**Communication and Presentation Skills**

**2nd Semester**

**Final-Term Exam (Spring 2020)**

(Time Allowed: 03 Hours)

(Total Marks: 35)

**Note***: Late responses shall be returned with zero marks. The answers to all the questions should be brief and to the point. Since, you all have learned how to communicate effectively, marks shall be deducted for any irrelevant information, unnecessarily long answers and spelling and grammatical mistakes:*

**Q. No.1:**Write a letter to the Director Tourism Khyber Pakhtunkhwa and bring his attention towards the beauty of your village. Those of you who are living in the city can select any historic building or structure with in your vicinity and explain its historic importance. In the end, request the director to declare your village a tourist destination or the building as a heritage site, accordingly.

**Follow the format that has been taught to you. Marks shall be deducted for grammatical and spelling mistakes.*(15 Marks)***

**Q. No.2:**You have studied in detail the process of creating an effective business plan, including the structure of a business plan and the steps involved in formulating a good business plan. Using these skills, devise a business plan based on the below mentioned assumptions : ***(10 Marks + 03 Marks Extra)***

1. You, have recently graduated and decided to initiate your own startup. The startup could be either about launching a new product or offering a service (*choice is yours*). Assuming that, write a brief business plan to attract investors for investing in your business. *(Hint: use the “structure of a business plan”).*
2. The plan should not be more than three (03) pages. Where required, you can insert dummy documents from the internet, however, the text should be written by yourself. The plan must identify the target market, customers and also include a marketing strategy.

**OR**

**Q. No.2:**After graduating from UET, you are applying for a job of a **software developer** in a multinational organization that operates globally. The organization specifically develops Android apps. Skills required for the job are programming and graphic designing. Experience is not required however, candidates having similar projects and internship experience shall be preferred. Create an effective resume for the said position that will help you get shortlisted for the job interview. ***(10 Marks)***

**Q. No.3:** Write a message (email or text) to the Semester Coordinator regarding any matter or issue related to your current semester. Incorporate at least 5 Cs of communication in the message and explain under separate headings which Cs have you taken into consideration and why? ***(10 Marks)***

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