

Past Papers of "Business Communication and Behavioural Studies" ( Last 12 attempts )

= ICAP's Favorite  
 Topicwise Analysis as per ICAP course outline

Topic List (as per Course outline)	2012 Spring	2011 Autumn	2011 Spring	2010 Autumn	2010 Spring	2009 Autumn	2009 Spring	2008 Autumn	2008 Spring	2007 Autumn	2007 Spring	2006 Autumn	Grand Total
<b>Principles of Effective Business Communication</b>													
Communication Process	6	5		9	10		5	9	8.5	5		6	63.5
<b>Communication Skills</b>	<b>11</b>	<b>10</b>	<b>5</b>	<b>6</b>		<b>8</b>	<b>10</b>	<b>12</b>	<b>10</b>	<b>2.5</b>	<b>7</b>		<b>81.5</b>
Communication in Organisation	4	9	3		12	5		4		10	8		55
Seven Cs	11	5	13	10			6		6		6		57
Interpersonal Communication		5				6	6			6		15	38
<b>Total</b>	<b>32</b>	<b>34</b>	<b>21</b>	<b>25</b>	<b>22</b>	<b>19</b>	<b>27</b>	<b>25</b>	<b>24.5</b>	<b>23.5</b>	<b>21</b>	<b>21</b>	<b>295</b>

**Communication Methods and Skills**

<b>Business Messages</b>	<b>5</b>	<b>5</b>	<b>9</b>	<b>10</b>	<b>13</b>	<b>5</b>	<b>10</b>	<b>6</b>	<b>9</b>	<b>9</b>			<b>81</b>
<b>Letters</b>	<b>20</b>	<b>20</b>	<b>11</b>	<b>21</b>	<b>12</b>	<b>23</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>9</b>	<b>9</b>	<b>173</b>
Memos				5						10			15
Reports		5	6			4	6		5	10	12	10	58
Proposals					9							8	17
Briefs													0
Press Releases												9	9
Job Advertisement										2.5			2.5
Meetings	6		6	4	7	8		8			11	8	58
Electronic Office	5		5			6	5	5	6				32
CVs, Resumes	5	5	3					12					25
Good news and Bad news Messages (Theoretical)	5		5		5		6		10				31
Persuasive Messages (Theoretical)		10											10
<b>Total</b>	<b>46</b>	<b>45</b>	<b>45</b>	<b>40</b>	<b>46</b>	<b>46</b>	<b>39</b>	<b>43</b>	<b>42</b>	<b>43.5</b>	<b>32</b>	<b>44</b>	<b>511.5</b>

**Organisational Behaviour**

Introduction to Organisational Behaviour									2.5				2.5
Organisational Structure and Design		4		9		4		6					23
Organisational Change	9	6			12	9	6					5	47
Culture	3							3	2.5				8.5
Individual Behaviour			8	6						2.5	13		29.5
Groups and Teams		6	7	6					9				28
<b>Motivation</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>6</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>11.5</b>	<b>8</b>	<b>24</b>	<b>24</b>	<b>24</b>	<b>68.5</b>
Stress		7						8				14	29
Mission, Goal and Objectives					6			9			7	16	38
<b>Leadership</b>	<b>7</b>	<b>3</b>	<b>9</b>	<b>6</b>	<b>8</b>	<b>6</b>	<b>7</b>	<b>6</b>	<b>8</b>	<b>11.5</b>	<b>3</b>	<b>3</b>	<b>74.5</b>
Conflict	9		10	2		6	12						39
Negotiation	10	10			6		9			11			46
<b>Total</b>	<b>42</b>	<b>41</b>	<b>34</b>	<b>35</b>	<b>32</b>	<b>35</b>	<b>34</b>	<b>32</b>	<b>33.5</b>	<b>33</b>	<b>47</b>	<b>35</b>	<b>433.5</b>

<b>Grand Total</b>	<b>120</b>	<b>120</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>1240</b>
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**Caveats**

This analysis is only for identifying trends in ICAP exams; No decision (of selective study) should be taken only upon this analysis.  
 The categorization of degree of importance is just based on marks allocation, no other logical reasoning exists  
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 This analysis has been compiled with due care but still it is error prone due to human mistake.  
 If you find any mistake plz mail us by mentioning cell reference at the e-mail address i.e.  
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**Talib e doa**

ARSHAD IQBAL / ZAIN-UL-ABIDEEN / DANIYAL KALEEM  
 Friday, July 13, 2012

**Executive Summary**

Portion	Marks	%	As Per ICAP
1st	295	24%	25%
2nd	511.5	41%	40%
3rd	433.5	34%	35%
<b>Total</b>	<b>1240</b>	<b>100%</b>	<b>100%</b>

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Topicwise Analysis as per ICAP course outline

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44% Marks from These 6 Topics (Most Important)

Letters	20	20	11	21	12	23	12	12	12	12	9	9	173	14%
Communication Skills	11	10	5	6		8	10	12	10	2.5	7		81.5	7%
Business Messages	5	5	9	10	13	5	10	6	9	9			81	7%
Leadership	7	3	9	6	8	6	7	6	8	11.5	3		74.5	6%
Motivation	4	5		6		10			11.5	8	24		68.5	6%
Communication Process	6	5		9	10		5	9	8.5	5		6	63.5	5%
	<b>53</b>	<b>48</b>	<b>34</b>	<b>58</b>	<b>43</b>	<b>52</b>	<b>44</b>	<b>45</b>	<b>59</b>	<b>48</b>	<b>43</b>	<b>15</b>	<b>542</b>	

35% Marks from These 9 Topics (Important)

Reports		5	6			4	6		5	10	12	10	58	5%
Meetings	6		6	4	7	8		8			11	8	58	5%
Seven 7Cs	11	5	13	10			6		6		6		57	5%
Communication in Organisation	4	9	3		12	5	4		10	8			55	4%
Organisational Change	9	6			12	9	6					5	47	4%
Negotiation	10	10			6		9			11			46	4%
Conflict	9		10	2		6	12						39	3%
Interpersonal Communication		5				6	6			6		15	38	3%
Mission, Goal and Objectives					6			9		7		16	38	3%
	<b>49</b>	<b>40</b>	<b>38</b>	<b>16</b>	<b>43</b>	<b>38</b>	<b>45</b>	<b>21</b>	<b>11</b>	<b>37</b>	<b>44</b>	<b>54</b>	<b>436</b>	

21% marks from These 15 Topics (Less Important)

Electronic Office	5		5			6	5	5	6				32	3%
Good news and Bad news Messages (Theoretical)	5		5		5		6		10				31	3%
Individual Behaviour			8	6						2.5	13		29.5	2%
Stress		7						8				14	29	2%
Groups and Teams		6	7	6					9				28	2%
CVs, Resumes	5	5	3					12					25	2%
Organisational Structure and Design		4		9		4		6					23	2%
Proposals					9							8	17	1%
Memos				5						10			15	1%
Persuasive Messages (Theoretical)		10											10	1%
Press Releases												9	9	1%
Culture	3							3	2.5				8.5	1%
Introduction to Organisational Behaviour									2.5				2.5	0%
Job Advertisement										2.5			2.5	0%
Briefs													0	0%
	<b>18</b>	<b>32</b>	<b>28</b>	<b>26</b>	<b>14</b>	<b>10</b>	<b>11</b>	<b>34</b>	<b>30</b>	<b>15</b>	<b>13</b>	<b>31</b>	<b>262</b>	

<b>Grand Total</b>	<b>120</b>	<b>120</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>1240</b>
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