



# UNIVERSITY OF THE PUNJAB

Third Semester 2012  
Examination: B.S. 4 Years Programme

Roll No. ....

PAPER: Communication Skills (IT)  
Course Code: ENG-21452

TIME ALLOWED: 2 hrs. & 30 mins.  
MAX. MARKS: 60

**Attempt This Paper on Separate Answer Sheet provided.**

**Attempt all the Questions from Section A and from Section B. All carries Equal Marks**

## **Section-A(30 Marks)**

1. "Resume is a marketing tool" explain.
2. How can you make your presentation effective?
3. Write three different kinds of resumes.
4. Students who spent the most time meeting with their groups got the highest score. Comment.
5. What is the purpose of oral presentation?
6. Time management is an important factor in presentation. Elaborate.
7. Differentiate between verbal and non-verbal communication.
8. Opening statements attempt to gain reader's attention. Justify.
9. What should we use visual in our presentation. Does it make our presentation effective?
10. Non-verbal symbols can be misinterpreted. Justify.

## **Section-B (30 Marks)**

1. Write a memo to your boss that you will be out of town two days next week and three days the following week to inspect some land your firm is thinking of buying.
2. What are the presentation strategies and how can we deliver an effective presentation?
3. Write the five planning steps of effective communication. Elaborate each with example.



# UNIVERSITY OF THE PUNJAB

Third Semester 2013

Examination: B.S. 4 Years Programme

Roll No. ....

PAPER: Communication Skills (IT)

Course Code: ENG-21452/ENG-231

TIME ALLOWED: 2 hrs. & 30 mins.

MAX. MARKS: 50

Attempt This Paper on Separate Answer Sheet provided.

Subjective

Q 3. Answer the following questions in detail. All questions carry equal marks. (10x5= 50)

- Explain the 7C's of effective communication in detail.
- What are the essential parts of a good business presentation?
- What are the different parts of a resume'/C.V.?
- Elaborate the different pre-interview preparation techniques?
- What is the letter writing process? Describe different letter formats.



# UNIVERSITY OF THE PUNJAB

Third Semester 2014  
Examination: B.S. 4 Years Programme

Roll No. ....

**PAPER: Communication Skills (IT)**  
**Course Code: ENG-231 / ENG-21452**

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

**Attempt This Paper on Separate Answer Sheet provided.**

## SUBJECTIVE

Note: Attempt this paper on the separate sheet provided.

**Q3: Answer the following short questions.**

**(5x4=20 marks)**

- I. Discuss the role of audio visual aids in oral presentations.
- II. What is persuasive writing?
- III. What are the standard parts of a business letter?
- IV. What is business communication?
- V. Discuss various ways of improving listening skills?

**Q.4: Answer the following in detail.**

**(10x3=30 marks)**

- I. Discuss the 7C's effective communication in detail.
- II. Discuss the strategies for improving oral presentations.
- III. Discuss the process of taking minutes.



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Roll No. ....

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

PAPER: Communication Skills (IT)  
Course Code: ENG-231/

TIME ALLOWED: 30 mins.  
MAX. MARKS: 10

*Attempt this Paper on this Question Sheet only.*

## OBJECTIVE

Note:- Please attempt all questions from all THREE PARTS. You are required to solve the questions of PART-I on the separate sheet provided to you which shall be taken back after '30' minutes. Encircle your desired answer of objective type questions with great care. Cutting and overwriting in objective type questions must be avoided.

### PART-I (Objective Type)

Q No.1 (A) Please encircle the correct answer. (Each question carries ONE mark)

Q1- Communication is about the exchange of

- a. Economy
- b. Masses
- c. Channels
- d. Ideas

Q2- \_\_\_\_\_ is an important document which indicates state of market.

- a. Business Report
- b. Market Report
- c. News Report
- d. Weather Report

Q3- Reading is \_\_\_\_\_ process.

- a. Active
- b. Slow
- c. Dull
- d. Passive

Q4- Skimming increases speed of \_\_\_\_\_.

- a. Writing
- b. Reading
- c. Speaking
- d. Listening

Q5- Complimentary close is a kind of \_\_\_\_\_.

- a. Welcome note
- b. Attention note
- c. Good-by note
- d. Subject Note

(P.T.O.)

**Q6-** If receiver of a message gives positive feedback to its source, its called \_\_\_\_\_.

- a. Mass Communication
- b. Business Communication
- c. Effective Communication
- d. All of above

**Q7-** Which one is the part of 7 C's \_\_\_\_\_.

- a. Clarity
- b. Comprehensiveness
- c. Completeness
- d. All of above

**Q8-** Verbal Communication includes \_\_\_\_\_.

- a. Written words
- b. Spoken words
- c. Both 'a' and 'b'
- d. Only 'a'

**Q9-** Use of indicators while driving is an example of \_\_\_\_\_ communication.

- a. Verbal Communication
- b. Vocal Communication
- c. Non-Verbal Communication
- d. None of above

**Q10-** Sharing of information between people within an organization that is performed for the commercial benefit of the organization is called \_\_\_\_\_.

- a. Organizational Communication
- b. Marketing Communication
- c. Business Communication
- d. None of above



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MAX. MARKS: 50

*Attempt this Paper on Separate Answer Sheet provided.*

## **SUBJECTIVE**

### **PART-II**

(Short Questions)

**Q No.2** Give short answers of any **FOUR** of the following. (20)

- Q1- Discuss the role of audio-visual aid in oral presentation. (05)
- Q2- Differentiate between verbal and non verbal communication with examples. (05)
- Q3- Briefly discuss standard parts of a business letter? (05)
- Q4- Briefly discuss various parts of a resume (CV)? (05)
- Q5- Briefly discuss few tips of effective business writing skills? (05)

### **PART-III**

(Subjective Type)

**Q3-** Answer the following questions in detail. (10+10+10=30)

- 1) Define business communication. Explain its importance within an organization.
- 2) Describe various presentation skills and strategies with necessary details. How we can improve oral presentation skills?
- 3) Explain 7 C's of effective communication. What is their importance in Business Communication.



# UNIVERSITY OF THE PUNJAB

Third Semester 2017  
Examination: B.S. 4 Years Programme

Roll No.

35

PAPER: Communication Skills (IT)  
Course Code: ENG-231/21452

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

*Attempt this Paper on Separate Answer Sheet provided.*

## SUBJECTIVE

### PART- II

(Short Questions)

3rd Semester

IT

Q. 2 Give short answers of any FOUR of the following (20)

- i. Explain any two of the 7cs principles of effective communication.
- ii. Explain verbal communication.
- iii. How minutes of a meeting are taken?
- iv. Explain different parts of a resume.
- v. What are steps involved in creating a business message?

### PART- III

(Subjective Questions)

Q.3. Answer the following questions. (30)

- i. Define communication. What are 7cs of effective business communication?
- ii. Explain different parts of a business letter in detail.
- iii. Explain process of writing in detail.



# UNIVERSITY OF THE PUNJAB

Roll No. ....

Third Semester 2018  
Examination: B.S. 4 Years Programme

**PAPER: Communication Skills (IT)**  
**Course Code: ENG-231/21452**

**TIME ALLOWED: 30 mins.**  
**MAX. MARKS: 10**

*Attempt this Paper on this Question Sheet only.*

Part-I

(Objective Type)

Q. 1. (A) Encircle the correct answer.

- i. The most important goal of business communication is \_\_\_\_\_.
  - a. Favorable relationship between sender and receiver
  - b. Organizational good will
  - c. Receiver response
  - d. Receiver understanding
  
- ii. Horizontal communication takes place between \_\_\_\_\_.
  - a. Superior to subordinate
  - b. Subordinate to superior
  - c. Employees with same status
  - d. None of these
  
- iii. An effective oral presentation has \_\_\_\_ part.
  - a. 2
  - b. 3
  - c. 4
  - d. 5
  
- iv. Form letters are also known as \_\_\_\_\_.
  - a. Circular letters
  - b. Formal letters
  - c. Bad news letters
  - d. Persuasive sales letters

PTO



v. In block text format, you do not \_\_\_\_ each paragraph.

- a. Indent
- b. Punctuate
- c. Margin
- d. Transition

vi. The \_\_\_\_\_ of business letter is called layout.

- a. Body
- b. Content
- c. Pattern
- d. All of the above

vii. A memorandum (memo) is considered a brief form of written communication for:

- a. Internal use
- b. External use
- c. Formal use
- d. Legal use

viii. When a group agrees to support and commit to the decision of the group, they have reached \_\_\_\_\_

- a. A consensus
- b. A census
- c. A analysis
- d. A solution

ix. Attempt to know the gist of the text is known as \_\_\_\_\_.

- a. Skimming
- b. Inference
- c. 3 SQR
- d. Scanning

x. Our address and phone numbers are shown on \_\_\_\_\_.

- a. Letter head
- b. Snail mail
- c. Postage
- d. Salutation



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Third Semester 2018  
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MAX. MARKS: 50

*Attempt this Paper on Separate Answer Sheet provided.*

## **SUBJECTIVE**

### **PART-II**

(Short Questions)

**Q. 2. Give short answers of any FOUR of the following (20)**

- i. Explain PAL in a presentation.
- ii. What is e-mail writing?
- iii. Explain any two principles of writing.
- iv. What do you mean by verbal communication?
- v. What do you mean by teleconferencing?

### **PART-III**

(Subjective Questions)

**Q. 3. Answer the following questions. (30)**

- i. Define communication. What are 7cs for effective business communication?
- ii. Discuss the strategies which may be helpful in reducing stage fright.
- iii. What are the steps involved in creating a business message. Discuss them in detail.