

Business Communication II (15_23) Solved Short Questions By
Aryan Ashraf=03114030609

1. a). What do you mean by business communication?
2. b). How can technology help us in effective business communication?
3. c). What are the tools of effective business communication?
4. d). What is the importance of ethical concerns in business communication?
5. e). What is a formal business proposal?
6. f). What kind of language we need to use in formal business letters?
7. a). Why is effective communication necessary in business?
8. b). What do we mean by culture?
9. c). Why is it important to understand the cultural values of a particular group in business communication?
10. d). What do you mean by ethical concerns in business communication?
11. e). Write five parts of a business letter.
12. f). What is a refusal letter?
13. 1. Define the concept of culture.
14. II. Discuss philosophical perspective concerned with ethics and moral issues.
15. III. What do you know about the history of technological development? Explain.
16. IV. Define and briefly discuss periodic report.
17. 1. Briefly explain the individual cultural variable: Chronemics
18. ii. Discuss ethics as an organizational responsibility.
19. lil. Understanding the Internet is increasingly becoming important. What do you have to say?
20. lv. Define and briefly conventions in writing Subject Line.
21. i. Briefly explain the individual cultural variable: Decision Making.
22. ii. Why are Harassment laws increasingly appearing in every country?
23. lil. Why are E-mail writing convention becoming more informal than formal? Discuss.
24. iv. Briefly differentiate between progress report and conference report.
25. i. Briefly explain an intercultural communication model.
26. ii. Discuss ethics as a communication issue.
27. iii. What challenges do new technologies pose to the organizations? Discuss.
28. iv. Define and briefly discuss conference report.
29. I. Differentiate between culture and ethnocentrism.
30. II. Explain the cultural variable of religion with reference to its effect on business communication.

31. III. What is synopsis or executive summary? Briefly explain.

32. IV.. What are informal ways of communicating ethics?

33. V. Define proposal and briefly explain its types.

a). What do you mean by business communication? (2023)

Business communication is the process of sharing information between people both inside and outside a company. It involves the use of various methods like emails, reports, meetings, and presentations to convey messages, make decisions, solve problems, and achieve business goals. Effective communication ensures that everyone is informed, aligned, and working toward the same objectives, which helps the business operate smoothly.

b). How can technology help us in effective business communication?

Technology enhances effective business communication by providing tools that make communication faster, more reliable, and more efficient. **For instance**, emails allow quick and easy exchange of information, video conferencing enables face-to-face meetings regardless of location, and instant messaging helps in real-time collaboration. These technologies also help in storing and organizing information, making it accessible whenever needed, which improves decision-making and productivity.

c). What are the tools of effective business communication?

The tools of effective business communication include a variety of methods and technologies that facilitate the exchange of information. These tools include emails for formal communication, reports for detailed information sharing, memos for brief updates, presentations for visual communication, meetings for discussions, video conferencing for remote communication, and instant messaging for quick exchanges. Each tool serves a specific purpose and helps in achieving effective communication within and outside the organization.

d). What is the importance of ethical concerns in business communication?

Ethical concerns in business communication are crucial because they establish trust, credibility, and integrity in relationships with clients, employees, and other stakeholders. Ethical communication involves being honest, transparent, and respectful in all interactions. It also means avoiding deception, respecting confidentiality, and ensuring that the information shared is accurate and fair. Upholding these ethical standards helps maintain a positive reputation and fosters a healthy work environment.

e). What is a formal business proposal?

A formal business proposal is a structured document that presents a detailed plan or suggestion for a project, product, or service. It is used to persuade a potential client, partner, or stakeholder to support or approve the proposed idea. The proposal typically includes

objectives, strategies, timelines, costs, and benefits, all presented in a clear and organized manner. A well-written proposal can help secure business opportunities and foster partnerships.

f). What kind of language do we need to use in formal business letters?

In formal business letters, the language used should be clear, polite, and professional. The tone should be respectful, and the vocabulary should be appropriate for the business context. It is important to avoid slang, casual expressions, or overly complex language. The message should be concise and to the point, ensuring that the purpose of the letter is communicated effectively. Using correct grammar and punctuation is also essential in maintaining a professional image.

a). Why is effective communication necessary in business? (2022)

Effective communication is necessary in business because it enables clear and accurate exchange of information, which is essential for decision-making, problem-solving, and collaboration. It helps in building strong relationships with clients, employees, and partners by ensuring that everyone understands the goals, expectations, and responsibilities. Effective communication also reduces the chances of misunderstandings, conflicts, and errors, leading to increased productivity and a positive work environment.

b). What do we mean by culture?

Culture refers to the collective values, beliefs, customs, practices, and social behaviors that are shared by a particular group of people. It shapes how individuals think, behave, and interact with others. In a business context, culture influences how people communicate, make decisions, and approach work. Understanding culture is important for effective communication, especially in a diverse or international business environment.

c). Why is it important to understand the cultural values of a particular group in business communication?

Understanding the cultural values of a particular group is important in business communication because it helps in building rapport, avoiding misunderstandings, and respecting differences. Different cultures have different communication styles, decision-making processes, and attitudes toward time, authority, and formality. By understanding these cultural values, you can tailor your communication approach to be more effective and appropriate, which can lead to better business relationships and outcomes.

d). What do you mean by ethical concerns in business communication?

Ethical concerns in business communication refer to the moral principles that guide how information is shared and interactions are conducted. This includes being truthful, transparent, and respectful in all forms of communication. It also involves protecting sensitive information, avoiding misleading or deceptive practices, and ensuring that communication is fair and non-discriminatory. Addressing ethical concerns is essential for maintaining trust, credibility, and integrity in business relationships.

e). Write five parts of a business letter.

Five essential parts of a business letter are:

1. **Header:** Includes the sender's address, the date, and the recipient's address.
2. **Salutation:** A greeting that addresses the recipient, usually beginning with "Dear [Name]."
3. **Body:** The main content of the letter where the message is conveyed.
4. **Closing:** A polite ending phrase, such as "Sincerely" or "Best regards."
5. **Signature:** The sender's handwritten or typed name and title, often followed by their contact information.

f). What is a refusal letter?

A refusal letter is a type of business letter that is used to formally decline a request, offer, or proposal. It is important to write a refusal letter in a polite and professional manner, explaining the reasons for the refusal while also expressing appreciation for the opportunity. The goal is to maintain a positive relationship with the recipient despite the rejection, by being clear, respectful, and considerate in the communication.

1. Define the concept of culture. (2020)

Culture is a set of shared values, beliefs, customs, practices, and social behaviors that characterize a group of people. It influences how individuals perceive the world, interact with others, and approach various aspects of life, including communication, work, and decision-making. In a business context, understanding culture is essential for effective communication and collaboration, especially in diverse or international settings.

II. Discuss the philosophical perspective concerned with ethics and moral issues.

The philosophical perspective on ethics and moral issues involves the study of principles that determine what is right and wrong, good and bad. It explores the values and rules that guide human behavior and decision-making. In business communication, this perspective helps in making ethical decisions that are fair, honest, and respectful, ensuring that communication is conducted in a way that upholds the moral integrity of the organization.

III. What do you know about the history of technological development? Explain.

The history of technological development traces the evolution of tools and systems that have transformed human life and work. From the invention of the telegraph and telephone, which revolutionized communication, to the rise of the internet and smartphones, which have made information exchange instantaneous and global, technology has continuously advanced, improving efficiency, productivity, and connectivity in business communication.

IV. Define and briefly discuss a periodic report.

A periodic report is a document that provides regular updates on the progress, status, or performance of a project, task, or business activity. It is typically submitted on a weekly, monthly, or quarterly basis and includes information such as completed tasks, current issues, and upcoming activities. Periodic reports are essential for keeping stakeholders informed, tracking progress, and making necessary adjustments to ensure that objectives are met.

1. Briefly explain the individual cultural variable: Chronemics. (2019)

Chronemics is the study of how different cultures perceive and use time in communication. In some cultures, time is viewed as a strict, linear resource that should be managed efficiently, leading to punctuality and a focus on deadlines. In other cultures, time may be seen as more flexible, with a greater emphasis on relationships and the present moment. Understanding chronemics is important in business communication, as it helps in managing time expectations and interactions with people from different cultural backgrounds.

ii. Discuss ethics as an organizational responsibility.

Ethics as an organizational responsibility involves creating a culture where ethical behavior is expected, promoted, and enforced throughout the organization. This includes establishing clear ethical guidelines, providing training on ethical issues, and ensuring that all employees understand and adhere to these standards. Ethical responsibility also involves being transparent in communication, treating employees and customers fairly, and making decisions that consider the broader impact on society and the environment. Upholding ethical standards is essential for building trust, credibility, and long-term success.

iii. Understanding the Internet is increasingly becoming important. What do you have to say?

Understanding the Internet is increasingly important because it is a central tool for communication, marketing, research, and business operations in the modern world. The Internet provides access to vast amounts of information, connects people globally, and offers platforms for conducting business activities, such as e-commerce and digital marketing. Being knowledgeable about how the Internet works, how to use it effectively, and how to protect against cyber threats is essential for staying competitive and successful in today's business environment.

iv. Define and briefly explain conventions in writing the Subject Line.

The subject line in a business email is a brief, informative statement that summarizes the content of the email. It should be clear, concise, and relevant to grab the recipient's attention and provide an idea of what the email is about. Conventions for writing a subject line include using action words, keeping it short (ideally no more than 50 characters), and ensuring that it accurately reflects the main point or purpose of the email. A well-written subject line helps in setting the right expectations and increases the chances of the email being read promptly.

i. Briefly explain the individual cultural variable: Decision Making. (2018)

Decision-making as a cultural variable refers to the different ways cultures approach making decisions. In some cultures, decision-making may be quick and driven by individual authority, with a focus on efficiency and results. In other cultures, decisions may involve a more collaborative process, with input from various stakeholders and a focus on consensus. Understanding these differences is important in international business.

ii. Why are Harassment laws increasingly appearing in every country?

Harassment laws are increasingly appearing in every country due to the growing recognition of the need to protect individuals from abusive behavior, particularly in the workplace. These laws are designed to create a safe and respectful environment where employees can work without fear of discrimination, intimidation, or harassment. The rise in awareness, along with movements advocating for human rights and equality, has led governments worldwide to implement and strengthen these laws to ensure that everyone is treated with dignity and respect.

iii. Why are E-mail writing conventions becoming more informal than formal? Discuss.

Email writing conventions are becoming more informal due to the increasing integration of digital communication into everyday business interactions. As people become accustomed to the casual tone used in instant messaging and social media, this informality has begun to influence email communication as well. Despite this shift, maintaining a level of professionalism is still important, especially in formal business contexts. The trend towards informality reflects the broader cultural change in communication styles but should be balanced with respect and clarity.

iv. Briefly differentiate between progress reports and conference reports.

A progress report provides updates on the current status of a project or task, focusing on what has been completed, what is currently being worked on, and what still needs to be done. It serves to inform stakeholders about the progress made toward achieving specific goals. On the other hand, a conference report summarizes the key discussions, decisions, and outcomes of a meeting or conference. It records what was discussed, the conclusions reached, and any agreed-upon actions, ensuring that all participants are informed of the results.

i. Briefly explain an intercultural communication model. (2017)

An intercultural communication model explains how people from different cultures exchange information and understand each other. It considers factors like language barriers, cultural norms, non-verbal cues, and context, which all influence communication. The model aims to ensure that despite cultural differences, the message is accurately understood by both parties. Understanding these factors is key to effective communication in diverse settings, helping to bridge cultural gaps and prevent misunderstandings.

ii. Discuss ethics as a communication issue.

Ethics as a communication issue involves ensuring that the information conveyed is truthful, fair, and respectful. It means avoiding deception, being transparent, respecting confidentiality, and communicating in a way that builds trust and credibility. Ethical communication is crucial for maintaining good relationships, as it fosters honesty and respect among stakeholders. When ethics are compromised, it can lead to mistrust, damaged reputations, and a breakdown in communication.

iii. What challenges do new technologies pose to organizations? Discuss.

New technologies pose several challenges to organizations, including the need for continuous learning and adaptation to keep up with technological advancements. They also introduce cybersecurity risks, requiring organizations to invest in security measures to protect sensitive data. Additionally, the pressure to stay competitive in a rapidly changing tech landscape can strain resources. Organizations must also reconsider their communication and information management strategies to effectively integrate new technologies into their operations.

iv. Define and briefly discuss a conference report.

A conference report is a document that summarizes the key points, discussions, decisions, and actions agreed upon during a meeting or conference. It serves as a formal record of the event and ensures that all participants are informed of the outcomes. This report is often used for reference, to track decisions made, and to ensure that follow-up actions are carried out as agreed.

I. Differentiate between culture and ethnocentrism. (2015)

Culture refers to the shared values, beliefs, customs, and practices of a group of people, shaping how they see the world and interact with others. Ethnocentrism, however, is the belief that one's own culture is superior to others, leading to a biased judgment of other cultures. While culture promotes understanding and identity, ethnocentrism can lead to misunderstandings, conflicts, and a lack of appreciation for cultural diversity in communication.

II. Explain the cultural variable of religion with reference to its effect on business communication.

Religion as a cultural variable significantly impacts business communication by influencing how people interact, make decisions, and conduct themselves in the workplace. Different religions have unique practices, holidays, and moral values that can affect communication styles and expectations. **For example**, understanding religious observances can help avoid scheduling conflicts and show respect for colleagues' beliefs. Being aware of these religious differences is crucial for respectful, effective, and inclusive communication in a diverse business environment.

III. What is a synopsis or executive summary? Briefly explain.

A synopsis or executive summary is a concise overview of a document, report, or proposal. It highlights the main points, key findings, and conclusions, allowing the reader to quickly grasp the essential information without reading the entire document. In business, it is often used to summarize long reports for busy executives, helping them make informed decisions quickly. The executive summary serves as a snapshot of the document's content and purpose.

IV. What are informal ways of communicating ethics?

Informal ways of communicating ethics include leading by example through behavior, discussing ethical issues during casual conversations, and encouraging open dialogue about what is right and wrong in everyday situations. These methods help reinforce ethical standards within an organization without relying solely on formal policies or training sessions. By integrating ethics into the daily routine and interactions, organizations can create a culture of integrity and accountability.

V. Define proposal and briefly explain its types.

A proposal is a formal document or plan presented to suggest a course of action or to request approval, funding, or support for a project, service, or idea. It outlines the objectives, strategies, and benefits of the proposed action and often includes details such as timelines, costs, and expected outcomes. Proposals are commonly used in business to persuade stakeholders to agree to or fund a particular initiative.

Types of Proposals:

- 1. Solicited Proposal:** This type of proposal is submitted in response to a request from a client or organization. The requester provides specific guidelines or requirements that the proposal must address. These are often competitive, as multiple vendors or service providers may submit proposals for the same project.
- 2. Unsolicited Proposal:** Unlike solicited proposals, unsolicited proposals are submitted without a formal request. These are typically used to introduce new ideas, services, or products to potential clients or investors who may not be actively seeking such proposals.
- 3. Internal Proposal:** This is presented within an organization, usually to upper management or a department, to suggest improvements, new projects, or changes to existing processes. The goal is to gain approval or resources from within the organization.
- 4. External Proposal:** This is submitted to an external organization or client, often for business purposes like securing a contract, partnership, or funding. External proposals aim to build relationships or win business from outside entities.
- 5. Grant Proposal:** Specifically aimed at securing funding from government agencies, foundations, or other grant-making organizations, this type of proposal outlines a project or research plan and justifies the need for financial support. It typically includes detailed budgets and timelines.

LONG QUESTIONS

(2023)

- a). What is a short report? What are the points we need to keep in mind while writing a report?
- b) Write a sample formal report considering that you are a businessman.
- c). Think of a new business and write a detailed proposal.

(2022)

- 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.

(2020)

- Q3. Define a proposal and explain the parts of the proposal. (15)
- Q4. 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)

(2019)

- Q3. 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)
- Q4. 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)

(2018)

- 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)

(2017)

Q3. 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)

Q4. Define a proposal and explain the part of the proposal.(15)

(2015)

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)