

**Business  
Communication  
&  
Report Writing  
Summer-2023**

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## Summer Exam-2023

### Solutions – Business Communication & Report Writing

**Q.1.** The context or the situation may influence perception. The situational factors might include; time, place, light, temperature, seasons, etc. For example a person who is always perfectly dressed up for a corporate meeting is normal but the same person wearing kit for a cricket match with the same group of people would appear weird. Though the perceivers and target both are the same but the situation is different.

**Total Marks 04**

**Q.2. Encourage others:** We all have positives and negatives, strengths and weaknesses. Rather than dwelling on negativity one should appreciate the positive outlook of life. We should try  
**a**  
**(i)** finding at least one positive thing about everyone we connect with and let them hear it out. Generous praise and kind words of encouragement can greatly improve the quality of relationships. Some magic words like sorry, thanks, welcome, excuse me, etc. can really help build one's image very strongly. When we let others feel welcome, honoured and appreciated, they too wish to put in their best.

**Q.2. Smile:** It is hard to find somebody who would want to be around someone who is in a constant state of depression. People in general avoid negative energies around them,  
**a**  
**(ii)** therefore try being friendly to all and wear a smile. An optimistic and cheerful attitude acts like a positive energy that is likely to draw others to you.

**Q.2. Bridging gaps:** Craft an environment that raises everybody's spirits to work together. Avoid favoritism and treat everyone equally. Avoid back-biting. Honor other people's suggestions and requests. When you make a statement or announcement, check if you have been  
**a**  
**(iii)** understood. Such personality traits will make people trust you.

**Q.2. Active Listening** refers to establishing the fact that one clearly intends to hear and understand another person's point of view. It means an active participation in the  
**b**  
**(i)** conversation, it would reflect that the subject under discussion has been understood. The feeling of being heard would make people appreciate you.

**Q.2. Empathy** refers to being able to put one's self in someone else's shoes and realize how they feel. It talks about viewing state of affairs from another person's perspective. This is not so  
**b**  
**(ii)** difficult as it appears to be, as those who are sensitive enough and are connected to their own emotions firmly, do empathize well with others, whereas those who are far from their own selves are far from others' emotions as well.

**Total Marks 12**

**Q.3.** The diagram represents the components of the communication process

**Sender:** The sender generates a message and selects the most appropriate communication method.

**Encoding:** The message is then encoded and transmitted to the intended recipient (known as the receiver).

**Receiver/decoding:** The receiver decodes (interprets) the message to understand what the message is about and what action (if any) is required.

**Feedback:** The receiver then provides feedback to the original sender to show that they have received and understood the message.

**Noise** is the interference in the environment where communication is takes place.

**Total Marks 05**



**Summer Exam-2023**  
**Solutions – Business Communication**  
**& Report Writing**

Q.4.  
a

Advantages	Disadvantages
One can stay connected 24/7.	It has given rise to social depression.
Very useful for business purposes.	It is blamed to have created isolation.
It helps you share your interests and ideas with your intended audience.	It creates a computer-generated virtual world and its undue use disconnects you from reality.
It needs only seconds to connect through electronic media as it transmits messages quickly.	The volume of telecommunication information is growing at such a fast rate that business people are unable to grip it within relevant time limit.
World has become a global village and communication has played a critical role in it.	Electronic communication requires huge outlay for infrastructural development. Frequent changes in technology also calls for further investment.
Electronic communication sanctions prompt exchange of feedback. So communication attempts at being perfect using electronic media.	Data may not be recovered due to system error or fault with the technology. Hence required service might get delayed.

Q.4. (The answer must be much shorter and contain adequate information for obtaining 5 marks)  
b

**Podcasting** is a method of publishing files to the internet, this activity allows users to get subscribed to a feed and receive new files automatically by subscription, that usually covers no cost.

Podcasting has evolved over the last couple of years. Podcasting platforms have become user friendly and have become easier to create and consume. The number of people consuming podcasts has grown significantly as well.

1. A podcast is a media file (e.g. audio or video files) that can be downloaded from internet. A computer can play these files back or these files may then be copied to some portable audio/video player (e.g. iPod) and played whenever desired.
2. A key feature that differentiates a podcast from other media files that can be downloaded from internet is the ability for end users to download the podcast automatically using software.

**Practical uses include**

- Radio shows.
- Television programs – Talk shows podcast interviews with celebrities.
- Cricket websites podcast sports update and news media.
- Instructors make use of podcasts for delivering lectures so that students can listen to or view these as a review
- Podcasts can be extremely useful in such instances where the guest speakers who are invited for some event and remain unable to come for any reason.

**Advantages**

- Convenience: Since portable devices like iPods can play back Podcasts, media files can be viewed or listened to anytime, anywhere. One does not need to be glued to a



## **Summer Exam-2023**

### **Solutions – Business Communication & Report Writing**

computer in order to play the files. These files can be produced and uploaded to any website very quickly and inexpensively.

- Easy reach: Using a podcast, one can easily reach the desired audience any time. More important is the fact that the information that is sent can be conveniently retrieved. The automatic subscription feature of podcasts serves as a key benefit to ensure that subscribers receive the latest files without having to visit each time to check if there have been updates lately.

#### **Disadvantages**

- Accessibility issues: Editing and uploading high-quality files can be an extremely time-consuming job. Large files normally require broadband connection, which makes it difficult for users having slow dial-up connections. In order to make it widely accessible, those creating podcasts are required to make it sure that the file format used is compatible to the setup widely used.
- Productivity issues: Permitting devices like iPods at work or in school can encourage employees and students to work less. Allowing such devices that support podcasting feature in the office or classroom can be a source of distraction. Students and employees can be tempted to use it for entertainment purposes merely that could lead to less than average performance and less productivity.

**Total Marks 13**

**Q.5.**

Hi Furhan,

I understand that the IT team is swamped with work and gets requests from every department in the organization. My team, however, is working on a high-priority project, and I would greatly appreciate it if you could ask your team members to respond to my team's queries promptly and help us complete this project on time.

Please let me know if you need anything from me.

Regards,

Gohar

**Total Marks 06**

**Q.6.**

- Visual Aids should be used sparingly to highlight and give greater credibility to key points. Excessive use of Visual Aids would lose their efficacy.
- Visual Aids must be clearly visible to the entire audience. It is irritating for the audience to listen to a presentation that has visual aids which can be seen only by a portion of the audience in the room.
- Visual Aids should be displayed only at the relevant points in the presentation and should be removed/switched off before moving on to the new information. An irrelevant Visual Aid creates distractions among the audience.
- A Visual Aid should contain only such information which can be easily comprehended by the audience.
- A Visual Aid showing Clip Arts from well-known sources should be avoided as it shows lack of original professional knowledge of the subject.



## **Summer Exam-2023**

### **Solutions – Business Communication & Report Writing**

- After offering the explanation of the contents of the Visual Aid, the speaker should immediately turn face towards the audience and continue to speak.

**Total Marks 05**

**Q.7.** The diagram specifies the stages of negotiation process:

1. **Preparation and Planning:** This includes understanding the nature of the conflict and perceptions of the parties to the conflict. The outcome of the negotiation process from the most favourable to the minimum acceptable is determined. The weaknesses and strengths of the other party are identified and a strategy is developed for conducting the negotiations.
2. **Definition of Ground Rules:** This includes agreement on procedures for conducting the negotiations, including names of the participants, venue and time limits, if any, for conduct and conclusion of the negotiations.
3. **Clarification and Justification:** After both the parties have presented their initial viewpoints, each party offers its explanations, clarifications, and justifications. This exchange of information brings into focus the importance of the issues to the parties and rationale for fairness of their respective positions.
4. **Bargaining and Problem Solving:** The parties make concessions and yield from their initial positions in order to reach consensus and move towards a mutually acceptable agreement.
5. **Closure and implementation:** The consensus reached between the parties is stated in a formal agreement and include a procedure for its implementation and monitoring.

**Total Marks 07**

**Q.8.**

Zenith Fashion  
Address  
Contact details

April 04, 23

Dear customer,

We have the pleasure to announce a grand clearance sale of our stocks starting from 5th April 2023 in our all outlets. The offer covers many of your favorite items. We have various attractive collections for Men, Women, and Children.

There will be clearance sales up to 50% and flat 20% on kids' apparel. On Rs.10,000 purchase, you will be given a free coupon which may give you an opportunity to win attractive prizes. So, HURRY UP and don't miss the opportunity as our exclusive offer will remain up to 15<sup>th</sup> April 2023.

We hope our handy collections will meet your satisfaction.

Regards,

Hassan Raza  
Marketing Manager

**Total Marks 15**



## **Summer Exam-2023**

### **Solutions – Business Communication & Report Writing**

**Q.9.** Discussion boards are internet chat forums. Individuals build connections with each other and interest groups are easily formed around a topic's discussion, matters dealt with in or around segments in the forum. A discussion board or a message board, is an online discussion site.

#### **Advantages**

- Ability to express and see differing views and opinions on a diverse range of topics.
- Forums produce a discussion environment by saving any information posted on a certain subject for others to view at any time, thus participants can have high-quality discussions since they would have enough time to think about and research the topic at hand.
- Freedom of speech can be exercised, and people can write in any form they want. Owing to continuous posting, users improve their writing skills and habits, and become more alert, responsive and well-informed of others' ideas.
- Online societies can be made, people would frequently return to the site to see what has happened lately to certain topics of interest making it more popular and active. Good relations can be made between people through active comments and posts.

#### **Disadvantages**

- Opens you up to hackers, spammers and predators.
- Creating a successful forum is strenuous because the forum-master must present all the issues for discussion on a continuous basis for months, and the topics have to be stimulating and interesting so that people start commenting over it.
- Administrators need to edit people's posts, and ban/mute people if they put some ideas with which the comfort level of the audience might get disturbed.
- People may give up posting due to the responses lacking proper structure and clarity, taking much longer to respond than verbal conversations, and being misleading and useless.
- Such forums may flop quickly if one certain active participant stops contributing. It would turn the forum 'dead' to new responses and posts.
- Posts may not be reliable, and instead of helping clear up questions, they can bring up more questions.
- Any random stranger may come onto the forum and spam the threads, turning the forum less striking, thus dropping many members and visitors.

**Total Marks 06**

**Q.10.** Social networking sites are online platform that allows users to create a public profile and interact with other users:

- A social network site allows individuals to have free web space to upload content, all posts are organised in descending order with the last post coming first. Further, all content is published in real time, and becomes visible instantly,
- Get a distinct web address that would become the identity of that person or business. The members can then use their web address to promote themselves or their business,
- Build their profiles. The profiles serve a dual purpose: on one hand, they allow friends or contacts to identify members from their profiles; and on the other hand, the data entered by the members is used by social networking sites to connect with other members who have similar interests and background,



**Summer Exam-2023**  
**Solutions – Business Communication**  
**& Report Writing**

- Send e-mails to each other. The social networking sites also send e-mail alerts whenever a member is tagged in a post or any other important activity is carried out. This enables members of these forums to learn when a fellow member has connected to them,
- Most social networking sites also run a system for members to leave messages on their friends' profiles. In addition, social networking sites often have a private messaging feature as well.

**Total Marks 06**

**Q.11.** The key components of a business report are:

- a**
- Reader
  - Writer
  - Objective
  - Subject
  - Structure

**Q.11.** Essentially the report is for the reader, so the focus must be on reader or to facilitate reader's comprehension of the report.

**Q.11.** **Voluntary Reports:** These are prepared on one's own initiative without someone else's demand. These are detailed reports with enough of discussion dedicated to the background of the subject with careful expression of the purpose.

**Statutory Reports:** A report prepared and presented according to the form and procedure laid down by law is called a statutory report. For e.g.: Audit report. The structure and contents of these reports are determined by the related authorities. These reports are required by law and being unable to submit them with respected authorities would end up in legal consequences.

**Total Marks 11**

**Q.12.** No suggestions; however, consider the following guidelines:

- A précis must be written in own language
- Present the key ideas in clear, coherent and connected manner
- Use correct grammar and correct spellings
- Use appropriate vocabulary (use of technical jargons or complex words is not necessary)
- The length of Précis-writing should be within the word limit

**Total Marks 10**

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