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IQRA NATIONAL UNIVERSITY

**Name: Aamir khan**

**ID: #14692**

**Subject: Business Communication**

**Semester: Summer Semester**

**Submitted to: Ma’am Wajeeha Usman**

**Exam: Final Term**

**Business Communication**

**Note: Attempt all questions. Copied answer will not be considered for checking/marking**

Q1. Write your cover letter in response to an advertisement for the position of Finance Manager in a company. /15

AAMIR KHAN

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Sep 23,2020

Asif Khan

School of Health Sciences, Phase 3 , Gulabad

0092-12345678

asifkhan [1122@gmail.com](mailto:1122@gmail.com)

Dear Mr. Asif Khan,

I am writing to apply for the Finance Manager position which I saw advertisement on DAWN NEWSPAPER. School Of Health Sciences is one of the best emerging Health Sciences school in peshawer. I am a financial professional with experience of over 10 years in the field. My knowledge of the ins and outs of finance is vast and I thoroughly enjoy the work. As the Finance Manager with Laison cooperations I maintain companie’s-wide financial records oversee audits manage the finance team and communicate financial status reports to key players.

I have a strong grasp of finance procedures as well as the laws and governance surrounding corporate finance. My analytic time-management and communication skills are excellent allowing me to manage the numerous duties of Finance Manager with ease. I am meticulous when it comes to details and rarely make an accounting error. On many occasions I have been praised by superiors for catching the mistakes of others saving the company time and money.

I would truly look forward to bringing these skills to the team at School of Health Sciences. I believe you’ll find my credentials and personal qualities will more than meet your expectations and I’m confident I would be a productive addition to your staff as Finance Manager. Please reach out at your earliest convenience to set up an interview. I look forward to meeting you and thank you for your consideration.

Best,

AAMIR KHAN

Q 2. Discuss any two important points while talking to customers and why do you think customer service is important? /15

1. DO SOME GOOGLING:

* You should do research on your customers. It will give you your customers’ email or a real identity that you can connect with.
* Look at their social media accounts, their websites, and their blogs to get a bit of background on them.
* If you treat them like a human, they’ll be more likely to view you as a human, and not just Help-Desk.

1. KEEP IT POSITIVE:

* Be conscious of your word choices and their connotation. Don’t make it sound like you’re pointing out the obvious, or that they made a mistake for reaching out to you and not figuring out the issue on their own. That will discourage them from asking support questions in the future.
* That means avoiding negative language like “that isn’t possible,” “we can’t,” “we don’t,” “but,” or an outright “no.” This is especially difficult when customers are requesting features that aren’t quite in the game plan yet. Try replacing “not at this time,” with “I’ll talk about your request with the team,” “we’re working on it,” or “it will be available soon.”
* As an added bonus, the more you connect with your users, the more likely they’ll stick around and become active users.

Customer service:

Customer service is importance for any business because it retains customers and extracts more value from them.

Q3. What do you mean by Resume? What exactly should you put on your Resume, and what should you leave out? /10

RESUME:

Your Resume is one of your first impressions with a potential employer. As it is said and obviously it is a fact that you never get a second chance to create a first impression that’s why no one can deny the importance of a resume while applying for any job.

DEFINITION:

A resume is a short account of your experience, qualification and achievements. Its goal is to capture reader’s interest and it must have enough impact to grab the attention of prospective employer. Your resume not only shows the skills you have, it must demonstrate your success.

As we know resumes are typically only one to two pages long, your resume should contain only information that relates to the job for which you are applying. There are some information’s that should be included on every resume.

THINGS TO INCLUDE:

* Contact Information.
* Opening Statement: Summary or Objective.
* Work History.
* Education.
* Soft Skills and Technical Skills.
* Certifications and Professional Memberships.
* Achievements and Awards.
* Additional Sections (Community Involvement, Volunteering, etc.)

There are some information’s that should not be included on every resume.

THINGS NOT TO INCLUDE:

* Do not label your resume, "resume." One look at your resume, and the employer should know exactly what type of document it is.
* Some people make the mistake of dating their resumes when they wrote their resume. The employer does not need to know when you wrote your resume.
* Do not include any personal information beyond your address, email, and phone number.
* Many companies do not require too many photograph with your resume except some important ones like your Personal face picture.
* Do not include low GPA.
* You don't need to list every job you have held on your resume.

Q4. Highlight the key elements of business proposal. /10

* Introduction:

Start by introducing your company and mission in a way that relates to your potential client’s needs. You can include a brief story that gives your client a feel for your brand’s character and helps build trust.

* Executive Summary:

In executive summary you should present the case for why you are the right company for the job, and give the reader the takeaway message of the proposal.

* Table of Contents (optional):

A table of contents can be helpful for longer proposals with lots of details. List each section (and subsection) with their corresponding page number.

* Body:

Once you have presented your overall case in the Executive Summary, you can outline the specifics of your proposal. This is where you can answer the “who, what, when, where, how, and why” questions that you identified in step two.

* Conclusion:

Once you have outlined the details of your proposal, re-emphasize the exceptional results your company can provide. You should conclude with a call to action that encourages the reader to contact you or visit your website for more information. Ideally, you want your client to take immediate action on something, even if it is something small.

* Appendix:

The Appendix is an optional section that you can use to include information that might not fit well in the body of your proposal. For example, you can include resumes or additional graphs, projections, and customer testimonials.

**Good Luck!!**