



ALLAMA IQBAL OPEN UNIVERSITY  
Semester Terminal Exam Autumn 2020

Program /level:	BBA/Graduation	Maximum Marks	100
Title /Course Code	<b>Business Communication-I (8410)</b>	Pass marks	50

**Instructions for Exams:**

1. Attempt All Questions.
2. Write answers in your own words and avoid copying from an internet source or any book.
3. Be precise, avoid unnecessary details, answer to each question must be between 600-800 words.
4. Students are advised to upload their answer sheets/solutions on LMS portal as soon as they complete their answers and not to wait for 8:30 PM.
5. Submissions after due date & time will not be entertained. Attach undertaking with each course code which were allowed to attempt in Urdu.
6. If plagiarism found, Student may be declared fail.

Q. No.	Questions	Marks
1	Explain all elements of communication process in detail. Compare and contrast communication process across public and private sector organizations.	33
2	Write a detailed note with examples on how cultural variables effect international communication. Discuss cases from the Fortune 500 firms.	33
3	Write a detailed note on active voice. Provide detailed examples from daily business interactions.	34