

**APPEARANCE OF MOBILE PHONE(S) / SMART DEVICE(S) SUBJECT TO CONSIDERED AS AN
ACT OF CHEATING**

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College Name: _____

Student Name: _____ Seat No: _____

Copy No: _____

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION; AFFILIATED COLLEGE JUNE 2015
BUSINESS COMMUNICATION-I; BA (H)-441 (PART B)
BBA – III**

Date: June 12, 2015

**Max. Time: 90 Mins
Max. Marks: 40**

III. GIVE BRIEF ANSWERS TO THE FOLLOWING QUESTIONS. ANSWERS MORE THAN **03** LINES WILL NOT BE CONSIDERED FOR CHECKING / MARKING (20)

1. Why is a subject line more important in an e-mail than in any letter?
2. Highlight at least one difference between a CV and resume.
3. Why is it suggested to put the request, or the topic of the request, in the subject line for direct request?
4. Nonverbal communication is very commonly misinterpreted. Why?
5. Highlight the difference between formal and informal report.
6. Explain how spatial arrangements act as nonverbal communication?
7. How does a 'title page differ from a title fly'?
8. Discuss the criteria of effective business writing.
9. What is the purpose of writing an annual report?
10. Differentiate between a solicited and unsolicited sales letter?
11. How would you explain euphuism?
12. In which situation would an oral channel be most suitable?
13. How can you evaluate your message?
14. When should a chronological resume be used?
15. How does an index differ from a table of content?
16. What would be the best way to pass a bad news to peers and subordinates?
17. Today letters are mostly de-sexed. Give at least three examples of how can a letter be de-sexed.
18. Why does a credit refusal message require to be more tactful then other refusal messages?
19. What is the use of an appendix in a report?
20. What should be the basic approach in writing a claim message?

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- IV. DO AS DIRECTED. GIVE BRIEF ANSWERS TO THE FOLLOWING QUESTIONS. ANSWERS MORE THAN **07** LINES WILL NOT BE CONSIDERED FOR CHECKING / MARKING (20)
1. What are the writing stages and what are the steps in which a writer can simplify the work?
 2. Define and differentiate between a letter and a memo.
 3. Explain the communication process (only explain do not draw the model)? Discuss at least three barriers that may hinder written communication.
 4. Highlight the points that can make our presentations most liked?

END OF SUBJECTIVE