

# Maulana Azad National Urdu University

Programme: BA

VI Semester Examination, September - 2020

Paper Code: UGEN601SET

Paper Title: Business Communication

Time: 2 Hours

Total Marks: 35

Note: This question paper consists of three parts: Part – A, Part-B and Part-C. Number of words to answers each question is only indicative. Attempt all parts.

**Part–A** contains **05** compulsory questions of multiple choice/fill in the blank/very short answer type question. Answer all questions. Each question carries 1 mark. **(5x1=5-marks)**

**Part-B** contains **08** questions, of which students are supposed to answer 05 questions. Answer each question in approximately 100 words. Each question carries 04 marks. **(5x4=20 marks)**

**Part-C** contains **02** questions, of which students are supposed to answer 01 question. Answer each question in approximately 250 words. Each question carries 10 marks. **(1x10=10 marks)**

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## Part-A

1. Answer the following questions in complete sentences.
  - (i) Distinguish between HR and PR.
  - (ii) Define “recruitment” and “business inventory”.
  - (iii) What is a start-up and who are the stakeholders?
  - (iv) Explain the idioms: “Get the ball rolling” and “Think outside the box”
  - (v) Give the full form of these acronyms:
    - a. FYI b. ASAP c. CEO d. CC

## Part- B

2. Define the term, ‘communication’, and describe the communication process.
3. Write a note on the non-verbal communication skills required for effective presentations.
4. Discuss important features of business communication.
5. Prepare a list of important tips for an effective participation in a business meeting. Write complete sentences.
6. Explain some important strategies for successful negotiations in business.
7. Write a report on a university event for your university magazine.
8. Draft an application to the Dean of your school convincing him to start a compulsory computer course for all BA students.
9. Compose a brief congratulatory email to your professional colleague for winning an award in your organization.

## Part- C

10. Write your resume and a cover letter to apply for a job immediately after your university graduation.
11. Discuss some important types of web-based communications. Explain some techniques useful for effective web-based communications.

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