited and Un Solicited Job Applications

**Q3.** What are the Principles of Effective Communication?

**OR**

Define Listening. What are the barriers to effective listening? How can Listening skill be improved?

**Q4.** Define Communication. Draw and explain a flow chart of the Process of communication.

**OR**

Draw a format of a Business Letter indicating the positions of all essential and non-essential parts of a proper business letter.

**Q5.** Your Principal has asked you to present to him a report on the feasibility of opening a Utility Store with in the premises of the Varsity on "no-profit no-loss". Write a Business Report with your recommendations on the provided topic.

**OR**

Define Dunning Letters. What is the three fold purpose of collection letters?



# UNIVERSITY OF THE PUNJAB

**PART – II A/2018**  
**Examination:- B. Com.**

Roll No. ....

**Subject: Business Communication & Report Writing**  
**PAPER: BC-403**

**TIME ALLOWED: 3 hrs.**  
**MAX. MARKS: 100**

Attempt ALL questions. All questions carry equal marks.

Q1: Define the following:

- i) Concreteness
- ii) ADCA
- iii) Salutation
- iv) Endorsement
- v) Diagonal communication
- vi) Buffer statement
- vii) You – attitude
- viii) Solicited job applications
- ix) Context
- x) Enclosures

Q 2: Write down some common receiver and sender centric communication barriers. Give some approaches to overcome these barriers.

OR

Write a comprehensive note on Oral Presentation and its requirements.

Q3: Define an Order letter. Write down some possible reasons for the Refusal and Cancellation of an order letter.

OR

Write a Sales letter for the introduction of a new Shampoo in the market. Suggest a name along with the qualities of the product and suggest why to select your product?

Q 4: Define any Five of the following Market terms.

- 1) Blue chips      2) Demurrage      3) Glut      4) Deflation      5) Bull Campaign
- 6) Tariff      7) Cum- dividend      8) Rigging

OR

What are Dunning Letters? Explain the four stages of their writing process.

Q 5: Ignoring the principles of communication mean ineffective communication. Justify this statement with reference to the 7Cs.

OR

Write a report on opening a cafeteria in the premises of the factory. Your report should contain findings and suggestions on the provided topic.



# UNIVERSITY OF THE PUNJAB

PART – II : 2<sup>nd</sup> Annual – 2018

Examination: B. Com.

Roll No. ....

**Subject: Business Communication & Report Writing**  
**PAPER: BC-403**

**TIME ALLOWED: 3 Hrs.**  
**MAX. MARKS: 100**

**NOTE: Attempt ALL questions. All questions carry equal marks.**

Q 1-Define the following Market Terms: (Any Five)

- |                        |               |              |             |         |                |
|------------------------|---------------|--------------|-------------|---------|----------------|
| i) Tendency            | ii) Quotation | iii) Arrival | iv) Bearish | v) Bull | vi) Blue Chips |
| vii) Power of Attorney | viii) Hedging |              |             |         |                |

OR

Define Informative Speaking with its importance. What is its purpose and different types?

Q 2- You placed an Order with Fine Electronics for the supply of 20 refrigerators in two weeks' time. When the consignment arrived, you found that five refrigerators were damaged. Write a letter of complaint asking the company to replace them with the new ones.

OR

What is the importance of Buffer Statement? Explain with the description of Good news messages and Bad news messages.

Q 3-Differentiate between the following;

- |                         |   |                      |
|-------------------------|---|----------------------|
| i) Demi-official letter | & | Endorsement          |
| ii) Refusal letter      | & | Cancellation letter  |
| iii) Curriculum Vitae   | & | Resume               |
| iv) Solicited Letter    | & | Unsolicited Letter   |
| v) Deductive            | & | Inductive approaches |

Q 4: Write down a Sales letter introducing a new brand of Hair Conditioner. Give details of your product fulfilling the requirements of time honored formula of ADCA.

OR

Define Sales letters. Explain how the four objectives of a sales letter can be achieved?

Q5: Define Business Reports. What are the contents and advantages of Business Report?

OR.

Write a report to the Inspector General of Punjab Police about the increasing numbers of street crimes in Lahore. Suggest a few measures to control them.



# UNIVERSITY OF THE PUNJAB

**B.Com. Part – II      Annual Exam – 2019**

**Subject: Business Communication & Report Writing**

**Paper: BC-403**

**Time: 3 Hrs.**

**Marks: 100**

Roll No. ....

***NOTE: Attempt ALL questions. All questions carry equal marks.***

**Q1: Define the following:**

**(20)**

1. Diagonal communication
2. Inductive approach
3. Verbal Communication
4. Filtering
5. Salutation
6. Formal communication
7. Unsolicited application
8. Curriculum Vitae
9. Cover letter
10. Urgency

**Q2: (a) Define Communication. Discuss the process of communication with all its elements in detail. (20)**

**OR**

**(b) "Communication is the lifeblood of an organization". Justify this statement. (20)**

**Q3: What are different types of Business messages? Explain in detail. (20)**

**OR**

**(b) What are the essential parts of a Business Letters? Explain with their appropriate placement in the letter. (20)**

**P.T.O.**

Q4: Define any FIVE of the following Market Terms:

(20)

- i) bearish, ii) recession, iii) bull campaign, iv) speculation, v) clogging, vi) deflation,
- vii) buoyance of the market.

(b) Differentiate the following: (ANY FOUR)

(20)

- |                          |   |                          |
|--------------------------|---|--------------------------|
| i. Active Listening      | & | Attentive Listening      |
| ii. The Impromptu Speech | & | The Manuscript Speech    |
| iii. Bio-data            | & | Curriculum Vitae         |
| iv. Verbal Communication | & | Non-Verbal Communication |
| v. Gestures              | & | Posture                  |

Q5: a) Write a Report as the Human resource Manager to inform about the Labor issues and suggest some solutions.

(20)

OR  
b) Write down a Sales Letter introducing a new brand of shampoo, highlighting the following feature:

(20)

- No hair-fall formula
- Healthy hair
- Anti-dandruff



# UNIVERSITY OF THE PUNJAB

**B.Com. Part – II 2<sup>nd</sup> Annual Exam – 2019**

**Subject: Business Communication & Report Writing**

**Paper: BC-403**

Roll No. ....

**Time: 3 Hrs. Marks: 100**

**NOTE: Attempt ALL questions. All questions carry equal marks.**

**Q. 1. NOTE: GIVE ANSER TO THE FOLLOWING SHORT QUESTIONS:**

**(10x2=20)**

- I. Define external communication.
- II. Who is encoder?
- III. Name any three principles of communication?
- IV. Define business?
- V. What is meant by NOISE in communication?
- VI. What is the purpose of writing inquiry letter?
- VII. Define complaint letter
- VIII. What is the aim of writing market report?
- IX. What is purposeful listening?
- X. What is meant by feedback?

**Q. 2. Define communication and highlight the features of written and oral communication? (5,15)**

**OR**

**Define and describe the process of communication in detail**

**Q. 3. What are complaints? What is the organizational plan of writing complaint letter? (5,15)**

**OR**

**Write an application for the post of Manager Human Resource, attach your C.V. in full. (10,10)**

**Q.4. Define market report and describe how a market report is written? (5,15)**

**OR**

**Write short note on any FIVE of the following market terms: (4x5=20)**

**I) Bulls    ii) Dumping                  iii) Arbitrage    iv) Turn over    v) Lame Duck of the market  
vi) Blue chips    vii) Market value                  viii) Glut**

**Q.5. Define oral presentation, What are the planning steps of oral presentation? (5,15)**

**OR**

**Define listening; what measures should be adopted to improve listening?**



# UNIVERSITY OF THE PUNJAB

Associate Degree in Commerce /B.Com. Part – II Annual Exam – 2020

Roll No. ....

Subject: Business Communication & Report Writing

Paper: BC-403

Time: 3 Hrs. Marks: 100

***NOTE: Attempt ALL questions. All questions carry equal marks.***

**Q1: Define the following:**

- I) Office orders
- II) Courtesy
- III) AIDA plan
- IV) Inside address
- V) Post script
- VI) Concreteness
- VII) Manuscript speech
- VIII) Physiological noise
- IX) Active listening
- X) Direct request

**Q2: What is communication channel? Explain its components.**

**OR**

**A proper flow of communication between employees and management is a key to successful working in an organization. Explain.**



Q3: Write a sales letter to promote Spicy tomato ketchup incorporating the following characteristics :

Freshness

Hygiene

Tasty

OR

You ordered 20 grinders and mixers. Two of the above are defective. Write a letter of complaint for replacement.

Q4: Explain the given Market terms :

- i) Ardour of the market ii) dumping iii) market price iv) buoyance of the market v) cap price vi) volume of business vii) lame duck of the market

OR

Water shortage is an increasing issue faced by your locality. Write a report mentioning causes and effects of the issue. Suggest some precautionary measures to avoid the grave situation in future.

Q5: What is a Dunning letter? Explain its four stages.

OR

The post of an Accountant is lying vacant in The Orient. You have recently read the details in the Daily Mail. Apply for the said post mentioning clearly your qualification and other details.



**UNIVERSITY OF THE PUNJAB**  
**Associate Degree in Commerce / B.Com. Part – II**  
**2<sup>nd</sup> Annual – 2020 & Annual – 2021**

Roll No. ....  
Time: 3 Hrs. Marks: 100

Subject: Business Communication & Report Writing Paper: BC-403

**NOTE: Attempt ALL questions. All questions carry equal marks.**

**Q1: Define the following:**

- (i) Solicited job application
- (ii) Memorandum
- (iii) Endorsements
- (iv) Non-Verbal Communication
- (v) Inductive approach
- (vi) Decoding
- (vii) Concreteness
- (viii) Sales Promotion letter
- (ix) Invoice
- (x) Proxemics

(20)

**Q2: Define Non-verbal Communication. Explain its components and their importance.**

(20)

OR

**Define Noise. What are different barriers that may distort communication and how can we overcome them?**

**Q3: Write down a Sales letter to sale your shampoo to control hair fall. Follow the ADCA plan to introduce your special formula.**

(20)

OR

**Write down a letter to collect the outstanding amount of your customer. Previously you have invited the party for discussion but it went unanswered. Now write down to elaborate your right to take legal action.**

**Q4: Write down a letter to the newspaper Editor to report the climate change in Pakistan and alert the readers of their responsibilities.**

(20)

OR

**Write a short note on any FIVE of the following market terms:**

- i) Cap price      (ii) Boom      (iii) Bull Campaign      (iv) Subsidy      (v) Rigging      (vi) Glut  
(vii) Lame Duck of the Market

**Q5: What Is the Importance of Oral Presentations? Explain its types and when are they used.**

(20)

OR

**What are different types of official messages? Explain their usage and importance.**