Course Code: MG 3233
Course Title: Business Communications-I
Program: BBA/BS-IT
Semester: Summer 2009

This is a three-hour examination and consists of review questions only. You may attempt not more than six review questions.

Q.1 What are the components of Communication? Define and describe each.

Q.2 Differentiate between conciseness and concreteness in detail.

Q.3 What is meant by the following:
   a. National cultural variables
   b. Individuals cultural variables

Q.4 Define ethics and describe communication as an ethical issue.

Q.5 Explain any THREE of the following:
   i. Voice Mail
   ii. Teleconferencing
   iii. Fax
   iv. Press Release

Q.6 Explain the basic organizational plans that are necessary for writing effective business messages.

Q.7 Explain the standard parts of a Business Letter.

Q.8 Define Good News. Explain its implementation plan.

Q.9 Define Bad News. Explain Direct and Indirect Plan.

Q.10 Define Persuasive Message and Prepare a layout of delivering the message.