

## 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 formal communication and informal communication?  
Given below are four forms of communication which usually take place in an organization. Indicate against each whether it is formal communication (F), or informal communication (I).  
Meetings; counselling; proposals; grapevine
- b) What is meant by (i) a closed question, (ii) an open question? Give two examples of each of these types of questions.
- c) What is a Virtual Office?
- d) What is a Communication Protocol? Mention at least two prominent internet protocols.
- e) Define any four formal small groups that operate in an organization.
- f) What is meant by BATNA in the context of negotiations? What is its utility?
- g) What do you understand by the term Communication Climate in an organization? What would a closed climate of communication tell you about the state of relationship between employees of the same status, and between the employees at different hierarchical levels?

(7x4)

2.

- a)
  - i) Given here are three pairs of similar-sounding words. Make sentences to bring out the difference in meaning of the words in each pair.  
assent, ascent; letter, latter; fair, fare
  - ii) Correct the spellings of the following words, if necessary:  
cenchury, stretgy, previledged, morden, critisizm, witting
  - iii) Correct the sentences, if necessary:  
He and I were playing.  
If I were him I would not do it.  
Please excuse me being late.
- b) Read the following passage carefully and answer the questions that follows, based on the contents of the passage. Do not introduce your own ideas or arguments in the answers.

It is fundamental to the world view of modernism that all benefits are man-made – products of scientific, technological and industrial progress and made available via the market system. Thus, health is seen as something that is dispensed in hospitals, or at least by the medical profession, with the aid of the latest technological devices and pharmaceutical preparations. Education is seen as a commodity that can only be acquired via schools and universities. Law and order, rather than being a natural feature of human society are seen instead as provided by our police force in conjunction with the Law Courts and the prison system. Even government is seen as man-made – brought into being by the “social contract”. Not surprisingly, a country’s wealth is measured by its per capita Gross National Product (GNP), which provides a rough measure of its ability to provide its citizens with all such man-made commodities, a principle faithfully reflected in modern economics,

For economists trained in these ideas, natural benefits – those provided by the normal workings of natural biospheric processes; those that assure the stability of our climate, the fertility of our soil, the replenishment of our water supplies, and the integrity and cohesion of our families and communities – are not regarded as benefits at all. Indeed, our economists attribute to them no value of any kind. It follows that to be deprived of these non-benefits cannot

constitute a “cost” and the natural systems that provide them can thereby be destroyed with economic impunity.

- i) What is fundamental to the world view of modernism?
- ii) What is the measure of a country’s wealth in modern economics and what does it indicate?
- iii) What is meant by “natural benefits” that the modern economists disregard in their analysis of a country’s wealth?

**(9+9)**

**3.**

- a) Mention the factors you should pay special attention to while formatting a report. Suppose in a technical article in a standard professional journal you come across the following sentence: Narayana [5] proposed the basic model for the phenomenon. The reference is to an article with the title ‘Resolving the inter-state water dispute on the river Kaveri’ by K.Narayana. It was published in 1969, in the Journal of Conflict Resolution, Issue 1 of Volume 3 on pages 57-66,  
Where would you look for the information indicated by ‘Narayana [5]’ in the sentence given above? Write the reference entry in a standard format.
- b) Is listening the same as hearing? Give your observations.
- c) Describe Kittie Watson’s ladder model of listening.

**(6+3+9)**

**4.**

- a) The following conversation takes place between Aman and Karan  
Aman: I am going for a stroll. Would you like to join me?  
Karan: No. Thanks. I have better things to do.  
What impact is this conversation likely to have on the relationship between the two? Could you suggest a better way to respond to Karan’s offer to Aman?
- b) What are the undesirable behaviours that may emerge while working in a group that would adversely affect the performance of a group?

**(9+9)**

**5.**

- a) What is Web 2.0? Does it represent a new version of World Wide Web? Discuss. What are the following Web 2.0 tools: Slideshare; Prezi?
- b) What is meant by Netiquette? Discuss its core prescriptions (rules).

**(9+9)**

**6.**

- a) Discuss the forces that are contributing to the changing role of communication technologies in business.
- b) Write in about two hundred words regarding “Role of IT in Education”.

**(9+9)**

**7.**

- a) Suppose the Staff Club of your organization is holding a function to celebrate Sachin Tendulkar’s hundred centuries in international cricket. You are invited to address the gathering which consists of the staff of your organization, dignitaries from a few other companies and senior officers of the Government with whom your Organization has to deal.

Write in about 200 words what you will speak.

- b) Write notes on:
  - i) Any four demographic variables that affect group life
  - ii) Communication competence

**(9+9)**