

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) What is meant by 'Corporate Culture'?
 - b) Suppose you are asked by your company to interview candidates for Junior Executive's job. What topics you will like to explore with the candidates before recommending a candidate for selection.
 - c) Suppose you have been selected for the Employee of the Year award. Write in about 100 words the thanks-giving speech you will make after receiving the award from the President of your company.
 - d) "Communication, in an environment of competition, is depending more and more on technology which is evolving at a frantic pace." Discuss this statement in the context of information and communication technology.
 - e) What will you do to establish compatibility with your supervisor in the context of office politics?
 - f) What factors would make a team effective?
 - g) What aspects of the workplace affect the job productivity and job satisfaction?

(7x4)

2.

- a)
 - i) Use appropriately *little, a little, the little* in the sentences that follow. The sense to be conveyed has been indicated in the brackets in italics.
There is ----- hope of his recovery. (sense : *not much*)
There is ----- hope of his recovery. (sense: *some, though not much*)
_____ hope of recovery that we had soon evaporated. (sense: *not much, but all that there was*)
 - ii) Correct the spellings of the following words, if necessary:
distrub, refferance, freinds, inspecshun, ordinery, yastarday
 - iii) Correct the sentences, if necessary:
The costs of all the items have gone up.
If I were him I would not do it.
One must not boast of his own success.
- b) Read the following passage carefully and answer the questions that follow, based on the contents of the passage. Do not introduce your own ideas or arguments in the answers.

We may be witnessing the advent of a new era in which breakthrough innovations happen first in developing countries and are then taken to the developed countries. Infosys, TCS and WIPRO have pioneered the concept of "global delivery model" - serve clients in the developed world from distant India, where talented software engineers earn substantially lower wages – thereby challenging IBM and Accenture to rethink their business models. Mahindra and Mahindra is giving John Deere a run for money in tractor market. Tata motors have blazed a new trail with Nano. The list goes on. The Indian B-Schools need to prepare leaders to carry this revolution forward.

There are two critical areas of leadership development: Innovation mindset and Global mindset. The former is needed to focus on India's problems and come up with innovative solutions; the latter is needed for taking local innovations global. By focusing on creativity, risk taking, entrepreneurship and execution, B-schools can foster innovation capability. Through coursework and international field visits they can cultivate global mindset.

For too long Indian companies have focused on making products needed for the West. Even when they focused on India, they addressed the need of the top ten percent of the economic pyramid. The remaining one billion of Indians were left for the government, NGOs and charitable institutions to take care of. The time has come that Indian companies think of the needs of these one billion consumers and do some out-of-the-box thinking. This will pay dividend even in the global market.

- i) What is defining the new era? What is the concept that has guided Infosys, TCS and WIPRO?
- ii) What are the critical components of the leadership required now and how can B-Schools develop them in their students?
- iii) What should the Indian companies be focusing on now?

(9+9)

3.

- a) What considerations you would keep in mind while sending an E-mail to a person with whom you are not very close. Write an E-mail, in proper format, to a person whom you recently met during a railway journey and with whom you exchanged phone numbers and E-mail addresses. Tell him/her briefly that you would like to welcome him/her as a partner in a new venture you propose to float.
- b) Do women listen differently from men? Discuss major variables that influence listening effectiveness. Assume that there is no external noise and there are no barriers of language and culture.

(9+9)

4.

- a) Contrast 'defensive behaviour' with supportive behavior in communication.
- b) Discuss how you would successfully conduct a meeting.

(9+9)

5.

- a) In making a presentation, one needs to establish 'Net Effects Goals' and identify 'Substance Goals'. Explain what is meant by these terms? What are the objectives one wants to achieve through substance goals?
- b) Suppose you are invited to participate in a discussion on Funding Higher Education. You will be given five minutes to present your point of view followed by three minutes of discussion. Write succinctly how you would present your views to *persuade* the audience to accept your viewpoint.

(9+9)

6.

- a) Discuss the forces that are driving the changing role of information technology in organizations.
- b) As a student of a professional course, you may face several barriers to listening that will prevent you from getting the most from the lectures in your class. Discuss these listening barriers.

(9+9)

7.

- a) Write short notes on:
 - i) Encoding, decoding and 'shared meaning'
 - ii) Communication styles based on assertiveness and responsiveness
- b) What considerations determine negotiating strategy and negotiating tactics?

(9+9)