

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

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

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

**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION JUNE 2016; AFFILIATED COLLEGE  
BUSINESS COMMUNICATION – II; BA (M)–502  
MBA – II**

**Date: July 12, 2016**

**Max Time: 2 Hrs**

**Max Marks: 30**

**INSTRUCTIONS:**

- 1. Attempt 3 questions, where Q4 is compulsory.**
- 2. Do not write anything on the question paper.**
- 3. Mobile phone(s) 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.**

- Q1 Briefly explain that how to write an agenda for business meeting? Illustrate with an example. **[08]**
- Q2 What kind of verbal and nonverbal messages should be exhibited, during an employment interview? **[08]**
- Q3 Criticism in business always creates new ideas and opportunities. Do u agree? Discuss. **[08]**
- Q4 Create a resume for the following advertisement. Also write a cover letter. **[14]**

**MANAGING DIRECTOR**

200,000 plus benefits

We are the brand leaders of our specialized marketing sector in Pakistan. As the business grows we face new challenges in the marketing sector. We need someone with loads of experience and vision to take the organization forward. We need a motivated, dedicated and dynamic man with;

- Effective public relations communication and presentations skills.
- Ability to achieve targets.
- Ability to lead from the front and motivate.

Apply with confidence  
E-mail your resume to:  
darz2016@gmail.com

**END OF EXAM PAPER**