

Cutting, Overwriting, Erasing, Fluid painting and use of Lead Pencil will earn no marks.
Write answer of the Question No.1 and 2 on this sheet and handover it to the supervisory staff of examination within first 35 minutes.

Time Allowed: 35 Minutes

(OBJECTIVE PART)

Max. Marks: 32

Sign of

1- a) Fill in the blanks choosing the correct words given in the brackets:

1x8

Supdt.

- i) Several lamps were needed to _____ the corridor. (Eliminate, Illuminate)
- ii) Doctors _____ warn against over exertion after 45. (Constantly, Consistently)
- iii) Summer thunderstorms produce startling _____ bolts. (Lightening, Lightning)
- iv) We bought a new _____ for the flag. (Pole, Poll)
- v) He will not _____ my wallet. (Rob, Steal)
- vi) He was released on _____. (Bale, Bail)
- vii) This building has four _____. (Storeys, Stories)
- viii) _____ deals with the study of stars and other heavenly bodies. (Anthropology, Astrology)

b) Encircle True or False:

1x8

- i) "Consideration" is an essential requirement of a good business message. **TRUE / FALSE**
- ii) The decoder of your message is never your reader. **TRUE / FALSE**
- iii) Nonverbal communication conveys some message without words. **TRUE / FALSE**
- iv) Prejudice against the speaker results in in-effective listening. **TRUE / FALSE**
- v) Reference line denotes the reference number of the letter. **TRUE / FALSE**
- vi) An inquiry letter is not a direct request made to the reader. **TRUE / FALSE**
- vii) The direct plan is used when you say 'yes' to an inquiry or request. **TRUE / FALSE**
- viii) Facial expressions cannot communicate our emotions. **TRUE / FALSE**

2- Give short answers of the following questions:

2x8

- i) Define Internal Communication.

ii) Why is written channel preferred to the oral?

iii) What is meant by Denotation?

iv) Define Memorandum.

v) What is meant by Postscript in a business letter?

vi) What is a Buffer?

vii) What are the factors which distract listening?

viii) Describe the Importance of Analysis of the Audience.

Total Marks: 68 + 32 = 100

Pass Marks = 40%



(M.Com Part-I)

Business Communication

Roll No: _____

Time Allowed : 2:25 hrs
Max. Marks : 68

Attempt **FOUR** Questions in all. All Questions carry equal marks.

SUBJECTIVE PART

- 3- What is EFFECTIVE COMMUNICATION? Discuss the Principles of Effective Communication. 17
- 4- What are different NATIONAL CULTURAL VARIABLES? Explain in detail. 17
- 5- Write a detailed note on NEGOTIATION SKILLS. 17
- 6- Draft a job application with “Resume”, in response to the following advertisement:
“A fast growing National Pharmaceutical Organization requires the services of Lab Technicians.
Candidates must be science graduates.” Feroze Sons Laboratories. Ltd. 197-A, The Mall, Rawalpindi. 17
- 7- Write a detailed note on the Plan for Goodness Messages. 17
- 8- As a Manager of your Organization, write a Report on the demand of employees for increase in Wages/Salary. Submit your report with your Recommendations to the Managing Director of your Organization. 17

***M.Com-I(13/A) -IV ***