

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 2

Q.1 Business report types: audience suitability; purpose of three or four report types.

Not every report type suits every audience. Match report to audience's role, authority, and information need.

Report Types and Their Audiences

Report Type	Purpose	Suitable Audience
Progress Report	Shows work accomplished, work remaining, schedule, difficulties	Direct supervisors, project managers, department heads
Feasibility/Recommendation Report	Studies practicality of a plan and recommends action	CEOs, boards, senior leadership (decision-makers)
Informational Report	Presents mere facts, no analysis or recommendations	Middle managers compiling data; external stakeholders needing transparency
Analytical Report	Presents facts + analysis + conclusion + recommendations	Executives who need actionable guidance
Short/Informal Report	Quick focused information (5-10 pages)	Internal audiences – team leaders, colleagues
Long/Formal Report	Detailed formal documentation for major investigations	External: investors, regulators, boards; internal for significant/legal matters

Detailed Purposes

1. **Progress Report** – Explains status of activity; allows supervisors to adjust schedules, budgets, resources. Example: Airport construction report showing 65% complete with delay to May 2017.
2. **Feasibility Report** – Studies practicality of proposed plan (new product, new branch, equipment purchase); includes criteria, analysis, comparison table, recommendation. Example: Comparison of three tech vendors recommending best option.



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3. **Informational Report** – Facts and summary only; no interpretation. Example: Monthly sales figures by region without commentary.
4. **Analytical Report** – Facts + analysis + conclusions + recommendations. Example: Report on sales decline analyzing causes (poor personnel, high prices, competition) and recommending actions (training, redesign, price revision).

Q.2 Key parts of resume; what to include/not include to secure interview.

Resume Parts – Inclusion vs Exclusion

Part	Include	Do NOT Include
Personal Information	Name, address, phone, email (Western); Asians may add gender, DOB, NIC, marital status	Unprofessional email addresses; excessive personal details unless culturally expected
Objective	Specific, one-line, short-term goal (e.g., "Position in Agri-marketing")	Vague ("A position in marketing"), long sentences, long-term goals
Education	Year, university, degree, major/minor, honors, computer knowledge, reverse chronological order	Poor grades (omit if low); every course taken; irrelevant old education
Work Experience	Reverse chronological, company name/location/dates, position, action verbs (accomplished, administered, negotiated), results/benefits	Mere duties without achievements; negative about past employers; gaps; exaggeration
Special Skills	Software (MS Office, AutoCad, C++, Java), technical skills relevant to job	Common skills everyone has; unverifiable claims
Achievements	Awards, training, publications, community service, professional recognition	Achievements over 10 years old unless exceptional; irrelevant hobbies
Professional Affiliations	Rotary, Lions Club, professional clubs; leadership roles	Social/political/religious memberships



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References	2-3 former bosses, professors, colleagues; names, titles, addresses, phones; with permission	Relatives; people who did not give permission
Availability	Specific date available to join	Vague "immediately" if not true

Key to effectiveness: Tailor to specific job; use action verbs; quantify achievements; keep clean and professional.

Q.3 Benefits and drawbacks of email as primary business communication; principles for professionalism.

Benefits

Benefit	Explanation
No physical logistics	No printing, envelopes, postage
Time saving	Compose and send in minutes
Fast delivery	Seconds to anywhere globally
Anywhere access	Internet connection only
Low cost	Bulk messages no extra charge
Storage	Auto-saved, searchable, no physical space
Convenient	Send charts, diagrams, visuals; forward easily
Safe transmit	Failed delivery alerts

Drawbacks

Drawback	Explanation
Lack of context	No immediate feedback; misinterpretation
Information overload	Hundreds of irrelevant emails daily
Inconsistency	Fragmented threads; missing context
Spamming	Unsolicited ads clog inboxes
Email bombing	Crashing servers with volume



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Email hacking	Unauthorized access for fraud
Security/privacy	Messages can be intercepted
Impersonal	Cannot replace face-to-face relationship

Professional Email Etiquettes (Netiquettes)

1. Review before sending
2. Do not default "reply all"
3. Keep emails short
4. Format replies properly
5. Write perfect subject lines
6. Use plain text when in doubt
7. Do not forward hoaxes
8. Use antivirus
9. Ask before huge attachments
10. One subject per email
11. Use proper punctuation
12. Acronyms sparingly
13. Resize pictures
14. No all caps (shouting)
15. Be careful with irony
16. Avoid embarrassing emails
17. Set correct system clock
18. End with "thanks" if unsure
19. Compress files
20. Say "please" and "thank you"
21. Watch tone (respectful, friendly)
22. No abbreviations or emoticons
23. Correct spelling and grammar
24. Ask before attachments

Q.4 Compare letters, memoranda, emails; benefits/drawbacks of replacing with email; should businesses still rely on paper?

Comparison Table



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Q.5 Major ethical principles for business communication; risks of non-compliance (credibility, legal, cross-cultural).

Five Major Ethical Principles

Principle	Meaning
Integrity and Honesty	Disclose all important information; stand by words; no false claims
Transparency	One set of records; no hidden agendas; annual profit is public
Responsible Behavior	Facilitate deprived sections; social welfare; ethical products
Concern and Respect for Others	Respect customers, employees, competitors; no discrimination (caste, age, gender, education, physical features)
Fair and Equal Treatment	No discrimination by creed, race, sex, religion; use non-discriminatory language (workers not manpower)

Additional Ethical Violations

- Defamation, Privacy violation, Misrepresentation/Fraud, Harassment, Plagiarism, Copyright violation

Risks of Unethical Conduct

Risk Category	Specific Consequences
Credibility & Trust	Permanent loss of image (hard to regain); customer trust destroyed; employee trust lost → higher turnover; investor confidence falls; business relationships damaged; loss of interpersonal relations
Legal Action	Lawsuits for fraud, privacy violation, discrimination, harassment, copyright infringement, defamation; regulatory fines; legal expenses
Organizational Costs	Legal suits → sizeable legal expenses; settlements; increased insurance; PR campaigns
Time & Energy	Resources diverted from growth to damage control
Business Closure	Extreme cases → bankruptcy, license revocation



Cross-Cultural Ethical Considerations

- **Cultural context** – Values differ; gift-giving acceptable in some cultures, bribery in others
- **Misunderstanding** – Predict and remove cross-cultural miscommunication
- **Language** – Use familiar language; avoid idioms and offensive terms
- **Self-analysis** – Is understanding of other culture fair?

Risks in cross-cultural context: Accidental offense, legal violations across jurisdictions, global reputation damage, lost international opportunities.

Ethical Guidelines for Messages (Murphy)

Element	Requirement
Message purpose	Greater interest of large group, not hidden agenda
Research methods	Cover all aspects of problem
Selection of material	Recent, reliable, unbiased
Development of ideas	Logical, reasoned, free of emotional appeal
Use of language	Concrete, specific, easily understood
Ethical context	Consider listener's values, feelings, attitudes
Self-analysis	True and necessary communication

Ethical Advertising Messages

- Language clear and truthful
- Graphics enhance understanding, not deceive
- No omission of significant details
- Claims truthful (e.g., "low fat" actually low fat)
- Analyze results for unintended harm

Conclusion: Ethical communication builds credibility, trust, legal safety, and sustainable success. Unethical conduct risks credibility loss, lawsuits, wasted resources, and even business closure.



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