

B4.2-R4: PROFESIONAL 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) 'Needless repetition of words and ideas add to the length of sentences without contributing to their meanings. Therefore, avoiding repetition of words and ideas enhances the effectiveness of the communication.' In the light of the statement, write down sentences to eliminate repetition of words and ideas *shown in italics* from the following statements:
- i) We must assemble *together* at 06:30 PM *in the evening*.
 - ii) If you are not satisfied, then return it *back* to us.
 - iii) One should understand the *basic* fundamentals of clear writing.
 - iv) One should plan *well in advance* for future.
- b) Everyone wants to communicate effectively and for that purpose, he/she should use a language that will bring out the meanings clearly and yet remain crisp and brief. Keeping in mind this, choose the sentence from the following each pair that is well expressed and communicates effectively:
- 1)
 - i) *I was responsible for the ordering and sales of all hardware products.*
 - ii) *I achieved a 20% increase in hardware sales during my management of the sales department.*
 - 2)
 - i) *I can competently operate word processing, database, spreadsheet applications and statistical packages.*
 - ii) *I am competent in handling effectively and efficiently a range of computer packages.*
- c) "In an effective communication, a picture is worth thousand words." Critically examine the statement.
- d) Explain the role of silence in communication.
- e) Distinguish between *any two* of the following:
- i) Memos and Letters
 - ii) Hearing and Listening
 - iii) Personal Communication and Mass Communication
- f) What is meant by Formal Communication and Informal Communication?
- g) What is meant by BATNA in context of negotiations? What is its utility?

(7x4)

2.

- a) Suggest any four ways in which an individual can communicate non-verbally.
- b) Complete the following sentences with the appropriate option provided with each.
- 1) The situation _____.
 - i) continued to be paralysed
 - ii) continued to be paralyzing
 - iii) continued paralysed
 - iv) paralysed continued
 - 2) He _____ his skill as a painter.
 - i) prides upon
 - ii) prides
 - iii) prides himself in
 - iv) prides himself upon

- 3) If such a thing was possible it _____.
- i) should be done
 - ii) would be done
 - iii) should have been done
 - iv) had been done
- 4) They have no house to _____.
- i) live
 - ii) live for
 - iii) live in
 - iv) live on
- 5) It is too difficult _____.
- i) problem for me
 - ii) problem to me
 - iii) a problem for me
 - iv) the problem to me

(8+10)

3.

- a) Suggest one situation where you would prefer to use written communication over oral communication and another situation where you would like to use oral communication over written communication.
- b) 'No clarity of writing without clarity of thought.' Discuss.
- c) Explain the role of a leader in helping a team to produce effective communications and messages.

(8+5+5)

4.

- a) Assume that your company is going to introduce smartcards for the employees from the next month. As a head of Employee Relation Cell, you are required to write a circular for the company's employees informing them that for smartcard purposes, a photo session is organized on next Tuesday from 10:00 am till 4:00 pm at the Common Room on the first floor.
- b) Explain how graphs, charts and other graphics in a written report make the report more effective in communicating desired messages and information.

(10+8)

5.

- a) Read the following paragraph and answer the questions given below it:
A trip to the ocean can be a relaxing escape from the everyday pressures of life. A sailboat glistening on the horizon provides a mental escape to faraway places. The rhythm of the ocean beating against the sand is sedating music to a troubled mind. A slow, gentle breeze can relax your tensions. You should always be careful in spending money at beaches.
- i) What is the theme of the paragraph?
 - ii) Is there any sentence which is unrelated to the topic and can be eliminated?
- b) Rearrange the following five sentences in proper sequence so as get a meaningful paragraph.
- i) After Examining him, the doctor smiled at him mischievously and took out a syringe.
 - ii) Thinking that he was really sick, his father summoned the family doctor.
 - iii) That day, Babu wanted to take a day off from school.
 - iv) Immediately, Babu jumped up from his bed and swore the he was fine.
 - v) Therefor; he pretended to be sick and remained in bed.

- c) Identify an incorrect word in the following sentences and rewrite the sentences with correct word.
- i) We are planning to visit Mumbai next weak.
 - ii) Chintu is going to a saloon for a hare-cut.
 - iii) It was decided to survey only mail respondents.
 - iv) He is relaxing with his friend in a restaurant sipping a cold tee.

(6+8+4)

6.

- a) State any five points which one should always remember to make one's résumé.
- b) What is the difference between curriculum vitae (CV) and a résumé?
- c) 'The emergence of information technology has revolutionized the ways by which people communicate in organizations and one of the ways is – paperless communication.' Discuss and give examples how the emergence of information technology has made paperless communication more prevalent and cost-effective mode of communication in organizations.

(5+4+9)

7.

- a) Due to some urgent personal work, you are supposed to go out of city and it is likely that you will not join office for the next 4 days. Write down an e-mail which you would like to send to your boss informing about your absence from office and the fact that you will be out of city.
- b) Write short notes on **any four** of the following:
 - i) PERC Quotient
 - ii) Drop-Box
 - iii) Google Docs
 - iv) Virtual Office
 - v) E-Books
 - vi) Smart-Phones
 - vii) Cyber Crimes
 - viii) Social Networking

(6+12)