



ALLAMA IQBAL OPEN UNIVERSITY
Semester Terminal Exam Autumn 2020

Program /level:	B.Com/Associate Degree Program	Maximum Marks	100
Title /Course Code	Business Communication (1416)	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 can attempt paper on any white page. Mention Roll No. , Name & Signature on every page. Attach undertaking with each course code.
5. Students are advised to post their answer sheets to their tutor well in time so the same must reach on or before **20-06-2021**.
6. Submissions after due date & time will not be entertained.

Q. No.	Questions	Marks
1	Business processes involve different presentations. What factors need to be observed during presentation of material?	33
2	Explain five planning steps that are required to have a good business communication. Take any of the business as example and implement those five planning steps on it, as supporting evidence to your answer?	33
3	How A.V. Aids helpful in making a message more meaningful? Is there reason to doubt that evidence? Discuss it in detail	34