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**Iqra National University**

**School of Management and Social Sciences (Dept. of Business Administration)**

**Mid-term- Fall Semester 2020**

**Course Title: Business Communication/Communication Skills**

**Instructor: Ms. Wajeeha Usman Total Marks: 30**

**Instructions for Online Exam**

* **Students must complete the paper within 3 hours.**
* **The student may not use his or her textbook, course notes, Google, or receive help from any other source for copy/paste purposes.**
* **Paper containing more than 18% of plagiarized content will not be marked.**
* **Copied answers will not be considered for checking/marking.**
* **Plagiarized papers will be forwarded to UFM (Unfair Means) committee for further disciplinary action.**
* **Students may not share their answers with their classmates.**
* **The answer paper must not contain questions. Students may begin without copying the question.**

**Attempt all questions.**

**Q1. What are the difficulties in the process of effective communication? How can these difficulties be overcome? /10**

**Q2. What are the seven C’s of communication? Describe how Completeness and Concreteness can make a business message effective? /10**

**Q3. Write a Persuasive Claim Letter for an exchange of book. /10**