

College Name: _____

Student Name: _____ Father's Name: _____

Copy No: _____

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, DECEMBER 2016; AFFILIATED COLLEGES
BUSINESS COMMUNICATION – I; BA (H)–441
BBA – III**

Date: December 31, 2016

Max Time: 2.5 Hrs

Max Marks: 60

INSTRUCTIONS:

- 1. Attempt any 5 questions. Do not write anything on the question paper.**
- 2. 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- Why it is important to have an open and effective communication in an organization and to the people outside the organization?
- Q2- Discuss the six different components of communication.
- Q3- What is the purpose of writing a business report? Describe the organizational patterns and format of the two different kinds of report.
- Q4- Briefly explain the communication barriers and state how it hinders the process of communication.
- Q5- The hard drive in your computer is full of valuable files and data. Write a memo to Mr. Khan, your supervisor, requesting that your hard drive be replaced by one with greater capacity (or that a second hard drive be added to your system). Make as strong a case as you can, for example greater productivity, better programs, etc.
- Q6- Design a sales letter to your customers, offering them a discount on early payment on products or services. Make your offer attractive and persuasive.

END OF EXAM PAPER