

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) Why effective communication should be a focus in today's business environment ?

- (b) Find the English grammar mistakes in below mention sentences and correct the same.
 - (i) Do you have a few minutes to discuss about this project ?
 - (ii) The survey we performed recently showed that most of customers are satisfied.
 - (iii) Would you like to take part of this activity ?
 - (iv) If you don't mind, I'd prefer leave early tomorrow.

- (c) Choose the correct homophone in each of the following sentences :
 - (i) Our company's guiding principal/principle is trust.
 - (ii) Its/it's forecast to rain all next week.
 - (iii) If you're going swimming in the sea, be careful of the current/currant!
 - (iv) I've decided to except/accept the new job at XYZ Ltd.

- (d) Match the words in first column with their closest synonym from the second column :

Word	Synonym
Precarious	Roving
Tacit	Reproached
Berated	Uncertain
Nomadic	Implied

- (e) Explain Communication Climate in an organization.

(f) What do you mean by work plan in terms of business ? Which are the major components of a work plan ?

(g) What do you understand by term PERC-Quotient ?

(7x4)

2. (a) Write short notes on any **three** of the following :

- (i) Virtual Office
- (ii) Social Networking service
- (iii) Netiquette
- (iv) E-Book

(b) Rearrange the following sentences in a proper sequence to form a meaningful paragraph :

- (i) Feedback, hence, is very crucial especially from important people and needless to say that from ‘those in immediate contact with one, if one is in employment’.
- (ii) This is actually an act of ignorance as they don’t realize that this strategy will eventually hurt more and sometimes beyond repair.
- (iii) But the problem is that a majority of people never solicit feedback as the word “feedback” carries a notorious tag of being negative only.
- (iv) However there exists a different category of people who believe in giving only sugar-coated feedback as fear hurting others through a negative one.
- (v) A champion thrives on challenging his or her weaknesses and converting those into strengths.
- (vi) The foundation of a great performance is continuous learning, overcoming weaknesses and enhancing strengths.

([3x4]+6)

3. (a) Distinguish between any **three** of the following :

- (i) Data and Information
- (ii) Marketing And Selling
- (iii) CV and Resume
- (iv) Blog and Website

- (b) Which are the most common obstacles for successful communication ? How can you overcome them ?

([3x3]+9)

4. (a) Assume that you are studying for a qualification, and you would like to have some time off from work to complete it.

Write a letter to your Manager asking for some time off to complete the qualification. Suggest what you will do later at work if you have time off, and also mention how the qualification would help your job or the company.

- (b) Explain the situation when you would like to use verbal communication and also, explain another situation when you would like to choose written communication over verbal communication.

(9+9)

5. (a) How to project positive body language to add strength in your verbal message or idea ? Explain.

- (b) “The internet allows us to stay connected with each other no matter where we are. On the other hand, it also isolates us and encourages people not to socialize.” To what extent do you agree or disagree with these statements ?

(9+9)

6. (a) Explain how a proper choice of formal and informal communication can be an effective tool for good communication.

- (b) In the following passage, there are blanks and each of which has been numbered. Read the passage carefully, and decide which word from the list given at the end best fits each gap. (Write the appropriate word in each case. Do not write out the passage. Do not use any word more than once.)

According to the World Bank 2010 report, black money **(1)** about 23.2 percent of India’s GDP in 2007. Given such a state, the country cannot **(2)** it to continue for long. Black money is **(3)** in various forms such as Gold, **(4)**, Overseas tax havens and Cash. Demonetizing currency notes of particular denominations is a step to curb black money that is in the form of physical/ hard cash.

Although there is an apparent **(5)** to the common man initially, given the short span of time to get these currency notes exchanged or deposited in banks and post offices, but he/she is expected to **(6)** to the new currency system in a reasonable time.

Rural area farmers have slightly more **(7)** keeping in mind the Rabi crop harvest season, where the farmer must have **(8)** cash for their harvest. Also, in rural areas the exchange and deposit system can be **(9)** to take a long time in case there is a bank in the village and inconvenience in terms of transportation, additional expenses and time is easily foreseeable in case there is no bank in the village and the people have to go to the city for this purpose.

Expected	Afford	Formed
Inconvenience	Earned	Stored
Real estate	Adapt	Troublesomeness

(9+9)

7. (a) Do you think that the investment in communication technologies in a company will improve its business ? Support your answer with necessary reasons.
- (b) Write the short notes on any **three** of the following Web Tools/Resources :
- (i) Skype
 - (ii) Youtube
 - (iii) Google Maps
 - (iv) Slideshare

(9+[3x3])