

FINAL EXAMINATION DECEMBER 2010; AFFILIATED COLLEGES  
BUSINESS COMMUNICATION – II BA (H) – 422  
BS – IV

Date: December 22, 2010

Max Time: 110 Mins

Instructions: Attempt all questions

Max Marks: 30

1. **Do As Directed**

- a. Make a short (three – five minutes) presentation, with three to eight slides, on one of the following Topics:
- Explain what you have learned in classes, in campus activities, that will be useful to the employer who will hire you after graduation.
  - Describe a specific situation in you college in which communication was handled well or badly.

**Guidelines:**

- You may assume necessary information
  - Do not draw graphics, just write down the text that you would use in your slides.
  - Make ONE slide on Each Page.
  - Do not use colors or fancy font styles. Keep your slides very simple
  - You will not be given any extra marks on the beatification of the slides.
  - You will strictly be marked on how relevant your slides are to the topic.
- b. Highlight the importance of nonverbal communication in presentations and speeches. Support your answer with relevant examples.
- c. Introduce yourself to a small group of other students. Identify three of your strengths that might interest an employer. These can be experience, knowledge, or personality traits.
- d. Suppose that your business had a product, service or a program targeted for each of the following audiences. What would be the best channel(s) to reach people in that group in your city? Also explain what make(s) the channel the best?
- Teenagers who do the family grocery shopping.
  - University Students.
- e. Explain how do the following impact nonverbal communication?
- feelings
  - visual
- f. Some speakers may prefer responding to questions throughout a speech or presentation while others may prefer to have the question and answer session at the end; which approach would you prefer? Why?

**KARACHI UNIVERSITY BUSINESS SCHOOL**

*University of Karachi*

**FINAL EXAMINATION JUNE 2010; AFFILIATED COLLEGES**

**BUSINESS COMMUNICATION – II BA (H) – 422**

**BS – IV**

**BS FOUR YEARS  
PROGRAM**

Date: June 15, 2010

Max Time: 2 Hrs

Instructions: Attempt all questions

Max Marks: 40

Q1. Write a note on the Conflict Management Skills

**13**

Q2. Explain different types of Presentation and elaborate the difference, process and production of each Presentation.

**14**

Q3. What are the ingredients of taking successful Interview? Moreover, explain the importance of good CV, Resume & Application Letter in the Interview Process.

**13**

**KARACHI UNIVERSITY BUSINESS SCHOOL**  
**UNIVERSITY OF KARACHI**  
**FINAL EXAMINATION, JUNE 2009: AFFILIATED COLLEGES**  
**BUSINESS COMMUNICATION-II : BA(H) – 422**  
**Oral Communication & Presentation Skills**  
**BS- IV**

**Four Years  
Program**

Date: 21 June 2009  
Time allowed: 2.5 hrs

Max Marks : 40

**Instruction: Attempt all questions.**

- Q.1** Fill in the blanks with correct articles.
- i. Island makes up \_\_\_\_\_ entire land area of some countries including \_\_\_\_\_ Japan and \_\_\_\_\_ Philippines.
  - ii. \_\_\_\_\_ Florida keys are coastal island built on coral reefs.
  - iii. Bikini, is \_\_\_\_\_ atoll of \_\_\_\_\_ Marshal Island.
  - iv. Mackinac Island in \_\_\_\_\_ Lake Michigan is \_\_\_\_\_ lake island.
  - v. \_\_\_\_\_ city of Montreal in \_\_\_\_\_ Canada, is built on \_\_\_\_\_ large river island. (05 pts)
- Q.2** What is grapevine? How might managers use the grapevine for their benefits?  
Or  
What is meant by persuasive speaking?  
As Director Marketing, you have to make a 15 minutes speech before sales persons of your company. The functions has been arranged to facilitate sales persons who have exceeded their May 2009 targets.  
Write down the points you would like to discuss in your speech. (10 pts)
- Q.3** Briefly explain the following terms/concepts as they are used in oral communication and presentation skills (select only five)  
(i) Feedback (ii) Lateral Communication (iii) Body Language  
(iv) Graphics (v) Telecommuting (vi) Visual Aids  
(vii) Eye contact (10 pts)
- Q.4** Why do some organizations direct employees to wear uniforms?  
i. What are the benefits to the company.  
ii. To the public.  
iii. To the employee. (10 pts)
- Q.5** How should a man dress if he aspires to a high position within the company? (05 pts)

**Best of Luck!**

**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI**

**FINAL EXAMINATION, JANUARY-2009 : AFFILIATED COLLEGES**

**Business Communication - II : BA (H - 422)  
(Oral Communication & Presentations Skills)**

**BS-IV**

**BS - IV**

Date : January 12, 2009

Time : 2.5 Hours

Max. Marks : 40

Instructions : Attempt all questions.

Q.No.1.

What is meant by non-verbal communication? Briefly discuss importance of gestures in non-verbal communication. Can acceptable gestures in Pakistan might prove unacceptable in other countries? Show with examples.

(Marks 10)

Q.No.2.

Discuss importance of telephoning in interpersonal communication. What preparation would you make prior to a call?

(Marks 10)

Q.No.3.

The four areas of verbal communications are:

(Marks 04)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Q.No.4.

What is meant by good listening? How can you improve your listening skills?

(Marks 08)

Q.No.5.

What is a meeting? Name different types of meeting. How would you begin a problem solving meeting?

(Marks 08)