

ALLAMA IQBAL OPEN UNIVERSITY

Level: **Bachelor**
Paper: **Business Communication (136)**
Time Allowed: 3 hrs

Semester: Spring 2009
Maximum Marks: 100
Pass Marks: 40

Note: - **ATTEMPT FIVE QUESTIONS. ALL CARRY EQUAL MARKS.**

Q.No	Question	Marks
Q. 1	Define business communication. How does it differ from mass communication?	20
Q. 2	Explain the impact of modern technology on the style of business communication. Which problems are anticipated due to technological revolution?	20
Q. 3	What are five planning steps in preparing business messages?	20
Q. 4	Differentiate between solicited and un-solicited sales letters. What guidelines should be observed for writing these letters?	20
Q. 5	Define and explain conference report, progress report and periodic report.	20
Q. 6	What is business report? Classify a business report on the basis of format and styles.	20
Q. 7	What are various techniques of writing the most effective resume? Develop your own resume by applying these techniques.	20
Q. 8	Outline the strategies for oral communication. Give a brief description of each strategy.	20

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