

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) Punctuation marks play important roles in communicating *right* meaning to peoples. Therefore, they should be used carefully to avoid any miscommunication. In this light, you are required to write appropriate punctuation mark(s) (. , ') to complete the following sentences:
 - i) He hates milk
 - ii) Who is your teacher
 - iii) Good morning teacher
 - iv) Doctors take care of peoples health
- b) Following sentences are having error(s) and you are required to correct the same:
 - i) I like very much ice cream.
 - ii) My flight departs in 5:00 am.
 - iii) When I will arrive, I will call you.
 - iv) I do not know nobody in this department.
- c) Homonyms are two words that sound like each other but have different meanings. Many people make mistakes with them and as a consequence, they could not communicate properly through written communication. Therefore, for a proper communication, you are required to select appropriate word from the given homonyms and fill the blanks in the sentences given below:
 - i) Everyone _____ Sunil accepted her apology. (*accept/except*)
 - ii) I _____ you to bring bottled water. (*advice/advise*)
 - iii) They offer many flavours _____ vanilla. (*besides/beside*)
 - iv) They _____ Ashok as he has become senior manager in the company. (*complimented/ complemented*)
- d) Describe **any two** common barriers to successful communication and explain how to overcome them.
- e) Explain the meaning of **any two** of the following:
 - i) Non-Verbal Communication
 - ii) Mock Interviews
 - iii) Social Media
 - iv) Virtual Office
- f) Explain with example how choice of words can be an effective tool for good communication.
- g) How does formal and informal communication differ with respect to
 - i) planning
 - ii) directional flow

(7x4)

2. Assume that the following advertisement for a job vacancy has appeared in your local newspaper. Read it carefully and then, respond to it by writing an application for the job vacancy. Your letter should not include your CV, as you will enclose that separately.

'ABCD Bank is looking to recruit a trainee manager to work in the Customer Service Section at its one of the local branch. Are you the right person? If so, you will be:

- Educated to at least B.A. (any discipline);
- Able to demonstrate excellent written and oral communication skills;
- Prepared to work hard and show commitment to the bank;
- A good team player;
- Aware of the needs of customers;
- Computer literate.

If this is you, then send an application to Mr A. Bose, HR Manager, ABCD Bank Head Office, PO Box 34567, New Delhi - 110001, and convince us why you are the person we should appoint.

(18)

3. The most common forms of communication in business are: telephone; e-mail; letter; memorandum; fax; face-to-face communication. For each of the situations given below, you are required to suggest which **one** method of communication is likely to be the most effective in resolving the problem, and also provide the **reasons** in each case.
- a) A worker has failed to turn up at work without any information;
 - b) An order of goods has arrived from one of the suppliers, but two units are found to be short of the number ordered;
 - c) You are required to inform all the staff members that tomorrow is a holiday because of election in the city;
 - d) A worker is to be told about a complaint received against him from his colleague regarding misbehaviour;
 - e) Two of the workers have had an argument in the office in front of members of the public, who are also the customers;
 - f) The office canteen will be closed for two days because of essential maintenance work.

(6x3)

4. In the passage which is given below, eighteen words have been removed. Read the passage carefully, and decide which word from the list at the end best fits each gap. Write your answers in your answer book in the form of a list numbered 1-18 (*for example: 1 - meeting*).

Do not write out the passage. Do not use any word more than once.

“Most of the management students undergo summer internship in India. They have to undertake some **(1)** in a company. No two companies are exactly the same, but there are some general rules which can be applied to their office work, and an **(2)** of them can make life of students much easier. Therefore, some of the management institutes have **(3)** some courses related to Corporate Office Rules and Procedures. In one of the sessions of this programme, the faculty is supposed to discuss about Office Design. In that, students are told that there are two main types of office design, known as open-plan office and closed-plan office. The open-plan office is effectively one big room, with the workspace of individual staff defined by **(4)**. These offices can be noisy, but they also have the benefits of allowing staff to pass **(5)** quickly, and they give good opportunities for staff to build good working **(6)**. A manager in an open-plan office is able to **(7)** staff more easily, and is more aware of how the work is going. Such a manager will tend to adopt the management style known as **(8)**, because (s)he will be **(9)** to the staff and will tend to have a friendly relationship with them. This has the obvious drawback that if staff become too **(10)** with their manager, they could lose respect for him or her. Respect is, in fact, one of the most important **(11)** for anyone who works with other people. One must be able to work with colleagues who can all be very different, with differing standards of behaviour, differing attitudes and opinions. Showing respect does not just consist of saying “please” and “thank you”. One shows respect by listening when someone is talking, or by not **(12)** colleagues when they are working, by making **(13)** noise. A major part of office life is meetings, and it is particularly here that respect must be shown if the meeting is to achieve its goals. The **(14)**, who is in charge of the meeting, must be respected by the **(15)** who attend, and (s)he must also show respect for each of them. Thus, no-one should seek to **(16)** the meeting, but everyone should let the opinions of others be heard. It is the duty of the person in charge to ensure that everyone who wants to discuss some issues is given an **(17)** to share one’s views. A meeting must be controlled with regard to time, and must follow the agenda that is set, allowing an **(18)** amount of time to discuss each topic.”

Accessible	Informal	Project
Appropriate	Introduced	Qualities
Awareness	Manager	Relationships
Democratic	Massages & files	Staff
Distracting	Opportunity	Supervise
Dominate	Partitions	Unnecessary

(18)

5.

- a) Write a letter to a candidate informing him that he has been selected for the post of manager for which he had been interviewed by your company.
- b) Distinguish between **any three** of the following:
- i) Resume and Bio-Data
 - ii) Agenda and Minutes
 - iii) Intranet and Internet
 - iv) iphone and ipod

([6+[3x4])

6.

- a) "Life is a communication-centered activity. If we cannot communicate effectively, we cannot live effectively." Comment.
- b) Explain the role of **any three** of the following in a good presentation:
- i) Size and Type of Fonts
 - ii) Colour Scheme
 - iii) Graphs and Charts
 - iv) Pictures and videos

(6+[3x4])

7.

- a) Write the uses of **any three** of the following Web Tools/Resources:
- i) Google Docs
 - ii) Google Maps
 - iii) Skype
 - iv) Drop-box
 - v) YouTube
- b) Write short notes on **any three** of the following:
- i) Effective Listening
 - ii) Group Communication
 - iii) Mock Interviews
 - iv) E-mail – A tool of communication
 - v) Blog

([3x2]+[3x4])