



INSTITUTE OF ACTUARIAL
& QUANTITATIVE STUDIES

Subject: Business communication

Chapter: Unit 3

Category: Practice question 3

Chapter 1

1. Explain the planning stage in the process of business writing.
2. Describe the principles to control the tone of the writing.
3. Write a note on different types of negative messages.
4. Brief on:
Steps to follow to write negative messages
5. Describe the fourfold persuasive strategy.

Chapter 2

1. When you receive a customer complaint which is unjust, would you still give the customer a favourable reply?
2. Most people would know that negative reply is coated with positive words. Is it necessary to give a positive spiel to a negative announcement?
3. What are the different types of business letter?

Chapter 3

1. Steps on how to write a report.
2. What is an informal report? Why is it written? State the different types of informal reports and explain each of them.
3. What is the difference between a report and a proposal?
4. List down the key elements of a business proposal.
5. What is a business proposal? Explain the different types of business proposals.

Chapter 4

1. Why is there an increase in the use of technology at workplace?
2. State 5 advantages and disadvantages of technology enabled communication.
3. Short note on:
 - i. E- mail
 - ii. Intranet
 - iii. Blogs