



**PRESTON
UNIVERSITY**

Kohat - Islamabad - Lahore - Peshawar - Faisalabad

**TERMINAL
EXAMINATION**

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 Plans.
- Q.10 Define a Persuasive Message and Proper Layout of delivering the message.

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