**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD**

**(Department of English)**

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| **WARNING**   1. **PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.** 2. **SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE’S OWN WILL BE PENALIZED AS DEFINED IN “AIOU PLAGIARISM POLICY”.** | | | |
| **Assignment Submission Schedule** | | | |
| 6 Credit Hours | Due Date | 3 Credit Hours | Due Date |
| Assignment 1 | **12-06-2025** | Assignment 1 | 08-07-205 |
| Assignment 2 | **08-07-2025** |  |  |
| Assignment 3 | **31-07-2025** | Assignment 2 | 20-08-2025 |
| Assignment 4 | **20-08-2025** |  |  |
| *Note: Tutorial Schedule and Rehnama-e-Tulba are available on AIOU website i.e. aiou.edu.pk* | | | |

## Course: Business Communication Semester: Spring, 2025

## Course Code: (1416/ 5409/ 457/ 9412)

## Level: BS/Associate Degree

## Please read the following instructions for writing your assignments. (AD, BS, B.ED, MA MSc, MEd) (ODL Mode).

1. All questions are compulsory and carry equal marks but within a question the marks are distributed according to its requirements.

2. Read the question carefully and then answer it according to the requirements of the questions.

3. Avoid irrelevant discussion/information and reproducing from books, study guide or allied material.

4. Handwritten scanned assignments are not acceptable.

5. Upload your typed (in Word or PDF format) assignments on or before the due date.

6. Your own analysis and synthesis will be appreciated.

7. Late assignments can’t be uploaded at LMS.

8. The students who attempt their assignments in Urdu/Arabic may upload a scanned copy of their handwritten assignments (in PDF format) on University LMS. The size of the file should not exceed 5MB.

**Total Marks: 100 Pass Marks (BS/AD): 50**

**ASSIGNMENT No. 1**

**(Units 1-5)**

Q.1 Define business communication and explain its significance in the modern business environment. How does effective business communication contribute to the success of an organization, particularly in the context of Pakistan's business landscape? (20)

Q.2 Discuss the essential speaking skills required for effective business communication. How can these skills be developed for professional settings, and what role do they play in building successful business relationships? (20)

Q.3 How do listening and reading skills complement each other in business communication? Explain the importance of active listening and effective reading strategies for professionals and provide examples of their application in business scenarios. (20) (20)

Q.4 Compare and contrast business letters with personal letters in terms of tone, structure, and purpose. What are the key elements that must be included in a formal business letter, and how can they be applied in a business context in Pakistan? (20)

Q.5 Discuss the importance of effective written communication in business meetings. How should minutes of meetings be structured, and what role do they play in ensuring clarity and follow-up actions in a business environment? (20)

**Total Marks: 100 Pass Marks (BS/AD): 50**

**ASSIGNMENT No. 2**

**(Units 6-9)**

Q.1 What are the main components of a business report? How can a well-structured report benefit an organization? Provide an example of a business report relevant to the needs of a company. (20)

Q.2 Describe the key aspects of job search communication, including the preparation of resumes, cover letters, and interview skills. How can Pakistani job seekers improve their chances of securing a job through effective communication? (20)

Q.3 Explain the role of memorandums and e-mails in business communication. How do these tools differ in terms of formality, content, and purpose? Provide examples of when each should be used in a business setting. (20)

Q.4 Discuss the ethical considerations involved in communicating and negotiating with customers. How can businesses in Pakistan maintain ethical standards in their communication practices while ensuring customer satisfaction and trust? (20)

Q.5 In a globalized world, cross-cultural communication plays a significant role in business. How can businesses in Pakistan adapt their communication strategies when dealing with international clients or partners, considering cultural differences and communication norms? (20)