

تمام کلاسز کی حل شدہ مشقیں MrPakistani ویب سائٹ سے فری ڈاؤن لوڈ کریں۔

Allama Iqbal Open University Solved Assignments Spring 2026

Course Code:	1416/457/5409/9412 Code
Course Name:	Business Communication
Class:	BS/BA
Total Credit Hours	3
Total Assignments	2

گھر بیٹھے حل شدہ مشقیں، گیس پیپرز، کتابیں اور خلاصے حاصل کرنے کے لیے رابطہ کریں واٹس ایپ نمبر: 03036940016

نوٹ: ہم طلبہ کے لیے جامع اور معیاری تعلیمی خدمات فراہم کرتے ہیں۔ ہماری خدمات میں علامہ اقبال اوپن یونیورسٹی کے حل شدہ اسائنمنٹس، گیس پیپرز، سابقہ پرچے، تازہ ملازمتوں کی معلومات، آن لائن سی وی تیار کرنا، ملازمت کے لیے درخواست دینا، یونیورسٹی داخلوں میں رہنمائی اور درخواست جمع کروانا شامل ہیں۔ اس کے علاوہ یونیورسٹی سے متعلق طلبہ کے ہر قسم کے تعلیمی اور رہنمائی کے کام میں مکمل تعاون فراہم کیا جاتا ہے تاکہ طلبہ کو ایک ہی جگہ پر تمام ضروری سہولیات میسر آسکیں۔



واٹس ایپ گروپ جوائن کرنے کے لیے سامنے دیے گئے لنک پر کلک کریں۔



واٹس ایپ چینل جوائن کرنے کے لیے سامنے دیے گئے لنک پر کلک کریں۔



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Assignment 1

Q.1 Explain the major components of the communication process; evaluate how breakdown or "noise" at any stage or part of this process could lead to miscommunication and what that might entail for a business setting.

Major Components of the Communication Process

The communication process consists of seven major components that work together to ensure successful transmission and understanding of a message.

1. Context: This is the background or environment in which communication occurs. It includes physical context (the actual location and surroundings), social context (the relationships and social norms), and psychological context (the emotional and mental state of the participants). Context also comprises internal stimuli such as attitudes, opinions, emotions, past experiences, education, confidence, and mental ability, as well as external stimuli created through letters, memos, emails, telephone conversations, and meetings.

2. Sender/Encoder: The sender is the person who initiates communication by conceiving an idea, understanding, or information. The sender encodes the message by giving the idea some form of figure or symbols, essentially dressing thoughts with meaningful language. The sender is greatly influenced by the context and conceives the message in light of the receiver's education, gender, needs, interests, beliefs, status, and culture.

3. Message: The message is the idea that the sender wants to share, which may be in the form of an order, opinion, advice, suggestion, instruction, question, or answer. It can be verbal (written or oral) or non-verbal. A proper message should be purposeful, relevant to the present age, beneficial to human beings, and concise and meaningful.

4. Medium/Channel: This is the pathway through which communication flows from sender to receiver. The medium is selected according to the number of receivers, cost, urgency, and the nature of the message. Written media may include memos, reports, letters, emails, and faxes, while oral communication may include face-to-face conversations, telephone conversations, presentations, and speeches.



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5. Receiver/Decoder: The receiver is the person who takes the message and decodes or explains it according to their perceptions, knowledge of language, experience, sex, age, mental ability, and relationship with the sender. The receiver could be a reader or listener.

6. Feedback: Feedback is the reaction of the receiver or the idea received and understood by the receiver. It helps the sender determine the success or failure of communication. Feedback can be positive or negative, oral, written, or silent.

7. Noise and Barriers: These are blocks in the flow of communication that may hinder the understanding of the receiver. Noises are of four types: social noise (dealing with education, status, richness), psychological noise (emotions like anger, happiness, disappointment), mechanical noise (sounds created by machinery), and environmental noise (problems like heated room, darkness).

Breakdown and Miscommunication in Business Settings

When noise or breakdown occurs at any stage of the communication process, it leads to miscommunication with serious consequences for a business setting.

Breakdown at the Sender/Encoding Stage: If the sender fails to properly encode the message due to lack of clarity, poor language skills, or inadequate understanding of the receiver's context, the message may be confusing from the start. In a business setting, this could lead to employees receiving unclear instructions, resulting in wrong task execution, wasted resources, and missed deadlines.

Breakdown in Message Formulation: If the message lacks purposefulness, conciseness, or meaningful content, it may fail to convey the intended information. For example, an ambiguous memo about policy changes could lead to different departments interpreting the new rules differently, causing inconsistency in operations and potential conflicts.

Breakdown in Medium Selection: Choosing an inappropriate channel can severely damage communication. If urgent information is sent through a slow medium like regular mail instead of email or phone, critical decisions may be delayed. Similarly, using written communication for complex emotional issues that require face-to-face interaction may escalate conflicts rather than resolve them.

Breakdown at the Receiver/Decoding Stage: The receiver may decode the message differently than intended due to differences in context, education, experience, or personal biases. In a business context, this could mean a subordinate misunderstanding a manager's feedback as criticism rather than constructive guidance, leading to decreased morale and productivity.



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3. Volume: Volume is the loudness or softness of voice. There should be contrast in volume on certain ideas and words to show emphasis. Improper volume can be fatal: speaking too softly makes the speaker inaudible and appear timid or unprepared, while speaking too loudly annoys the audience and makes the speaker appear aggressive or unprofessional. Breathing should be controlled through deep breathing for loud speaking. The ideal means is to adjust volume according to the number of listeners and the size of the venue, using louder volume for emphasis on key points and softer volume for intimate or serious moments.

4. Vocal Quality: The voice may be strong, weak, masculine, feminine, gentle, clear, or ringing. The mouth, tongue, lips, teeth, vocal folds, sinuses, hard and soft palate, and nose all affect vocal quality. Poor vocal quality such as a weak or nasal voice reduces the speaker's credibility and makes the message less persuasive. The ideal means is to practice proper breathing and articulation exercises to develop a clear, pleasant, and authoritative vocal quality that commands attention without being harsh.

5. Pronunciation: Mispronunciation of words creates a negative reaction in the audience. Mispronunciation occurs due to jargons (technical terms), varied regional accents, added sounds like "uh" or "you know," and omitted sounds such as using "gonna" instead of "going to." Poor pronunciation makes the speaker appear uneducated or careless, destroying credibility instantly. The ideal means is to consult educated people of the community and latest dictionaries to learn correct pronunciation, and to practice eliminating filler words and improper contractions.

Non-Verbal Factors of Effective Speaking

1. Posture: Posture is the outward appearance that mirrors inner mood. It includes the way one stands or sits. Standing straight shows confidence while slouching shoulders show depression or lack of confidence. Poor posture can be fatal as it signals insecurity, disinterest, or unprofessionalism before the speaker even utters a word. The ideal means is to stand straight with shoulders back, feet shoulder-width apart, and weight evenly distributed, conveying confidence and readiness.

2. Movement: Movement refers to controlled movements from one edge of the speaking area to the other, also called lecterns. Movement helps hold attention of the audience in large sessions, helps the speaker get rid of nervousness, suggests change in topic, and increases emphasis. Improper movement such as pacing nervously, swaying back and forth, or standing completely motionless can distract the audience or make the speaker appear anxious or robotic. The ideal means is to use purposeful, deliberate movement to transition between key points, moving slowly and confidently across the speaking area.

3. Gestures: Gestures involve movement of head, arms, shoulders, and hands, also called kinesics. Gestures are used to replace words (waving arm to say goodbye), add meanings (finger pointing a



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direction), and show feelings like fear, surprise, happiness, or rejection. Improper or excessive gestures can be fatal as they distract from the message, make the speaker appear uncontrolled or theatrical, and may be culturally inappropriate. The ideal means is to use varied, purposeful gestures that naturally accompany verbal content, avoiding continuous or repetitive movements.

4. Facial Expressions: Facial expressions such as smiling or laughing show appreciation, frowning shows anger, and eye contact shows respect and goodwill. Positive facial expressions help the speaker better explain their topic. Lack of facial expression (a "poker face") makes the speaker appear disinterested or insincere, while inappropriate expressions contradict the verbal message and confuse the audience. The ideal means is to maintain pleasant, appropriate facial expressions that match the emotional content of the speech, with regular eye contact distributed across the entire audience.

5. Appearance: Appearance is mainly influenced by dress, which shows age, gender, social status, educational level, and position in the organization. Better dress shows respect for the listener. Improper appearance such as casual, dirty, or inappropriate clothing can be instantly fatal to a speaker's credibility, causing the audience to dismiss the message regardless of its quality. The ideal means is to dress appropriately for the occasion and audience, choosing clean, well-fitted professional attire that supports rather than distracts from the verbal message.

In conclusion, both verbal and non-verbal factors work together to create effective speaking. A breakdown in any single factor can undermine the entire presentation, as audiences make rapid judgments based on both what they hear and what they see. The ideal speaker masters all these elements through practice, self-awareness, and adaptation to the specific speaking situation.

Q.3 Effective listening requires purposeful engagement; it is an active process. Identify the major steps involved in the listening process and discuss the measures that might be adopted to ensure we are able to effectively engage in "active" listening during our discussions.

Major Steps Involved in the Listening Process

According to Bovee, the listening process comprises five major steps:

1. Receiving: This means physically hearing the message and acknowledging it. The listener must be present and attentive enough to perceive the sounds being transmitted.



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2. Decoding: This involves assigning meaning to sounds according to our values, beliefs, ideas, needs, and personal history. The listener interprets the message based on their individual framework of understanding.

3. Remembering: This means storing the information. The incoming message is first captured in short-term memory and then transferred to long-term memory for future recall and application.

4. Evaluating: This involves applying critical thinking skills to assess the message's validity, logic, and relevance. The listener judges the quality and credibility of what has been heard.

5. Responding: This means reacting in the form of verbal feedback or non-verbal responses such as laughter, applause, or silence that indicates understanding or agreement.

According to Dumont and Lannon, listening also involves five interrelated processes: receiving (physically hearing the message), focusing (converging all attention to the sound), deciphering (understanding the sound in light of past experience), accepting (recognizing the sound in light of past experience), and storing (putting the accepted sound in long-term memory).

Measures to Ensure Effective "Active" Listening

Active listening requires the listener to reject their own thoughts and biases while remaining attentive to what the speaker is saying. The following measures can be adopted:

1. Prepare Mentally and Physically: Before any discussion, the listener should be in a proper mental and physical state to listen. This means being well-rested, alert, and free from distracting preoccupations. Physical comfort and positioning should also be arranged to facilitate focused attention.

2. Show Positive Non-Verbal Attitude: The listener should demonstrate attentiveness through appropriate body language—maintaining eye contact, facing the speaker, nodding occasionally, and avoiding distracting behaviors like looking at phones or watches. This positive non-verbal attitude encourages the speaker and enhances mutual understanding.

3. Listen to Understand, Not to Refute: The listener's primary goal should be comprehension rather than preparing counter-arguments. If anything conflicts with personal beliefs, it can be discussed later. Premature evaluation stops listening and should be avoided.

4. Focus Attention on Verbal and Non-Verbal Speech: Concentration should be directed entirely to both what the speaker says (words, content) and how they say it (tone, emotion, emphasis). This complete focus prevents mind wandering and daydreaming.



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5. Focus on Context, Not the Speaker: Attention should be directed to the message content rather than being distracted by the speaker's appearance, mannerisms, or personal characteristics. Prejudice against the speaker must be consciously set aside.

6. Take Short Notes While Listening: Brief notes help capture key points and aid memory without becoming a distraction. Long writing should be avoided as it takes attention away from the speaker. Notes should be minimal—key words, main ideas, and questions for later clarification.

7. Do Not Interrupt the Speaker: Interruptions through questions or negative non-verbal behaviors break the speaker's flow and demonstrate disrespect. Listeners should allow the speaker to complete their thoughts before responding.

8. Summarize and Evaluate at the End: Rather than forming judgments during the listening process, the listener should wait until the speaker has finished to summarize and evaluate the content. This ensures complete information before analysis begins.

9. Avoid Prejudices of Any Kind: Personal biases regarding the speaker's background, appearance, or past interactions must be consciously set aside. Each message should be evaluated on its own merits.

10. Listen Sympathetically: The speaker is also a human being who may suffer from stage fright, fatigue, or nervousness. A sympathetic attitude creates a supportive environment that encourages honest and complete communication.

11. Pay Attention to Non-Verbal Communication: The listener should observe the speaker's gestures, facial expressions, posture, and tone, as these often convey meaning beyond the words themselves and provide important context.

12. Ask Questions at Appropriate Times: Strategic questioning fills knowledge gaps and clarifies confusion. Listeners should ask for clarification when needed, but only at natural pauses in the conversation rather than interrupting.

13. Make Frequent Eye Contact: Regular eye contact shows respect and goodwill, keeps the listener engaged, and helps maintain focus on the speaker. It also provides visual feedback that encourages the speaker to continue.

14. Think About Key Points: Instead of trying to remember every word, the listener should identify and focus on the key points of the speech. This selective attention improves comprehension and retention of the most important information.

15. Adjust Listening Style According to the Situation: Different situations require different listening approaches. Context listening focuses on understanding and retaining information. Critical listening involves evaluating logic and evidence. Emphatic listening seeks to understand



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6. Verifiability: Written communication in business letters is well-thought and verifiable. Unlike oral communication that may be forgotten or disputed, letters provide concrete evidence of what was communicated, when, and by whom.

7. Handling Complex Information: Business letters are effective for lengthy or complex communications that require careful explanation, detailed instructions, or technical specifications that could be misunderstood if conveyed orally.

Differences Between Business Letters and Personal Letters

Aspect	Business Letter	Personal Letter
Purpose	Conduct business, make transactions, build professional relationships	Maintain personal relationships, share personal news, express emotions
Formality	Highly formal with specific formats (block, modified block, simplified)	Informal and flexible in structure
Language	Professional, concise, clear, objective	Casual, conversational, subjective, emotional
Parts	Includes essential parts (heading, inside address, salutation, body, complimentary close, signature, reference initials) and non-essential parts (attention line, subject line, enclosure notation, copy notation)	Simple format with date, salutation, body, and closing
Tone	Uses 7 C's (Completeness, Conciseness, Consideration, Concreteness, Clarity, Courtesy, Correctness)	Warm, personal, emotional, expressive
Salutation	Formal: Dear Mr. Smith, Dear Sir, Dear Madam	Informal: Dear Mom, Hi John, Dearest Sarah
Complimentary Close	Formal: Yours sincerely, Yours faithfully	Informal: Love, With love, Best wishes, Warmly
Signature	Full name with title and position	First name or relationship designation
Legal Standing	Can serve as legal documents	Generally have no legal standing
Recipients	Business associates, customers, suppliers, government agencies	Family members, friends, relatives



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Drafted Formal Letter (Complaint Letter)

SITUATION: Write a complaint letter to your office equipment supplier, informing them that the conference table you have received for your company is worn out, with scratches. Mention your receipt/order number and the date of the purchase.

MODERN BUSINESS SOLUTIONS

12 Corporate Boulevard, Lahore, Pakistan

Tel: 042-12345678 | Email: purchases@mbs.com.pk

October 15, 2024

The Manager

Elite Office Furnishings

45 Commercial Area, Gulberg III

Lahore, Pakistan

**Subject: COMPLAINT REGARDING DAMAGED CONFERENCE TABLE – ORDER NO. EF-8923
DATED OCTOBER 5, 2024**

Dear Sir,

We recently purchased a conference table from your company, and we regret to inform you that the item received is not in acceptable condition.

The conference table (Model: CT-2000, Mahogany Finish) was ordered on October 5, 2024, under Order No. EF-8923 at a total cost of PKR 85,000. The delivery was made on October 12, 2024, by your shipping team. Upon unpacking and inspecting the table, we discovered that the product is worn out and covered with multiple scratches on the top surface and along the edges.

Given that your company has a proven record of providing quality office furniture, we expected a brand-new, pristine product. However, the condition of the received table suggests either poor storage, use of a display piece, or damage during transit. These damages are not acceptable for a newly purchased item that is meant to be placed in our main conference room where we receive important clients.

This damage has caused us a great deal of inconvenience as our departmental meeting scheduled for next week requires a proper conference setting. We are unable to use this damaged table for such purposes.

Therefore, we kindly request that you take one of the following actions:



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1. Replace the damaged conference table with a new, undamaged unit within seven days of this letter, at no additional cost to us; OR
2. Issue a full refund of PKR 85,000 and arrange for the damaged table to be collected from our premises at your expense.

We have attached photographs of the damaged table along with a copy of the original invoice for your reference. We trust that you will treat this matter with urgency and maintain the high standards of customer service that Elite Office Furnishings is known for.

Please inform us of your decision and the proposed course of action by October 22, 2024. You may contact our procurement department at 042-12345678 or email me directly at a.khan@mbs.com.pk.

We look forward to your prompt and favorable response.

Yours sincerely,

(Signature)

**Ahmed Raza Khan
Procurement Manager
Modern Business Solutions**

Enclosures: Photographs of damaged table (3 pages), Copy of Invoice No. EF-8923

cc: Accounts Department, Modern Business Solutions

Q.5 Examine the role of the meeting chair in making sure the discussion remains on track and everything goes smoothly. Discuss the potential problems that might arise, both in terms of conflict management, favoritism, and decision manipulation, and in terms of time consumption and wastage, if the chair is not careful with regard to his/her role.

Role of the Meeting Chairperson



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The chairperson performs the important role of task leader and needs a combination of technical skills as well as human relations skills. The chairperson's role is twofold—to set the scene for the meeting and to conduct the meeting according to the agenda.

Responsibilities Before the Meeting:

The chairperson must analyze the problem and determine the objective of the conference, which refers to the agenda of the meeting. They must decide who the participants will be and notify them, arrange for meeting date, time, and place, and take care of physical arrangements for the meeting place.

Responsibilities During the Meeting:

The chairperson must check the quorum, declare the meeting open, welcome the people and introduce them, mention the purpose of the meeting, and narrate the agenda. They must sign the minutes of the previous meeting and allow every item of the agenda to be discussed fully. The chairperson controls the moving and seconding of all motions and amendments, briefs the members, gives feedback, and encourages every member to participate while keeping the environment democratic. They must follow meeting procedures, rule on points as correct or incorrect, remain objective and impartial, and deal with any conflict wisely.

Closing of the Meeting:

The chairperson must sum up the main points and ask for a vote. If the items of the agenda are not completed, they must be put forward to the next meeting. The chairperson must also determine the date and place of the next meeting.

Manipulating Motions, Amendments and Resolutions:

The chairperson manages motions (specific proposals formally put by a member for discussion and approval) and amendments (alterations or slight changes by replacing, removing, or adding words to improve any existing motion or law). The chairperson asks for a seconder, then asks the mover to speak in favor of the motion within the given time limit, and also asks the opposer to speak against it. After open discussion, the chairperson gives the mover the right of reply. The chairperson then asks members to vote by saying simply "yes" or "no." If votes are tied, the chairperson has the casting vote. If there is no tie, the chairperson neither casts a vote nor participates in the discussion.

Potential Problems When the Chair is Not Careful

Problems Related to Conflict Management:



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repeat the same points because the chairperson fails to summarize and move on. The chairperson may fail to set or enforce time limits for each agenda item or for individual speakers. The meeting may run significantly over the scheduled time, causing participants to leave early for other commitments. The chairperson may allow new business to be introduced without proper notice, consuming time that should be allocated to scheduled items. The meeting may adjourn without completing critical agenda items, requiring additional meetings that double the time investment. All this time waste translates directly into financial costs—hourly salaries of all participants multiplied by wasted hours—as well as opportunity costs from work not completed while people sit in inefficient meetings.

Additional Problems from Poor Chairmanship:

The chairperson may fail to check the quorum before beginning, potentially making all decisions invalid. They may not sign the minutes of the previous meeting, causing confusion about what was previously agreed. They may fail to brief members properly, leaving participants unprepared to discuss agenda items. They may not encourage participation from all members, allowing dominant personalities to control the discussion. They may fail to remain objective and impartial, instead advocating for personal positions. They may mishandle motions and amendments, causing procedural confusion and potential legal challenges to decisions.

In conclusion, the chairperson bears tremendous responsibility for meeting success or failure. A careful, skilled chairperson who remains objective, manages time wisely, handles conflict professionally, treats all participants fairly, and follows proper procedures ensures productive meetings that respect participants' time and produce quality decisions. An uncaring chairperson creates dysfunctional meetings that waste time, damage relationships, produce poor decisions, and harm the organization's effectiveness and morale.



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