

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) *'Unnecessary repetition of words adds to the length of sentences without contributing to their meanings. Therefore, avoiding repetition of words enhances the effectiveness of the communication.'* In the light of the statement, write down sentences to eliminate repetition of words shown in italics and underlined from the following statements.
- i) When I got to the bottom of the stairs, I saw that the stairs were high and steep. I took a deep breath and began to climb the stairs. When I reached the top of the stairs I looked around me.
 - ii) Mr. Shyam reached the city in night. The city was shining in light and shops in the city were closing. He looked around the city for a place where he could have his dinner.
 - iii) The teacher announced to the students that all the students should assemble together at 9:30 AM in the morning for the morning assembly.
 - iv) One should understand and comprehend the basic fundamental of planning and that is, one should always plan in advance for future.
- b) *'Two words are homonyms if they are pronounced or spelled the same way but have different meanings. They are of two types: homograph – if two words are spelled the same way but differ in meaning (e.g. fair, which may mean treating people equally or may mean light complexion); homophone – if two words are pronounced the same way but differ in meaning or spelling or both (e.g. bare and bear).* Below are the pair of sentences having homograph words and you are supposed to write their meanings.
- i) (A) I shall be back within 20 minutes.
 - i) (B) I have pain in my back.

 - ii) (A) Bats are very useful because of the large number of insects they consume.
 - ii) (B) Meerut is famous for producing best quality of bats.

 - iii) (A) Children are playing on a river bank.
 - iii) (B) I have deposited Rs. 10,000 into my saving bank account.

 - iv) (A) The foundation of the house are begining to sink.
 - iv) (B) Utensils are washed in the kitchen sink.
- c) Following are pairs of some homophone words. You are supposed to make the statements using them and clearly bring out the differences in their meanings.
- i) Accept and Except
 - ii) Dear and Deer
 - iii) Blew and Blue
 - iv) Complement and Compliment

([(3x4)]+[4x2])+[4x2])

2.

- a) Select a communication channel from the list given which you think is best for the following messages:

List of Communication Channels: Letter on official stationery, Email, Telephone, Social Media (e.g. Facebook; Twitter), Teleconferencing, Person to person verbal communication, and Silence.

- i) Complaining to your boss about a difficult co-worker who had fight with his colleague last evening.
 - ii) Asking for a few days of leave from work to attend a special family function.
 - iii) A communication to be sent regarding training to new employees.
 - iv) Notifying the manager of a local business that you still haven't received the refund you were promised.
 - v) Reminding your busy boss about a long overdue reimbursement for out-of-pocket expenses.
 - vi) Apologizing to a customer for a mistake your company made.
- b) "*In an effective communication, a picture is worth thousand words.*" Critically examine the statement and **name** the chart you will like to prepare to report the following:
- i) Showing one rupee has been spent by the Government as per the latest budget.
 - ii) No. of different categories of officers in a company.

([6x2]+6)

3.

- a) Assume that you are working as a purchase manager in a hotel. The hotel has an agreement to buy carpets from a firm at a price included value of carpet and its fixation cost. It carries one year warranty clause against colour fading. The hotel purchased a carpet for its lobby 3 months back and its colour has faded. You are required to write a claim letter to change the carpet or refund the price to the firm.
- b) State, with reasons in brief, whether the following statements are correct or incorrect.
- i) Communication is a circular process.
 - ii) Verbal communication means oral communication.
 - iii) The complimentary closing of a letter must match with the salutation in terms of formality.
 - iv) Hearing is synonymous to listening.
 - v) Anger is the worst enemy of communication

([4x2]+[5x2])

4.

- a) Give one word substitute for the following:
- i) One who feels sympathetic towards human beings?
 - ii) A word or law no longer in use.
 - iii) A previous case which might serve as an example.
 - iv) A decision or opinion on which all are agreed.
 - v) Having a chance of occurring too low to inspire belief.
 - vi) Impossible to rectify or amend.
- b) Illustrate with suitable example(s) how does a memo differ from a letter.

([6x2]+6)

5.

- a) Assume that your company has increased the bonus rate from 10% to 12.50% of basic salary. As a head of the Establishment Section, you are required to write a circular for the company's employees informing about such an increase in bonus.
- b) What is the difference between curriculum vitae (CV) and a résumé?
- c) Suggest any two cases or situations where one should use brainstorming to get necessary information.

(10+4+4)

6.

- a) Suggest the ways through which you may optimize your PERC-Quotient in your office to better achieve your image goals.
- b) Explain the role of disclaimers in mitigating legal issues in any electronic/internet based business communication.
- c) Write down in what manner the following Tools/software/Resources are useful for an organization to ensure effective and economical communication:
 - i) WebEx.com
 - ii) Skype For Business

(8+4+6)

7.

- a) To get the best from an interviewee, an interviewer should put the interviewee at ease. Assume that you are an interviewer; you are required to suggest any two ways through you will put the interviewee at ease.
- b) Distinguish between **any three** of the following:
 - i) Pitch and tone while making a speech
 - ii) Selection Interview and Appraisal Interview
 - iii) Covering Letter and Main Letter
 - iv) Personal Communication and Mass Communication
- c) Write short notes on **any three** of the following:
 - i) Voice articulation in speech
 - ii) Difference between Web 1.0 and Web 2.0
 - iii) Understanding your audience to make a right presentation
 - iv) Grapevine as informal communication channel

(9+9+9)