

## B4.2-R4: PROFESSIONAL AND 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) Make sentences of your own using the following pairs of words to bring out the difference in their meanings:
  - i) Principal — Principle
  - ii) Access — Excess
- b) Fill in the blank choosing the correct word from the bracket:
  - i) I accepted the wise \_\_\_\_\_ of my teacher. (*council/counsel*)
  - ii) A terrible \_\_\_\_\_ came out of the chamber when a dead rat lay hidden between the stacks of files. (*aroma/stigma/scent/stench*)
- c) Attempt the following:
  - i) Please repeat the question again. (*Correct the sentence to avoid unnecessary repetition*)
  - ii) Rewrite the sentence correctly – ‘*The opposition party, being not satisfied with the reply of the minister, walked over.*’
- d) Define *any two* of the following:
  - i) Forwarding Letter
  - ii) Committee Report
  - iii) Selective Listening
  - iv) Multimedia – as a tool of effective communication
- e) Distinguish between *any two* of the following:
  - i) Grapevine and Rumour
  - ii) Selective Listening and Emphatic Listening
  - iii) Verbal and Non-Verbal Communication
- f) Write the full form of *any four* of the following abbreviations:
  - i) www
  - ii) ISDN
  - iii) IT
  - iv) PERC
  - v) WAN
  - vi) DNS
- g) Differentiate between the two by forming a sentence and clearly showing the one used as computer related vocabulary:
  - i) Bite and Byte
  - ii) Programme and Program

(7x4)

2. Building Department of a municipal corporation, a department responsible for inspecting residential buildings and for ensuring that maintenance and repair work is carried out, sent a letter to a construction company, warning them about a lift slab problem in a building that they had recently constructed. They strongly advised the company to reinforce the lift slab as soon as possible at their own cost, failing which the building would collapse. The construction company understood the letter to mean that the problem could arise at a future date and simply filed the letter, taking no action. They thought that it was just a way of making them spend money. Two weeks later, the building collapsed as predicted and thirty people were crushed to death. In the above case, communication failed between the company and the Building Department and as result, there was unfortunate incident.

You are required to explain what could be the possible reasons due to which communication failed and what could be done to ensure that such a communication failure could not have taken place?

(18)

3.

- a) A supervisor in a factory questioned his night staff, because there had been several hours of down time the previous night. "Who is responsible for this crisis?" he asked angrily. The staff remained silent. "We are going to stay here till someone tells me the truth. This is not what I expected from you", said the supervisor. As the supervisor stood there eyeballing the night staff, they shifted uncomfortably, looked at their watches and moved restlessly. No one of the night staff spoke a word. Finally, the meeting was called off.  
You are required to identify the forms of communication used by the supervisor and by the night staff in the above case.
- b) 'Think like a wise man but communicate in the language of the people.' Critically comment on the statement and highlight the importance of simple language in the communication.
- c) Comment on the following statement:
- A leader is indispensable for group discussion.
  - Participation is the very life of a meaningful and effective discussion.

(4+8+6)

4.

- a) Mr. Shiv Kumar is your good friend but he is a poor listener. He wants to be an effective listener and for that he needs your help. You are required to develop guidelines necessary for improving the listening skills of your friend.
- b) Read the following paragraph and identify a sentence that should NOT be present as it does not stick to the topic introduced in the first few sentences:  
*The Bombay Stock Exchange (BSE) served as one of the largest stock markets for the Indian investors. But due to infrastructure problems and the mode by which investors from far flung areas of India transacted, made and received payments on buying and selling of financial scrips resulted in varying time periods for completion of the deal. Further, transactions have no transparency and were irregular and at times resulted in uncertainties. There was a need for a stock exchange to bring in uniformity, transparency and seamless flow of information for the benefit of the Indian investors and also the nation as a whole. The BSE has its office at Nariman Point, Mumbai with a 20 floors building and 457 computers connected to an Unix Operating System. Therefore, we need a stock exchange, which would merge the financial markets of India into one whole unit. The birth of the National Stock Exchange fulfills this need.*
- c) Rewrite the following sentences to make them more straight and suitable for an e-mail message:
- As per your fax of 13<sup>th</sup> March 2013, you are advised that the shipment will arrive on 23<sup>rd</sup> April 2013.*
  - Please find enclosed a map of the location of the venue for the aforementioned meeting.*
  - We would be most obliged if you could see your way clearing to giving this matter your urgent attention.*

(8+4+6)

5.

- a) Write a letter to a customer apologizing for the delay in the shipment of a product and requesting an additional period of two weeks for delivery.
- b) A good communication requires that in a structure of a sentence, there should be an agreement between subject and verb – that's one should ensure proper subject-verb agreement in a sentence. Following are the sentences wherein there is no proper agreement between subject and verb. You are required to rewrite them so that there is proper subject-verb agreement.

- i) The group of students are complaining about grades.
  - ii) A recipe with more than six ingredients are too complicated.
  - iii) The facts in that complex case is questionable.
  - iv) The people is wearing formal attire.
- c) One of the responsibilities of an interviewer is to put the interviewee at ease. Assume that you are an interviewer. Suggest any two ways through you will put the interviewee at ease. (6+8+4)

**6.**

- a) "Making presentation is *not* an art; but making effective presentation is an art." Comment.
- b) Assume that you are going to make a presentation about the financial position of the company in which you are working. Suggest what features you would like to have in your presentation so as to make the same a good presentation.
- c) What is Group Communication? Suggest the ways through which group communication can be made successful. (5+8+5)

**7.**

- a) What is interviewing?
- b) Name any two situations/cases where you would like to use brainstorming as an effective method of collecting necessary information.
- c) Write short notes on **any four** of the following:
  - i) Body Language – A mean of communication
  - ii) Web 2.0 Tools
  - iii) Life-Long learning
  - iv) Google Drive
  - v) Mobile Communication
  - vi) i-Phone
  - vii) SMS – A tool of communication(2+4+[3x4])