

## B4.2-R4 : PROFESSIONAL & BUSINESS COMMUNICATION

**NOTE :**

1. Answer question 1 and any FOUR from questions 2 to 7.
2. Parts of the same question should be answered together and in the same sequence.

Time: 3 Hours

Total Marks: 100

1. (a) What is the importance of an effective Communication ?  
(b) What do the following pictures reveal about the body language ?



1.



2.

- (c) What is Communication Competence?
- (d) Differentiate between Hearing and Listening.
- (e) Differentiate between Formal and Informal Communication.
- (f) What is the purpose of Brainstorming?
- (g) What are the barriers to effective communication?

(7x4)

2. (a) Write short notes on :
- (i) White Paper
  - (ii) Documentary memo
- (b) Assume that the head of your organization is worried about the amount of time employees are spending during the tea break. In this regard, you have been asked to draft a memo to be signed by him to be circulated to all employees, asking them to be at their desk during duty hours. (8+10)
3. (a) Explain the role of body language in the success of an oral presentation.
- (b) Explain terms of agreement in the context of negotiation.
- (c) Discuss the do's & don'ts of listening. (6+6+6)
4. (a) Discuss the basic guidelines for writing an effective business letter.
- (b) Distinguish between Grapevine and Rumor.
- (c) What are the most common kinds of persuasive messages? (6+6+6)
5. (a) List the essential etiquettes which need to be observed when corresponding via emails.
- (b) Bring out reasons as to why it is important to practice effective listening techniques and write down the advantages of becoming a good listener. (9+9)
6. (a) Explain verbal and non verbal communication.
- (b) Assume that you are a Sales Manager of Fancy Gallery. You have observed that the sales of greeting cards have been declining for quite some time. Draft a letter-style report indicating the possible reasons for the decline in sales, and suggesting various ways to promote the sales of greeting cards. (6+12)
7. (a) Enumerate the features of a good presentation.
- (b) Assume that you are the CEO of XYZ Ltd. You have observed internal disputes among your employees and as a result of that, the performance of your company is badly affected. Draft an email to your employees in general requesting for developing positive work culture. (8+10)

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