

**Total Marks = 90**

**Q.2 (a)** When critiquing a document, concentrate on the following:

- ❑ **Are the assignment instructions clear?** Be sure to determine whether the directions given with the initial assignment were clear and complete. Making sure the directions are specific and understandable saves time for both the writer and the person giving the critique.
- ❑ **Does the document accomplish the intended purpose?** Is the purpose clearly stated? Does the body support the stated purpose? You might outline the key points to see whether they support the main idea. Is the conclusion supported by the data? Are the arguments presented logically? If the document fails to accomplish its purpose, it must be rewritten.
- ❑ **Is the factual material correct?** A proposal to provide nationwide computer-training service for \$ 15 million would be disastrous if your intention was to provide those services for \$ 150 million. Be sure you pay strict attention to detail. Professionals such as McDonald's David Giarla know that all factual errors must be corrected.
- ❑ **Does the document use unambiguous language?** Readers must not be allowed to interpret the meaning in any way other than intended. If you interpret a message differently from what a writer intended, the writer is at fault, and the document must be revised to clarify problem areas.
- ❑ **Can the document truly be improved?** The answer to this question is usually yes given enough time.
- ❑ **Can you justify the time needed for a rewrite or a revision?** Will deadlines be missed? Will other priorities suffer from a delay? For example, if a production line is down and the document in question is a description of what's wrong or how to fix it, any polishing beyond accuracy and clarity is secondary to getting the production line running again.
- ❑ **Will your request have a negative impact on morale?** Are the changes to be made a purely personal preference? If you regularly make unexplained or inconsistent changes to a person's writing efforts, that writer can become demoralized.

**Q.2 (b)** The candidate must have covered at least four differences between two cultures in respect to nonverbal communication.

Nonverbal communication plays a significant role in understanding verbal communication. It is important to learn about nonverbal communication as it may convey different meanings in different cultures. We can understand this phenomenon by comparing nonverbal communication in Pakistani and USA culture.

**i) Gesture and posture:**

In Pakistani culture a hand shake between a man and woman is not considered to be appropriate. Whereas in USA, it is norm to shake hands when meeting people formally irrespective of whether you are a man or a woman. There is a bright chance that general public in Pakistani streets give an entirely inappropriate meaning to a shake hand between two executives of opposite genders.

**ii) Space:**

In countries like Pakistan, proximity between opposite genders is unacceptable. A male member from USA has to maintain an appropriate distance when standing near a

female from Pakistan. On other hand, in USA, physical nearness of opposite genders is not an issue. In fact physical proximity is considered to be an indication of warmth. On the contrary, high distance indicates formality or at times rudeness.

Another interesting difference is a space between the same genders. Physical proximity between males is thought to be an indication of friendliness in Pakistani culture whereas in USA culture such proximity is considered to be offensive or may be interpreted as a gesture of homosexuality.

**iii) & iv) Eye Contact and Touch:**

In Pakistani culture maintaining an eye contact of a female with opposite gender is still not considered appropriate by many people. Whereas, in USA culture not maintaining an eye contact by any gender is thought to be an indication of shyness or rudeness. One might think that you lack confidence if you do not maintain eye contact.

In Pakistani culture hugging a female member in an organization may be thought to be very offensive. On the contrary, in USA culture it shows warmth and appreciation.

In short it can be said that while choosing nonverbal communication one needs to study culture carefully as in different culture nonverbal communication may convey different meanings.

**NOTE: The candidate may come up with some other examples of nonverbal communication depending on his chosen cultures, so answers would definitely vary from a person to person.**

**Q.3 (a)** By view communication as a process, you can identify and improve the skills you need in order to be more successful – and you can recognize the many places and ways in which communication can fail. Many variations on this process model exist, but these eight steps provide a practical overview:

1. The sender has an idea.
2. The sender encodes the idea as a message.
3. The sender produces the message in a transmittable medium.
4. The sender transmits the message through a channel.
5. The audience receives the message.
6. The audience decodes the message.
7. The audience responds to the message.
8. The audience provides feedback.

**Q.3 (b)** The candidate must figure out the personality based on his knowledge about low context and high context cultures.

**Hilton**  
**Internal Memo**

**To: Lauren Eastman**

**From: David**

**Date: June 11, 2009**

**Subject: Recent Business Trip to USA**

I am writing you with reference to your task to explain the possible personality traits of our upcoming CEO in the light of my knowledge of high and low context culture.

**Cultural Context:**

Communication occurs within a cultural context, the pattern of physical cues, environment stimuli, and implicit understanding that convey meaning between the two members of the same culture. There are two main cultures exist in the world in respect to communication which are as follows:

**1. Low context culture**

People from Canada, USA, and European countries are considered to be from low context culture. They rely more on verbal communication and less on circumstances and cues to convey meaning. Moreover, rules and expectations are usually spelled out in low context culture. Another important aspect of this context culture is that people's primary task of communication is exchanging information. This means in low context culture people do not believe in building relations. They are quite practical and of the view that communication should be explicit not implied.

**High Context Culture**

In high context culture people rely less on verbal communication and more on the context of nonverbal actions and environment setting to convey meaning. For instance, a Chinese speaker expects the receiver to discover the essence of a message and uses indirectness and metaphor to provide a web of meaning. Moreover, the rules of everyday life are rarely explicit in high context culture. The primary goal of communication is building relationship not exchanging information contrary to low context culture.

**The Possible Personality Traits of the Forthcoming CEO**

Our new CEO belongs to USA which is a region falls in low context culture, so there is a possibility that he prefers explicit communication. Moreover, we should expect a very pragmatic approach from him as people from low context culture are usually very practical and rarely believe in building relationships. They are known as straight forward. We should expect from him well defined instructions too as people from low context culture spell out the rules very clearly and expect others to follow them.

In the end, I would like you to contact me for any further query on high and low context culture.

**Q.4 (a) Five Tips for Making Presentations Around the World:**

- 1. Speak slowly and distinctly.** The most common complaint of international audiences is that English speakers talk too fast. If you speak too rapidly, your less-fluent listeners will be lost. Articulate every word carefully. Emphasize consonants for clarity, and pause frequently so that the audience will have time

to absorb each key point.

2. **Repeat key words and phrases.** When audiences are less familiar with your language, they need to hear important information more than once. In addition, they may not be familiar with synonyms, so refer to key points in the same way throughout your presentation.
3. **Aim for clarity.** Keep your message simple. Eliminate complex sentence structure, abbreviations, and acronyms. Avoid two-word verbs such as look over and check out.
4. **Communicate with body language.** Establish a relationship with your audience through strong eye contact. And don't forget to smile! Smiles and other facial expressions are universally recognized. Moreover, multilingual audiences pay close attention to a speaker's body language to get clues about the meanings of unfamiliar words.
5. **Support your oral message with visual aids.** For most audiences, visual messages support and clarify spoken words. Develop handouts, flip charts, or slides for your presentation, using simple words to describe your key points. To eliminate problems with rapid speech, unclear pronunciations, or strange accents, prepare captions both in English and in your audience's native language.

**Q.4 (b) Following points must be covered by the candidate:**

**Salman needs to take into account the following suggestions to overcome anxiety in oral presentation:**

1. **PREPARE MORE MATERIAL THAN NECESSARY:** Extra knowledge will reduce his anxiety.
2. **PRACTICE, PRACTICE, PRACTICE:** He must practice his presentation as the more familiar you are with your material the less panic you will feel.
3. **THINK POSITIVELY:** Instead of losing confidence he should see himself as polished and professional as it will help him sound professional.
4. **VISUALIZE YOUR SUCCESS:** He must visualize himself as a confident person in front of the audience. This will boost his confidence and root out his fear.
5. **TAKE A FEW DEEP BREATHS:** Before one begins to speak, he should remember that his audience wants him to succeed, too.
6. **BE READY:** He should memorize your first sentence so you could open on a confident note. This is a very productive tip as once one sets the first impression right the rest becomes easier.
7. **BE COMFORTABLE:** He should dress properly for the situation but as comfortably as possible. If someone does not feel comfortable in his/her attire he or she would remain distracted and may lose confidence.
8. **MAINTAIN EYE CONTACT WITH FRIENDLY AUDIENCE MEMBERS:** He must make sure to maintain his eye contact with the audience, shifting his gaze around the room periodically to connect with individual audience

members.

**Q.4 (c) Collection Letter:**

Letters are used for written messages to individuals outside an organization and also used to communicate formal written messages to employees within an organization.

Most letters contain seven standard parts:

- ☐ Heading
- ☐ Inside address
- ☐ Salutation
- ☐ Body
- ☐ Complimentary close
- ☐ Signature block
- ☐ Reference initials

**Note:** No fixed answer to this question can be framed. Various examinees would treat the task differently.

**(Sample collection letter format)**

February 16, 2013

The Finance Manager,  
M/S Alpha Communication  
D-40, Shahra-e-Faisal,  
Karachi.

**Subject: Payment not Received.**

Dear Sir,

As you are usually very prompt in settling your accounts, we wonder whether there is any special reason why we have not received payment of this account, which is already a month overdue.

We must remind you that unusually low prices were quoted to you on the understanding of an early settlement.

We are sure that you will not think it is unreasonable for us to ask for immediate payment of this balance.

Yours sincerely,

Manager

**Q.5 (a) Report writing Sample:**

Many reports are written in business. They are a very important method of gaining and giving information. Although many reports are presented orally, for example at a

meeting, reports are usually presented in writing.

Formal reports are usually written by a committee or group after fairly detailed investigation or research. They are often presented under the following prescribed series of headings.

**Note:** No fixed answer to this question can be framed. Various examinees would treat the task differently.

(Sample report format)

## Jonson & co

Queens Mary road B 21 street

E-mail: Ali200@gmail.com

May 30, 2010

Mr. Zubair Ahmed  
Jonson & co Head office  
Zamzama Street 21

Dear Sir,

I am writing this report pertaining to your task to find out the market share of our products. It is a satisfactory indication that despite the fact that our products have recently been launched they are capturing a reasonable share in the market. (Opening)

I personally with my team went to check the shelf share in three major markets in the city and collected the data. The findings are quite encouraging but for some products we need to improve our marketing campaign. (Body)

### Findings and Recommendations:

1. On contrary to fairness cream, market share for lipsticks has dropped by 30%. Penetration of two new brands with their outstanding range of lipsticks has been the major reason for decline in our sales. I believe we need to have a market research to carry out an effective market campaign to increase the market share of lipsticks.
2. The most fascinating trend can be seen in fairness cream. You may see, in the table (appendix A), that market share of fairness cream has increased by 20%. The foremost reason behind the improvement in the market share of fairness cream is our best advertising campaign. It has also been told that customers are quite happy about the results of the fairness cream.
3. Another important trend is seen in the market share of ladies handbags. The market share of ladies handbags has improved by 10%, which is a good indication. It has been observed that our competitors are still capturing a reasonable market share, so we need to have a very sound market campaign to trigger the market share of our range of handbags.

In the end, I hope that my report will give you enough information to understand the market share of our products. I would like you to contact me for any further query.

(Ending)

Yours sincerely

Kamran Ali

Assistant Marketing Manager

**Q.5 (b) Memo Writing:**

Memo is a written communication from one person to another (or a group of people) within the same organization. Memo serves a variety of purposes. It is important that the memo headings show the details of sender and recipient as well as reference and date.

Following headings are suggested:

**Memorandum Parts:**

To \_\_\_\_\_

From \_\_\_\_\_

Ref. \_\_\_\_\_

Date \_\_\_\_\_

**Main body of Memo:**

- ☐ Introduction \_\_\_\_\_ Background information
- ☐ Details \_\_\_\_\_ Facts and figures
- ☐ Response \_\_\_\_\_ An action statement
- ☐ Close \_\_\_\_\_ A relevant one-liner

**Note:** No fixed answer to this question can be framed. Various examinees would treat the task differently.

(Sample Memo format)

**Hilton**  
**Internal Memo**

**To:** Lauren Eastman

**From:** David

**Date:** June 11, 2009

**Subject:** Recent Business Trip to USA

I am writing this to apprise you with the details of my recent business trip to USA. The trip was fantastic and mainly successful.

**Meetings with the Clients**

The foremost task I performed was meeting to our two major clients, Mr. Jackson and Ms. Kate. My meetings with them have been so significant and I believe we will receive orders from them for our new range of products very soon. They have sent regards for

you and are expected to visit Pakistan very soon.

**Survey of the USA Market**

I surveyed the USA market to explore opportunities and feel happy to share the findings of my survey which are as follows:

1. Our competitors have still not reached the USA large market which means that there is a bright chance for us to skim potential customers from the market.
2. The local competitors have failed to offer quality products in affordable prices.

In the end, I would like to inform you about USA culture. The business culture in USA is low context culture. Here we have to communicate everything explicitly as they believe in exchange of information. I have also attached the data I collected from the survey of USA market to support my findings.

**Please let me know if you want further information in this regard.**

**Q.6 (a)** CV plays a vital role in getting a job. It represents what you can do for an organization. There are three main types of CVs. Following are the characteristics of each CV which one should keep in mind before choosing any one.  
Candidate must include the characteristics of each types of C.V in his/her answer and he/she should also determine the right type of C.V. for the fresh candidate as in the given situation.

**1. Characteristics of Chronological Resume/CV (curriculum vitae)**

- a) Work experience section dominates.
- b) Used by the experienced employees
- c) Employers are familiar with it
- d) It highlights growth and career progression
- e) It highlights employment stability and continuity

**2. Characteristics of Functional Resume/CV**

- a. It emphasizes ones skills and capabilities.
- b. It is useful for the people who are new in the job market.
- c. It describes employer what you can do.
- d. Employment history and academic experience are included in subordinate sections.

**3. The Combination CV/RESUME**

- A. It includes the best features of both chronological and functional CV.
- B. It tends to be longer than chronological.
- C. There are chances of repetitions if you have to list your accomplishments and skills both in the functional section and the chronological job description.

I believe you should choose to functional resume as you are a fresh graduate and you do not have much professional experience to present.



**Q.6 (b) The candidate must cover the following points:**

**Saad should consider the following points before calling a meeting :**

1. **Identify the purpose:** Meeting should be called only when you have an objective to be accomplished. If you call a meeting without any specific purpose in mind, it will be wastage of time and money.
2. **Select the participants for the meeting:** only relevant people should be invited to attend the meeting as otherwise meeting would not be productive. Irrelevant people may feel boredom and they also might distract other's attention.
3. **Choose the time and prepare the facility:** You must inform the participants about the time, date, and venue. The venue should not have physical distractions and one needs to take into account access of the members attending meetings to the venue.
4. **Set the agenda:** Agenda includes participants' names, topic, venue, and time of the meeting. Proper preparation and distribution of a meeting agenda gives room to everybody to come prepared.

Note: Students should include examples to support their answer.

**Q.7 (a) Suggestions to Your Brother for Improving Listening Skills:**

Listening is an important skill and we should listen with a purpose in mind or with a hope to gain something from speaker's talk rather than insult or degrade someone.

Listening skill is a key to success if one wants to communicate better. To be a good listener and to overcome the listening barriers, my brother should focus on the following tips:

The candidate must have covered the following points:

1. **Stop talking:** One should listen carefully as more you listen more understand what to communicate. For example, if a student does not listen to the lecture carefully he or she may miss out an important piece of information which may come in paper.
2. **Put the talker at ease:** A good listener supports the speaker by positive and friendly non verbal communication. If you do not show with your body language that you are listening to the speaker then he or she might miss out the important information by getting de-motivated. This would result in your loss as you are listening to him or her for your benefit.
3. **Remove the distraction:** Physical and mental distractions must be removed to concentrate on what speaker has to say. For example, if the humming of air-condition is distracting your attention you must turn it off provided it does not distract speaker's attention. For instance, if it gets too much hot you must not turn the AC off. If you hear some noises outside it is better to shut the door and concentrate. Physical distraction is not the only hurdle between you and the speaker, your preoccupied mind could be the biggest distracter. You should kill your preoccupied negative thoughts about the speaker and the subject he or she is

talking on.

**4. Empathize with the speaker:**

Show the speaker that he or she is respected and overlook stylistic differences focusing just on speaker's message. For example, judging the speaker on his voice quality and accent would distract your attention. Remember you want to gain from speaker's talk, so respect him/her and try to motivate him/her to carry on his/her talk.

5. **Be patient:** Ask questions in the end unless speaker allows you to do so. Moreover, show patience if you are being criticized or you do not agree on something. It is better not to reach a conclusion unless he/she finishes his/her talk.

**Note: If the candidate has covered ways to overcome barriers to good listening he or she must be given marks for the content points.**

**Q.7 (b) Letter writing**

Letters are used for written messages to individuals outside an organization and also used to communicate formal written messages to employees within an organization.

Most letters contain seven standard parts:

- ☐ Heading
- ☐ Inside address
- ☐ Salutation
- ☐ Body
- ☐ Complimentary close
- ☐ Signature block
- ☐ Reference initials

**Note:** No fixed answer to this question can be framed. Various examinees would treat the task differently.

(Sample Letter format)

**Jonson & co**

Queens Mary road B 21 street

E-mail: Ali200@gmail.com

May 30, 2010

Mr.zubair Ahmed  
Jonson & co Head office  
Zamzama Street 21

Dear Sir,

**I am writing this letter of recommendation to apprise you with the information about one of our employees, Imran ALI, who has worked with us for almost five years. (Opening)**

During his stay, I have found him honest and dedicated. His colleagues believe that he is a humble and a sincere fellow. He has always worked hard but unfortunately never could have any remarkable achievement on his credit perhaps for the reason he is shy and his colleagues possess better communication skills. No doubt, he has a potential to overcome his weaknesses if he is guided well. (Body)

In the end, I would like to say that Imran could be a good addition to your organization with his devotion, sincerity, and passion to be punctual and regular. (Ending)

Yours sincerely,

Kamran Ali

Human Resource Manager.

THE END