

## 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) What is the importance of an effective Communication ?  
(b) What do the following pictures reveal about the body language ?



1.



2.

- (c) What is Communication Competence?
- (d) Differentiate between Hearing and Listening.
- (e) Differentiate between Formal and Informal Communication.
- (f) What is the purpose of Brainstorming?
- (g) What are the barriers to effective communication?

(7x4)

2. (a) Write short notes on :  
(i) White Paper  
(ii) Documentary memo  
(b) Assume that the head of your organization is worried about the amount of time employees are spending during the tea break. In this regard, you have been asked to draft a memo to be signed by him to be circulated to all employees, asking them to be at their desk during duty hours. (8+10)
3. (a) Explain the role of body language in the success of an oral presentation.  
(b) Explain terms of agreement in the context of negotiation.  
(c) Discuss the do's & don'ts of listening. (6+6+6)
4. (a) Discuss the basic guidelines for writing an effective business letter.  
(b) Distinguish between Grapevine and Rumor.  
(c) What are the most common kinds of persuasive messages? (6+6+6)
5. (a) List the essential etiquettes which need to be observed when corresponding via emails.  
(b) Bring out reasons as to why it is important to practice effective listening techniques and write down the advantages of becoming a good listener. (9+9)
6. (a) Explain verbal and non verbal communication.  
(b) Assume that you are a Sales Manager of Fancy Gallery. You have observed that the sales of greeting cards have been declining for quite some time. Draft a letter-style report indicating the possible reasons for the decline in sales, and suggesting various ways to promote the sales of greeting cards. (6+12)
7. (a) Enumerate the features of a good presentation.  
(b) Assume that you are the CEO of XYZ Ltd. You have observed internal disputes among your employees and as a result of that, the performance of your company is badly affected. Draft an email to your employees in general requesting for developing positive work culture. (8+10)

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