

## 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) You work for Col. Inamdar, a middle aged, well-educated man who owns a security company and a restaurant. He credits his success to his ability to listen effectively. **Select any two quotes on listening** (one for Security Company and another for his restaurant) from the following that can be most appropriately put up on each workplace for motivating his employees.
    - i) Be a good listener. Your ears will never get you in trouble.
    - ii) History repeats itself because no one listens the first time.
    - iii) A good listener truly wants to know the speaker.
    - iv) Try to listen carefully that you might not have to speak.
  - b) For the following tasks, identify the necessary direction of communication (downward, upward, horizontal), **suggest an appropriate type of communication** (casual conversation, formal interview, meeting, workshop, web conference, instant messaging, memo, blog, bulletin board notice etc.) and briefly **explain your suggestions**.
    - i) As production manager, you want to make sure that both the sales manager and the finance manager receive your scheduling estimates.
    - ii) As marketing manager you want to help employees throughout the company to understand the marketplace and customer needs.
  - c) What is a **grapevine**, and why should managers be aware of it? How can it affect the perception of managers?
  - d) What do the following pictures **reveal about the body language**?



- e) Would you rather (i) make a presentation to a departmental meeting, or (ii) be interviewed for a news story that involves a serious accident at your company? Why? How do the communication skills differ among these situations?
- f) How have the following technology tools changed the use of communication: **Wifi and Instant Messaging Apps?**
- g) The following paragraph is adapted from a published article "Lifestyle Disorders of Today's Youth: A Matter of Concern" by Tanim Banerjee on the unhealthy lifestyle of urban youth today. **Make a brief presentation plan of about 20 minutes** that should include (i) opening statement and introductory topic (ii) 3-4 bullet points stating the main idea (iii) visual aid such as graph, chart, diagram, smartart, and (iv) concluding statement.

*Rapid urbanization, growth of professionalism and the desire to earn fast and more money has proved extremely detrimental to the country's youth. Long working hours, monotonous and immobile practice of spending hours in front of the computer screen, smoking, consuming high calorie fast food, alcoholism and drug consumption have cut their life span and hindered the country's progress at large. These practices are contributing to a number of chronic diseases in the long run, such as heart diseases, stroke, cancer, diabetes, obesity, stress and respiratory infections at a very young age. Contemporary lifestyle has become a disease in itself, gradually working as a slow poison, which is leading to fatal consequences.*

(7x4)

2.

- a) Differentiate between CV and Resume. Highlight the characteristics of a good CV.
- b) List three popular Social Communication Tools. Out of these which is most popular and why?
- c) Assume that your company is working on designing a mobile app for the urban single youths that will help them connect with every other single youth staying in that city and has similar interests. You want to get some funding for this project. An angel investor company has agreed to meet you and he expects you to give a 20-minute presentation. What points will you keep in mind while **preparing for the presentation**? List down your points on the basis of opening and closing of your presentation, time of presentation, audio-visual aids, and any other point you deem fit.

(4+4+10)

3.

- a) Read the following paragraph. Identify the **topic sentence** and the **style of organizing** the paragraph.

Beneficial and harmful links exist between human health and ocean health. While several important medical treatments are based on chemicals discovered in marine animals, increasingly common phenomena such as harmful algal blooms have demonstrated their negative impact on human health. The health of marine ecosystems is affected by human activities such as pollution, global warming, and overfishing. But human health in turn depends on thriving ocean ecosystems.

- b) Write **four advantages** each of **Drop Box** and **Internet Telephony** in small businesses.
- c) In Center Harbor, Maine, local legend recalls the day when Walter Cronkite steered his boat into port. The avid sailor was amused to see in the distance a small crowd on shore waving their arms to greet him. He could barely make out their excited shouts: "Hello Walter, Hello Walter!" As his boat came closer, the crowd grew larger, still yelling. Pleased at the reception, Cronkite tipped his white captain's hat, waved back, even took a bow. But before reaching dockside, Cronkite's boat abruptly jammed aground. The crowd stood silent. The veteran news anchor suddenly realized what they'd been shouting: "Low water, low water!"

Analyse the flawed **communication process** in the above incident by illustrating clearly the sender, receiver, encoding and decoding with the help of the communication process diagram. List any four barriers that caused the Cronkite Miscommunication? Which of these barriers could be overcome through improved communication skills?

(4+4+10)

4.

- a) Fill in the blanks with **one of the words** from the bracket that suits most appropriately:
  - i) It is not \_\_\_\_\_ for you to see the chairman at this moment. (expedient, expeditious)
  - ii) The chairman \_\_\_\_\_ to sanction the payment. (refuse, deny)
  - iii) The channel of communication was selected in a \_\_\_\_\_ manner by the members of the \_\_\_\_\_ board. (judicious, judicial)
  - iv) This \_\_\_\_\_ fellow should not be encouraged anymore; else he will leak out all the \_\_\_\_\_ information. (officious, official)
  - v) Marketing is a \_\_\_\_\_ necessity, and those aspiring for it as a career must be of a \_\_\_\_\_ nature. (social, sociable)
- b) Whenever your boss asks for feedback during department meetings, she blasts anyone offering criticism, which causes people to agree with everything she says. You want to talk to her about it, but what should you say? List some of the points you want to make when you discuss this issue with your boss.
- c) Read the following **blog posting**, and analyze whether the message is effective or ineffective communication, explaining why and **revise the message** so that it follows some set guidelines:

*It has come to my attention that many of you are lying on your time cards. If you come in late, you should not put 8:00 on your card. If you take a long lunch, you should not put 1:00 on your time card. I will not stand for this type of cheating. I simply have no choice but to institute an employee monitoring system. Beginning next Monday, video cameras will be installed at*

*all entrances to the building, and your entry and exit times will be logged each time you use electronic key cards to enter or leave.*

*Anyone who is late for work or late coming back from lunch more than three times will have to answer to me. I don't care if you had to take a nap or if you girls had to shop. This is a place of business, and we do not want to be taken advantage of by slackers who are cheaters to boot.*

*It is too bad that a few bad apples always have to spoil things for everyone.*

**(4+4+10)**

**5.**

- a) At your last department meeting, three people dominated the entire discussion. What can you do at the next meeting to encourage other department members to voluntarily participate?
- b) Rewrite the following sentences in **a clear, concise form**.
- i) At this point in time we can't ascertain the reason as to why the screen door was left open.
  - ii) I would call your attention to the fact that our President, who was formerly the Governor of Arkansas, is basically a Southerner.
  - iii) The nursery school teacher education training sessions involve active interfacing with preschool children of the appropriate age as well as intensive peer interaction in the form of role playing
  - iv) Bothered by allergies, a condition that made them sneeze, some of the preschool children had sinus troubles that caused them to miss several days in nursery school this spring.
- c) Your college is organizing a grand fest on the occasion of its silver jubilee. You, as the head of the event management of your college, are required to arrange for the sound and light system for the event. Draft **an enquiry email** for the concerned organizations to send you the full quotations of the same. You may – i) clearly state the requirements/specifications, ii) request seller to quote prices and terms of payment, iii) ask for student concession, iv) state quantity, space and time frame, v) ask for details of guarantees, accessories, and spares, vi) Installation and maintenance terms.

**(4+4+10)**

**6.**

- a) Rewrite the following sentences in a clear manner after **omitting the errors**:
- i) The man gave order in the brown suit.
  - ii) One must work thirty years to be eligible for your pension.
  - iii) A bottle containing poison was found beside the man.
  - iv) The Chief Minister wore a saffron outfit and an imposing head-gear of the same color speaking only in Telugu.
- b) The following paragraph is about why adults go to amusement parks. The paragraph contains sentences that are irrelevant or unnecessary to the main point of the paragraph. The sentences do not support the opening point, and so the paragraphs are not unified. In the interest of paragraph unity, such sentences must be omitted. **Identify the irrelevant sentences.**

Why do adults go to amusement parks?

(1) Adults visit amusement parks for several reasons. (2) For one thing, an amusement park is a place where it is acceptable to "pig-out" on junk food. (3) At the park, everyone is drinking soda and eating popcorn, ice-cream, or hot dogs. (4) No one seems to be on a diet, and so buying all the junk food you can eat is a guilt-free experience. (5) Parks should provide stands where healthier food, such as salads or cold chicken, would be sold. (6) Another reason people visit amusement parks is to prove themselves. (7) They want to visit the park that has the newest, scariest ride in order to say that they went on the Parachute Drop, the seven-story Elevator, the Water Chute, or the Death Slide. (8) Going on a scary ride is a way to feel courageous and adventurous without taking much of a risk. (9) Some rides, however, can be dangerous. (10) Rides that are not properly inspected or maintained have killed people all over the country. (11) A final reason people visit amusement parks is to escape from everyday pressures. (12) When people are poised at the top of a gigantic roller

coaster, they are not thinking of bills, work, or personal problems. (13) A scary ride empties the mind of all worries--except making it to the bottom alive. (14) Adults at an amusement park may claim they have come for their children, but they are there for themselves as well.

- c) As a representative of your department, write a **letter-style report** to your manager, indicating the growing unpunctuality of the members of your department. Refer to their attendance, their indiscipline, their habit of taking leaves without prior consent and any other matter if required. Also, suggest a few ways to tackle this problem.

**(4+4+10)**

**7.**

- a) Distinguish between: -

- i) ipad and ipod
- ii) Internet and Intranet

- b) How can non-verbal communication help you run a meeting? How can it help you call a meeting to order, emphasise important topics, show approval, express reservations, regulate the flow of conversation and invite a colleague to continue with a comment?

- c) You are the Chairperson of the Youth Club of your institute. You held a meeting in order to decide the upcoming events to be held in the next semester. Draft a **circular** mentioning all the major decisions taken during the meeting.

**(4+4+10)**