



UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program : Third Semester – Spring 2023

Roll No.

Paper: English-III (Business Communication-I)

Course Code: ENG-221

Time: 3 Hrs.

Marks: 60

THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED

Q.1. Answer the following questions. (3x10=30)

1. Write a brief note on formal and informal communication
2. Write a short note on 'you attitude' in business writing
3. Write a short note on conciseness in business writing

Q.2. Attempt the following questions. (3x10=30)

1. Write a note on seven C's and give appropriate examples of each step of the communication
2. Write a detailed note on the importance of good communication and comment on how barriers to communication can lead to bad communication
3. Write a business letter to the principal of your college proposing to open a student café in your college, make sure you follow the mechanics of business writing