

# ALLAMA IQBAL OPEN UNIVERSITY

**Level:** Bachelor  
**Paper:** Business Communication (136)  
**Time Allowed:** 03 Hours

**Semester:** Autumn 2009  
**Maximum Marks:** 100  
**Pass Marks:** 40

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

Q.No	Question	Marks
Q. 1	Age, intelligence and Interest are vital considerations for organizing communication. Discuss.	20
Q. 2	How far the cultural variables affect the organizational communication? Discuss	20
Q. 3	Define sales letter. What are its uses?	20
Q. 4	Every bad news message has an underlying objective: to present the unpleasant facts in such a way that the reader will consider you fair and reasonable. Describe the plans for bad news messages in detail.	20
Q. 5	How interruption creates problems in communication? Discuss some factors that are cause of interruption.	20
Q. 6	Explain, how summaries, conclusion and recommendation are used in long reports.	20
Q. 7	What do you understand by word proposal in communication? Describe different kinds of proposals.	20
Q. 8	Explain what is meant by interview. What general considerations should be kept in mind by the interviewer and interviewee?	20