



Code	Subject Title	Cr. Hrs	Semester
ENG-222	English-IV (Business Communication-II)	3	IV
Year	Discipline		
2	Business Administration, Commerce		

Business Communication in Different Perspectives

Recommended Reading:

Murphy, Herta A. *Effective Business Communication*. 7th Ed. New Delhi: Tata McGraw-Hill Publishing Company Limited, 2009.

- Chapter 3: Business Communication and the Global Context
- Chapter 4: Business Communication and the Ethical Context
- Chapter 5: Business Communication and the Technology Context.

Written Communication in Business

Recommended Reading:

Murphy, Herta A. *Effective Business Communication*. 7th Ed. New Delhi: Tata McGraw-Hill Publishing Company Limited, 2009.

- Chapter 11: Short Reports
- Chapter 12: Long (Formal) Reports
- Chapter 13: Proposals.

Job Application Process

Recommended Reading:

Murphy, Herta A. *Effective Business Communication*. 7th Ed. New Delhi: Tata McGraw-Hill Publishing Company Limited, 2009.

- Chapter 18: The Job Application Process - The Written Job Presentation
- Chapter 19: The Job Application Process - Interviews and Follow up

Vocabulary Building Skills

WORD ROOT METHOD Unit 12-17. Page No. 116-131.

Recommended Reading:

Idrees, Muhammad. *Guide for GAT General Test. Smart Brain GRE (General, Local)*. 2010-2011 ed. Lahore: Dogar Brother Publishers, 2010.



UNIVERSITY OF THE PUNJAB

Fourth Semester 2015
Examination: B.S. 4 Years Programme

Roll No.

PAPER: English-IV (Business Communication-II)
Course Code: ENG-222 /

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Part I Short Questions

Q.1 Give short answers to the following: (4x5=20)

- I. Differentiate between culture and ethnocentrism.
- II. Explain the cultural variable of religion with reference to its effect on business communication.
- III. What is synopsis or executive summary? Briefly explain.
- IV. What are informal ways of communicating ethics?
- V. Define proposal and briefly explain its types.

Part II Subjective Questions (15x3=30)

Q2. Attempt any TWO questions. All Question carry equal marks.

1. You have recently completed your BBA in marketing from a very renowned school of business studies. During your studies you have also worked part time for a leading marketing consultant. Write a resume highlighting these two aspects along with other details. Also write a covering letter for it. (15)
2. Define a business report and write in detail the qualities of a good business report. (15)



UNIVERSITY OF THE PUNJAB

Roll No.

Fourth Semester 2015
Examination: B.S. 4 Years Programme

PAPER: English-IV (Business Communication-II)
Course Code: ENG-222 /

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Note: Use this paper to write the answers to the objective questions. No mark will be awarded for cutting, over-writing or using a pencil. This paper shall be taken back after '30' minutes.

Q.1 (a) Each question has four possible answers. Tick (✓) mark the correct answer: (10)

1. Cultural values which remain same in different countries are called-----similarities.
a) Major overlap b) overlap c) little cultural overlap d) core
- 2.-----is a large group of computer networks connecting individual and groups.
a) internet b) email c) fax d) face book
3. Cultures have both verbal and non verbal -----characteristics
a) communication b) healthy c) decent d) cool
4. Making ethical decisions is relative easy when all the facts of a situation are-----.
a) unknown b) contradictory c) challenging d) Known
5. According to anthropologists one should observe children to learn -----of elders in a foreign culture.
a) Culture b) diversity c) ethnicity d) behavioral habits
6. Organizations express ethical values through-----
a) messages b) employee manual c) ethical codes d) press releases

P.T.O.

7. Prodigious means -----.

- a) large b) small c) fat d) tall

8. Unlike with verbal language, the meanings of nonverbal signals are ----- across cultures.

- a) symbolic b) personal c) consistent d) inconsistent

9. The study of divine things and divine faith is known as -----.

- a) atheism b) utilitarianism c) theology d) mythology

10. Some companies became attracted to computer technology to handle data processing in---
-----.

- a) 1950s b) 1960s c) 1970s d) 1980s



UNIVERSITY OF THE PUNJAB

Roll No.

Fourth Semester - 2017
Examination: B.S. 4 Years Programme

PAPER: English-IV (Business Communication-II)
Course Code: ENG-222 / ENG-22105

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Note: Use this paper to write the answer to the objective questions No mark will be awarded for cutting, over-writing or using a pencil. This paper shall be taken back after '30' minutes.

Q.1 (a) Each question has four possible answers. Tick(✓)mark **THE CORRECT ANSWER.**

1. Omnipotent
a) Imperative b) sanctified c) excellent d) All-powerful
2. Punitive
a) authorized b) giant c) valuable d) penal
3. Replete
a) hollow b) echoing c) expressive d) complete
4. Knowing the ----- of your host country is the most significant contributor to improved communication.
a) Religion b) social norms c) politics d) language
5. Making ----- decisions is easy when all the facts of a situation are known.
a) Business b) solid c) ethical d) strong
6. Your ----- played a large part in shaping your personal ethics.
a) family b) company c) school d) childhood
7. Nineteenth century developments such as the telegraph and ----- marked the beginning of the rapid growth in information technology.
a) telex b) telephone c) email d) cell phone
8. Most short reports are in ----- format.
a) letter b) semi block c) full block d) memorandum
9. Your reader get an initial impression in the -----: give careful thought to being concise and clear.
a) title b) beginning c) heading d) ending
10. ----- are often the most read page in a report.
a) prefatory sections b) executive summaries c) table of contents d) supplemental sections



UNIVERSITY OF THE PUNJAB

Fourth Semester - 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: English-IV (Business Communication-II)
Course Code: ENG-222 / ENG-22105

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Part-I Short Questions

Q 1 Give short answer to the following:

(4x5=20)

- i. Briefly explain an intercultural communication model.
- ii. Discuss ethics as a communication issue.
- iii. What challenges do new technologies pose to the organizations? Discuss.
- iv. Define and briefly discuss conference report.

ii. Part-II Subjective Questions (15x2=30)

Q 3. Your company deals in certain food items. Your CEO has appointed you to write a report on the market position of your company's products. (15)

Q 4. Define a proposal and explain the part of the proposal. (15)



UNIVERSITY OF THE PUNJAB

Fourth Semester - 2018

Examination: B.S. 4 Years Programme

Roll No.

PAPER: English-IV (Business Communication-II)

TIME ALLOWED: 15 Mints.

Course Code: ENG-222 / ENG-22105 Part – I (Compulsory) MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Each MCQ carries 1 Mark. This Paper will be collected back after expiry of time limit mentioned above.

Q.1 (a) Each question has four possible answers. Tick(✓)mark.

(1x10=10)

1. Sophisticated
a) Worldly-wise b) simple c) handsome d) polite
2. Pertinacious
a) Stubborn b) agreeing c) confident d) precious
3. Abstract
a) Lively b) dense c) creative d) remove
4. Protract
a) Detached b) prolong c) distort d) violent
5. Stricture
a) Confine b) censure c) binding d) legacy
6. Construe
a) Interpret b) obscure c) structure d) divine faith
7. Vista
a) Clandestine b) clamp c) journey d) prospect
8. Advocate
a) argue b) favour c) claimant d) supporter
9. Voracious
a) vivid b) hungry c) blur d) satiable
10. Revoke
a) withdrew b) participate c) apply d) fail



UNIVERSITY OF THE PUNJAB

Fourth Semester - 2018

Examination: B.S. 4 Years Programme

Roll No.

PAPER: English-IV (Business Communication-II)

TIME ALLOWED: 2 Hrs. & 45 Mints.

Course Code: ENG-222 / ENG-22105 Part – II

MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q.2. Give Short answers to the following:

(4x5=20)

- i. Briefly explain the individual cultural variable: Decision Making.
- ii. Why are Harassment laws increasingly appearing in every country?
- iii. Why are E-mail writing convention becoming more informal than formal?
Discuss.
- iv. Briefly differentiate between progress report and conference report.

Q.3. You have been asked by the financial officer of your company to write an informational report regarding the issue of personnel turnover in one of the manufacturing units of your company. Give causes and recommendation for the improvement of the situation. (10)

Q.4. Define a resume and explain the part of the resume. (10)

Q.5. Your company deals in certain food items. Your CEO has appointed you to write a report on the market position of your company's products. (10)



UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Fourth Semester – 2019

Paper: English-IV (Business Communication-II)

Course Code: ENG-222 / ENG-22105 Part – I (Compulsory) Time: 15 Min. Marks: 10

Roll No. in Fig.

Roll No. in Words.

Signature of Supdt.

ATTEMPT THIS PAPER ON THIS QUESTION SHEET ONLY.

Division of marks is given in front of each question.

This Paper will be collected back after expiry of time limit mentioned above.

Q.1. Encircle the right answer cutting and overwriting is not allowed. (10x1=10)

1. Aversion

a) Agile b) artistic c) enemy d) dislike

2. Vista

a) view b) vegetation c) stream d) creek

3. defamation

a) information b) criticize c) twisted d) mannerism

4. Venal

a) honest b) miser c) greedy d) tearful

5. Elegiac

a) happiness b) blasphemy c) detain d) sorrow

6. Indigent

a) poor b) mediocrity c) affluence d) intention

7. Offensive

a) fetid b) pleasing c) difficult d) friendly

8. Amulet

a) Ominous b) luck c) pray d) supplication

9. Alacrity

a) lazy b) lethargy c) current d) readiness

10. Aver

a) deny b) communicate c) build d) affirm



UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Fourth Semester – 2019

Roll No.

Paper: English-IV (Business Communication-II)

Course Code: ENG-222 / ENG-22105 Part – II

Time: 2 Hrs. 45 Min. Marks: 50

ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Part-I Short Questions

Q2 Give short answer to the following:

(4x5=20)

- i. Briefly explain the individual cultural variable: Chronemics
- ii. Discuss ethics as an organizational responsibility.
- iii. Understanding the Internet is increasingly becoming important. What do you have to say?
- iv. Define and briefly conventions in writing Subject Line.

ii. Part-II Subjective Questions (15x2=30)

Q 3. As head of your unit the HR of your company has asked you to write an analytical report on promotion of deputy manager who worked under you. Give an analysis of the that individual's performance.

(15)

Q 4. You were interviewed by a national company on your college campus. At the end of the interview you were informed that you would soon receive communication in either case. One month has passed since and you have received no response. Write a follow-up letter requesting the concerned personnel to inform you of the decision.

(15)



UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Fourth Semester – 2020

Paper: English-IV (Business Communication-II)

Course Code: ENG-222 / ENG-22105 Part – I (Compulsory) Time: 15 Min. Marks: 10

Roll No. in Fig.

Roll No. in Words.

ATTEMPT THIS PAPER ON THIS QUESTION SHEET ONLY.

Division of marks is given in front of each question.

This Paper will be collected back after expiry of time limit mentioned above.

.....
Signature of Supdt.:

Q.1. Encircle the right answer cutting and overwriting is not allowed. (10x1=10)

1. The _____ in one of the largest registers for the proposal.
a) Business concerns b) Internal customers
c) Clients d) Federal Government
2. _____ above all _____ is needed in intercultural communication.
a) Patience b) Conciseness
c) Legal knowledge d) Good writing skill
3. Organizations typically attempt to create a _____ culture.
a) Religious b) Foreign
c) National d) Corporate
4. Letters to the editor must always be short, clearly written and _____.
a) Typed b) Emailed
c) Entertaining d) Signed
5. Periodic reports are as numerous as there are business _____.
a) Letters b) Organizations
c) Memos d) Emails
6. Professor and school or university department often submit request for _____.
a) Research proposals b) Business proposals
c) Long reports d) Short reports
7. Synonym of Exult
a) Gloomy b) Dejected
c) Rejoice d) Generate
8. Synonym of Residual
a) Uptown b) Abominable
c) Remaining d) Alarming
9. Synonym of Specimen
a) Sample b) Part
c) Plentiful d) Irritating
10. Synonym of Prodigal
a) Kind b) Gulp
c) Cooperative d) Wasteful



ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Part-I Short Questions

Q 1 Give short answer to the following:

(4x5=20)

- I. Define the concept of culture.
- II. Discuss philosophical perspective concerned with ethics and moral issues.
- III. What do you know about the history of technological development? Explain.
- IV. Define and briefly discuss periodic report.

Part-II Subjective Questions (15x2=30)

Q 3. Define a proposal and explain the parts of the proposal.

(15)

Q 4. Your company deals in certain toiletries. For past few months the sale is going down. Your Marketing Manager has asked you to investigate the reasons for the decrease in sale by writing a report on the decline.

(15)



UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Fourth Semester – Spring 2022

Roll No.

Paper: English-IV (Business Communication-II)

Course Code: ENG-222

Time: 3 Hrs. Marks: 60

THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED

Q.1. Answer the following short questions.

(6x5=30)

- a). Why is effective communication necessary in business?
- b). What do we mean by culture?
- c). Why is it important to understand the cultural values of a particular group in business communication?
- d). What do you mean by ethical concerns in business communication?
- e). Write five parts of a business letter.
- f). What is a refusal letter?

Q.2. Answer the following questions

(3x10=30)

- a). Write a letter congratulating the G.M. of a business firm on completion of twenty-five year of business life.
- b) Write a report for your GM appraising him of the need for new ideas to boost the business.
- c). Write a job application for the post of software engineer in a reputable company.