

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) “Communication with customers/clients is highly sensitive and therefore, we should avoid words with negative and harsh connotations; instead we should use meaningful and softer instead.” In the light of this statement, revise the following sentences with negative/harsh connotations to that of the positive ones: **(Attempt any four)**
- i) To avoid the loss of your reputation and goodwill in the market, remit payment within 10 days otherwise face the consequences.
 - ii) We have repeatedly said that we never make refunds on returned goods that are spoiled and you should understand this point clearly.
 - iii) Why you are pressurizing us again and again as we have already told you that we are out of the chemicals you ordered, we would not be able to ship your order for the next 10 days.
 - iv) We are telling our customers again and again that unless they specify the exact colour of the paint, we cannot supply the same. Since you failed to specify exact colour of paint, we could not supply you.
 - v) You should have realized that for the last three days it has been continuously raining. Then, how can you expect from us to send at your residence a person to repair your washing machine.
- b) ‘Non-verbal communication is more reliable and more efficient than verbal communication. And, body language is the most powerful means of non-verbal communication.’ In the light of it, describe what the following body movements exhibited by someone are communicating to you during a course of conversation: **(Attempt any four)**

i)



ii)



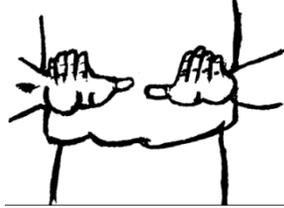
iii)



iv)



v)



- c) Doublespeak, often called "double talk," is the distortion, changing or switching of words to make an unpleasant, tricky or otherwise negative situation not sound as awful. Many times people understand doublespeak unethical and undesirable, but it may be used for being polite. For example, many times people say that someone has "passed away" as opposed to saying that the individual has died. Instead of focusing on the negative aspect that the person has left this world, the speaker places emphasis on the fact that the person has gone on into the next one. Another example, for "cutting peoples' salaries", people may say – "reducing cost" for not being awful. For the following, give doublespeak words: **(Attempt any two)**

- i) Old aged person
- ii) Going to the bathroom
- iii) Firing people from organization

([3x4]+[3x4]+[2x2])

2.

- a) Assume that your company has entered into an agreement with an insurance company for medical insurance of the employees. For this purpose, the insurance company's executives will come to the office premise on Wednesday at 11:00 am and will be there till 5:00 pm to complete necessary formalities and will also have a photo session.

Assume that you are a head of the Corporate Relation Cell. As a head, you are required to write a circular for the company's employees informing them that the insurance company's executives will be available in the Common Room on the Second Floor of the Office building on Wednesday from 11:00am till 5:00pm for completing the necessary formalities related to medical insurance and for photo.

- b) "To have clarity in writing, one should have clarity in thoughts." Comment on the statement highlighting the importance of clarity of thoughts in written communication.

(12+6)

3.

- a) As the head of the Marketing Division of the Company, you are required to submit monthly report regarding the performance of your Division to the President of the company who sits at the Corporate Office, Nehru Place, New Delhi. But due to illness, you are not attending the office and have been advised by the Doctor to take rest. As a result, you are not able to submit the required report for the present month. Assuming that you can send an e-mail from your house, write an e-mail to the President, stating your inability due to illness to send the monthly report.

- b) State, with reasons whether you agree or disagree with the following statements: (**Attempt any four**)
- i) An order misunderstood by the working executives can seriously affect the efficiency of a manager.
 - ii) Subject content is more important than the manner in which the subject is put across in written communication than in oral communication.
 - iii) At an interview, an applicant should communicate to the extent he/she has been asked.
 - iv) When some information has to be communicated at all the levels of an organization, then oral communication is more effective.
 - v) When a major change is due to take place within an organization, the grapevine will communicate this information quickly.

(10+8)

4.

- a) Choose the most appropriate answer from the given options: (**Attempt any four**)

- i) To express some event to be of great importance you would use the word —
 - a) Momentary;
 - b) Momentous;
 - c) Momento;
 - d) None of the above.
- ii) A person who gives advice about problems may be called —
 - a) Councilor;
 - b) Counselor;
 - c) Consular;
 - d) None of the above.
- iii) A person heading an educational institute is known as —
 - a) Principle;
 - b) Principal;
 - c) Educator;
 - d) None of the above.
- iv) The antonym of the word 'arrogant' is —
 - a) Accept;
 - b) Humble;
 - c) Normal;
 - d) Solvent.
- v) Which is not the synonym for the word 'silence'?
 - a) Peace;
 - b) Calm;
 - c) Lull;
 - d) Agitation.

- b) Write the following sentences in a concise manner:

- i) We are indeed very much pleased to receive your order after a long break of, let us say, more than a year.
- ii) A number of customers have written letters to us, sent mails and have complained about the only one thing – slow services.
- iii) It is the sincere purpose of our company to assure that you will receive the maximum possible satisfaction in respect of our products and services.
- iv) I have received your letter dated 14th February, 2015 requesting us to supply samples of our product, but please permit me to say that I regret we cannot send you any samples as requested by you.
- v) Today in the morning, when I get up from my bed at 7:00 am, I saw that the newspaper vendor was dropping today's newspaper in my house.

(8+10)

- 5.
- a) One of your company's clients gave a cheque of Rs. 1,25,000 drawn on State Bank of India, Lodhi Road Branch, New Delhi – 110 003. Due to non-availability of the funds, the cheque got dishonored. You are required to write a letter to the client informing him about the cheque being dishonored and requesting him to return-issue another cheque of Rs. 1,26,000 and Rs. 1,000 as the bank charges, related to the cheque being dishonored.
 - b) '*Communication is a circular process.*' Discuss and highlight the importance of two-way communication in making it effective.
 - c) '*A CV is more detailed as compared to a resume*'. Is it true? If yes, you are also required to highlight other differences between these two.

(10+5+3)

- 6.
- a) Assume that one of your colleagues in the Company has expired and you have been asked to draft a condolence message to his wife expressing sympathy over her husband's death. (*Prepare only the body of the message.*)
 - b) "*Informal communication may be vulnerable to being deceptive and imprecise in its casualness - consciously or unconsciously*". Comment on it and give the reasons why formal communication is better than informal communication. Suggest one situation where informal communication is better than formal communication.
 - c) "*A successful manager has to be a good leader and for a good leader, public speaking is important.*" In the light of this statement, suggest why public speaking is essential for a successful manager.

(8+5+5)

- 7.
- a) Write down in what manner the following Web Tools/Resources are useful for an organization to ensure effective and cheaper communication: (**Attempt any four**)
 - i) Google Docs
 - ii) Google Maps
 - iii) Skype
 - iv) Drop-box
 - v) YouTube
 - b) Define the following: (**Attempt any three**)
 - i) Memo
 - ii) Communication Climate
 - iii) Appraisal Interview
 - iv) E-books
 - v) Intranet
 - c) Write short notes on **any two** of the following:
 - i) Covering Letter
 - ii) Virtual Office
 - iii) Internet Telephony
 - iv) Social Networking Web Sites

(8+[3x3]+1)