

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) Statements with positive tone have more *positive* effect on a reader than those which are negatively toned. Therefore, it is always suggested that the statements should be expressed in positive tone. In this light, you are required to re-write the following statements to make them more positive and clear:
- i) If you fail to pass the examination, you will not qualify for the post of manager.
 - ii) We can't process your application because you neglected to insert your PAN Card Number.
 - iii) Construction cannot begin until the building plans are approved.
 - iv) Customers are ineligible for the 10 % discount unless they show their membership cards.
- b) Plain language writing emphasizes the use of the clearest words possible to describe actions, objects and people. It means choosing a two-syllable word over a three-syllable one, an old familiar term instead of the latest bureaucratic expression and sometimes, several clearer words instead of one complicated word. Your choice of words should be based on what will be clearer for your reader. Keeping this in mind, you are required to rewrite the following statements to avoid unfamiliar words so as to make them more clear to the readers:
- i) To expedite ratification of this agreement, we urge you to vote in the affirmative.
 - ii) After perusal of pertinent data, the conclusion is that a lucrative market exists for the subject property.
 - iii) Pursuant to your application, we will interrogate our manager.
 - iv) Where a cheque is tendered in payment, the name of the corporation must be entered on the face of the cheque.
- c) There are 7 C's of effective communication which are applicable to both written as well as oral communication and one of them is – Courtesy. Courtesy in message implies the message should show the sender's expression as well as should respect the receiver. Hence, to achieve more effective communication, you are required to rewrite the following messages to show greater courtesy:
- i) You must fill order-form properly otherwise we will not supply goods to you.
 - ii) If you had listened to our agent more carefully, you would know that your policy does not cover accidents outside India.
- d) Make sentences of your own using the following pair of words to bring out their meanings clearly:
- i) Check - Cheque
 - ii) Lose - Loose
 - iii) Accept - except
 - iv) Berth - birth
- e) "Listening is not Hearing". Comment and bring out clearly the differences between the two.
- f) What do you understand by the term Communication Climate in an organization? What would a closed climate of communication tell you about the state of relationship between employees of the same status, and between the employees at different hierarchical levels?
- g) What is interpersonal communication? How is dyadic communication different from small group communication?

(7x4)

2. Assume that you appeared for an interview for the post of Deputy Manager (Accounts) in ABCD Company Limited and you got a letter from Mr. A. Tayal, HR Manager of the Company informing you that you have been selected for the post of Deputy Manager (Accounts).

You are required to draft a letter addressed to Mr. A. Tayal, HR Manager, ABCD Company Limited, PO Box 12345, New Delhi - 110002 accepting the offer from the Company. Also, you request details regarding the formalities to be completed before joining the company.

(18)

- 3.
- a) *'Non-verbal communication is more reliable and more efficient than verbal communication. And, body language is the most powerful means of non-verbal communication.'* In the light of it, describe what the following body movements exhibited by someone are communicating to you during a course of conversation:
- Shifting one's body continuously while seated
 - Twirling and playing with one's hair
 - Sitting in a sprawled position
 - Rolling one's eyes
 - Extending a weak handshake
- b) *"Every communication has a specific purpose without which it has no relevance."* In this context state a specific purpose for each of the following communication tasks:
- A memo to your clients informing them about your stall at the upcoming trade fair at Pragti Maidan, New Delhi.
 - A letter to a customer who has not made a payment for three months.
 - A memo to employees about the issuance of new smart card to replace the existing identity cards of the employees.
 - A phone call to a courier company enquiring about delay in the delivery of a letter.

(10+8)

- 4.
- a) Identify whether the following statements are true or false with reasons:
- Studies have revealed that people retain 10% of what they read, 20% of what they see, 30% of what they hear and 50% of what they hear and see.
 - Failing to communicate is communicating to fail.
 - Words are the most power tool invented by human beings.
 - Gestures are as important as verbal communication.
 - Talking is impressing the other.
- b) Find out the type of communication (*like, oral, written, etc.*) in the following cases along with reasons in support of your answer:
- Shyam makes order for 100 bags of cement to a distributor which he accepts instantly.
 - A manager issues a memo to a worker on regularly coming late to the factory.
 - Abha, a training manager, delivers her lecture to the trainees with the help of electronic presentation.
 - Ankur placed an order for a smart phone on an online-shopping site and he got the confirmation of the order in his mail-box.

(10+8)

- 5.
- a) Suggest one situation where you would prefer to use written communication over oral communication and another situation where you would like to use oral communication over written communication.
- b) *'No clarity of writing without clarity of thought.'* Discuss.
- c) *'Listening is not Hearing'.* Comment

(8+5+5)

6.

- a) Assume that you have been made a team leader to accomplish a task in your company. Suggest what kind of communication skills you need as a team leader.
- b) "The responsibility for the success of communication always lies on the leader of the group". Discuss it.
- c) 'Needless repetition of words and ideas add to the length of sentences without contributing to their meanings. Therefore, avoiding repetition of words and ideas enhances the effectiveness of the communication.' In the light of the statement, write down sentences to eliminate repetition of words and ideas *shown in italics* from the following statements:
 - i) We must assemble *together* at 10:30 AM *in the morning*.
 - ii) If you are not satisfied, then return it *back* to us.
 - iii) One should understand the *basic* fundamentals of clear writing.
 - iv) We should plan *in advance* for future.
 - v) *As a matter of interest*, I am interested in learning your ways of handling the things.
 - vi) Ram got an *added* bonus of Rs. 5,000 on Diwali.

(6+6+6)

7.

- a) Explain how the emergence of information technology has changed the ways by which people communicate in organizations.
- b) Write short notes on **any three** of the following:
 - i) Tips for effective Non verbal Behaviour during interviews
 - ii) Social Networking Technology
 - iii) PERC-Quotient
 - iv) SMART Mobile phones for effective and faster communication
 - v) Usage of Web 2.0 tools for communication

(6+[3x4])