

**B4.2-R4 : PROFESSIONAL AND BUSINESS COMMUNICATION****NOTE :**

1. Answer question 1 which is compulsory and attempt **any FOUR** from Questions 2 to Question 7.
2. Parts of the same question should be answered together and in the same sequence.

**Time : 3 Hours****Total Marks : 100**

1. (a) *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. (Attempt any four)*
  - (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) Few people go for morning walk in a nearby **park**.
  - (iv) (B) Please **park** your car inside your house.
  - (v) (A) Water **rose** above the normal level.
  - (v) (B) The teacher was greeted with a **rose**.
  - (vi) (A) The foundation of the house are beginning to **sink**.
  - (vi) (B) Utensils are washed in the kitchen **sink**.
- (b) 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. (Attempt any four)
  - (i) Accept and Except
  - (ii) Dear and Deer
  - (iii) Blew and Blue
  - (iv) Complement and Compliment
  - (v) Fair and Fare
  - (iv) Lessen and Lesson

- (c) Find the English grammar mistake(s) in below mention sentences and rewrite the statement correcting the mistake(s). (*Attempt any four*)
- (i) Every boy of Class VIII must bring their own lunch.
  - (ii) My fathers house is next to his house.
  - (iii) These books is good for Class-I students.
  - (iv) The father found the boy, and he was very happy.
  - (v) The rain had a good affect on the farmer's produce of wheat.
- (d) What are the goals of business communication ? (*Write any four goals*)  
(8+8+8+4)

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. (*Attempt any six*)

- (i) Complaining to your boss about a difficult co-worker who had a 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.
  - (vii) Getting your boss's reaction to the idea of giving you more responsibility.
  - (viii) Informing your friends and relatives about the job you recently changed.
- (b) "In an effective communication, a picture is worth thousand words." Critically examine the statement and name the chart you would like to prepare to report the following :
- (i) Showing how one rupee has been spent by your company in the last financial year.
  - (ii) Number of different categories of customers of a company.
  - (iii) Showing relation between volume of sales of a company and its profit. (12+6)

3. (a) Assume that you are working as a purchase manager in a company. The Company has an agreement with one of the vendors to buy household LED bulbs at a fixed price. The agreement carries one year warranty clause against defective lot of LED bulbs. The Company purchased a lot of 200 LED bulbs and the lot was found to be defective. You are required to write a claim letter to change the lot of LED bulbs or refund the price to the Company.
- (b) 'State, with reasons in brief, whether the following statements are correct or incorrect. (*Attempt any five*)
- (i) Communication is a two-way process.
  - (ii) Verbal communication means oral communication.
  - (iii) The formal channel of communication is also called 'grapevine'.
  - (iv) Body language is no language.
  - (v) Hearing is synonymous to listening.
  - (vi) Anger is the worst enemy of communication (8+10)
4. (a) Do you think that there exists gender differences in listening ? Answer the question highlighting the difference between listening by man and women.
- (b) Give one word substitute for the following : (*Attempt any five*)
- (i) One who feels sympathetic towards human beings.
  - (ii) A previous case which might serve as an example.
  - (iii) A decision or opinion on which all are agreed.
  - (iv) Someone who pursues a study or sport as a pastime.
  - (v) A position for which no salary is paid.
  - (vi) In a game neither team wins.
  - (vii) A speech delivered without any prior or previous preparations. [8+(5x2)]
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) Name 7 Cs of communication.
- (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 (7+5+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 which you will put the interviewee at ease.
- (b) Distinguish between *any two* 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
- (v) Memos (5+[2+2]+[3+3+3])

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