

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

College Name: \_\_\_\_\_

Student Name: \_\_\_\_\_ Seat No: \_\_\_\_\_

Copy No: \_\_\_\_\_

**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION JUNE 2015; AFFILIATED COLLEGES  
BUSINESS COMMUNICATION – I; BA (M)–501 (PART B)  
MBA – I**

**Date: June 22, 2015**

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

**INSTRUCTIONS:**

- 1. Attempt any 15 questions.**
- 2. Give brief answers to the following questions. Answers more than 03 lines will not be considered for checking / marking.**
- 3. Do not write anything on the question paper.**
- 4. Mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

- Q01. What is the use of a glossary?
- Q02. How does a proposal differ from a report?
- Q03. How does keeping messages concise help make our communication more effective?
- Q04. What is the use of a title fly'.
- Q05. Why may appendixes be attached to a report?
- Q06. What tone should be adopted in writing a persuasive message?
- Q07. How does Maslow's Hierarchy of Needs theory help in writing a persuasive message?
- Q08. How are reports classified?
- Q09. Highlight the importance of nonverbal communication.
- Q10. What steps should be taken in building for an emotional appeal?
- Q11. How can you offer a reason for the reader to act promptly?
- Q12. Why should a request be avoided in the subject line?
- Q13. To what extent does office stationery impact the affectivity of communication?
- Q14. When writing a bad-news message with indirect approach why it is important to use a buffer first and then a logical reason?
- Q15. Why is it important to know your audience well before you structure your message and chose a medium to transmit the message?
- Q16. Highlight the steps involved in choosing a persuasive strategy.
- Q17. How do barriers impact our messages?

**END OF SUBJECTIVE PAPER**