

## 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) You work for Mr. S. Kumar, a middle aged, well-educated man who owns a gift shop and a security company. He credits his success to his ability to listen effectively. Select any two quotes on listening (one for gift shop and another for Security Company) from the following that can be most appropriately put up on each workplace for motivating his employees.
  - i) History repeats itself because no one listens the first time.
  - ii) A good listener truly wants to know the speaker.
  - iii) Try to listen carefully that you might not have to speak.
  - iv) Opportunities are often missed because we are broadcasting when we should be listening.
- b) For the following tasks, identify the necessary direction of communication (downward, upward, horizontal), and suggest an appropriate type of communication (casual conversation, formal interview, meeting, workshop, web conference, instant messaging, memo, blog, notice board etc.).
  - i) As human resources manager, you want to announce details about this year's company picnic.
  - ii) As director of internal communication, you want to convince top management of the need for an internal executive blog.
- c) Would you rather (i) deliver an oral presentation to an external audience, or (ii) be interviewed for a news story that involves a serious accident at your company? Why? How do the communication skills differ among these two situations?
- d) What does a work plan include and explain its value in the development of long reports?
- e) What do the following pictures reveal about the body language?



i)



ii)

- f) How have the following technology tools changed the use of communication: (i) Social networks and (ii) blogs?
- g) The following paragraph is from a formal written report about how US workers travel to work each day. Make a brief **presentation plan** of about 20 minutes that should include (i) opening statement and introductory topic (ii) 2-3 bullet points stating the main idea (iii) visual aid such as graph, chart, diagram, smart art, and (iv) concluding statement.

*The increase in oil prices has stimulated a review of the transportation used by US commuters to and from work each day. Many businesses have tried to strongly encourage carpooling or the use of public transportation but with miniscule success. The most recent figures shown by the US census report shows that 77% drive alone, 5% take public transportation, 10% carpool with others, 2% walk and 6% use other options such as biking, boating, or other means. These figures show that carpooling is the second highest percentage for commuters. Perhaps we are making progress after all.*

(7x4)

2.

- a) You come back home late after a hard day's work and your brother greets you saying, "It was a terrible day for me. My bike had a flat tyre. I forgot my papers at home. The work had to be redone in office. And when I came back, I found that the cook had not turned up. I have been trying to cook something to eat since then, but it's just not happening. It's too much to handle."  
You reply by saying one of the following. Identify the type of listening in each case:
- i) I have had my share of problems too today.
  - ii) The cook must be fired.
  - iii) You've been really stressed out today.
  - iv) Can't you see I'm just back?
- b) Fill in the blanks with one of the words from the bracket that suits most appropriately:
- i) He has no choice but to \_\_\_\_\_ to my request. (Accede, Exceed)
  - ii) He is the only \_\_\_\_\_ to his uncle's property. (Heir, Ere, Air)
  - iii) It is difficult to \_\_\_\_\_ the work of the new secretary at this stage. (Apprise, appraise)
  - iv) I don't find the statement of the cashier \_\_\_\_\_. (creditable, credible)
- c) Assume that you are associated with Admad World, an advertising company that has recently bagged a contract for Andaman and Nicobar Islands Tourism. You have to give a presentation to a Minister on a television ad that you have created for them. What points will you keep in mind while preparing for the presentation? List down your points on the basis of opening and closing of your presentation, time of presentation, audio-visual aids, and any other point you deem fit.

**(4+4+10)**

3.

- a) Rewrite the following paragraph after correcting the mistakes:  
*Bill, thanks for recomending that I attend the defective righting seminar at Ross College. It was out standing?*  
*The segment of the seminar I found more useful was the part explaining how to write from the I-viewpoint. Today's business world is vary competitive, an focusing on the sender can give you the edge you need to maintain favorable relatives.*  
*You'll agree, I'm sure that my massages have improved all ready. I give you partial credit for the change. Lunch at The Derby Deli next weak will be my treat.*
- b) Write short notes on
- i) Virtual Office, and
  - ii) E-books
- c) Mrs. Vidisha Gokhale, CEO of Boond, an NGO that works for saving water bodies wants to talk to Mr. Manas. Mr. Manas is a young entrepreneur but a male chauvinist who finds to talking to women who are doing big in the so-called man's world derogatory and low to his profile. Mr. Manas does not care for environment and he only wants to make money at any cost. Mrs. Vidisha has come to know that one of his plants is causing hazard to a nearby river and thus polluting its water. She seeks for his appointment so as to present what her NGO can do to save that river. After a great ordeal, Mr. Manas agrees to give an appointment to Mrs. Vidisha. She meets him around 3 pm after a heavy lunch in a conference room. The room adjacent to the conference room is undergoing renovation and there is a lot of noise from there. Mrs. Vidisha manages to give a presentation amidst all the sounds and all the uninterested attitude of Mr. Manas. After the presentation, Manas gets up from his chair, gives a bone-crusher handshake and says, "Thanks but that doesn't impress me much."
- i) What type of listening has Manas most likely adopted during the presentation?
  - ii) What specific role has gender played in this case?
  - iii) Identify any four barriers to Manas' listening in this case.

**(4+4+10)**

4.

- a) While walking through the college pathway one cold dark evening, just about 2 days before your Chemistry examination, you suddenly overhear two boys discussing the Chemistry paper. On eavesdropping, you realize that the chemistry paper has been leaked and those two boys have it with them. You suddenly feel a chill run down your spine and your stomach turns queasy. You want to discuss this grave issue with someone.  
Who will you communicate the message to in the following four cases:
- Horizontal communication
  - Network Communication
  - Grapevine
  - Vertical Communication
- b) Fill in the blanks with one of the words from the bracket that suits most appropriately in the sentence:
- There was a \_\_\_\_\_ rise in profits due to the appointment of a fresh brood of \_\_\_\_\_ officers. (negligible, negligent)
  - It is not \_\_\_\_\_ for you to see the chairman at this moment because he is busy in an \_\_\_\_\_ task. (expedient, expeditious)
  - His father \_\_\_\_\_ his son's proposal of selling their old machinery, as he felt its cost had not \_\_\_\_\_. (depreciate, deprecate)
  - While going to purchase some \_\_\_\_\_, my bike collided with a \_\_\_\_\_ truck. (stationery, stationary)
- c) The head of your organization is worried about the amount of time employees are spending during the tea break. Draft a memo to be signed by him and circulated to all employees, asking them to be at their desk during duty hours.

(4+4+10)

5.

- a) Rewrite the following sentences after omitting the errors and making them grammatically correct:
- No sooner the chief guest seated himself, the play began.
  - Ram's health became more worse after getting treatment from the local doctor.
  - The reason why I sent them a fax message was because I wanted to give them the message immediately.
  - If I knew you were coming, I would have baked a cake for you.
- b) Fill in the blanks with one of the words from the following that suits most appropriately:  
**Call it a day Call for Call the shots Call it quits Call his bluff Call back**
- I reckon we owe you about the same as you owe us. Why don't we just \_\_\_\_\_?
  - We've been working on this for fourteen hours now. Isn't it time we \_\_\_\_\_?
- c) You have recently purchased a laptop from a local dealer. You are dissatisfied with its performance. The dealer has refused to look into the matter. Write a complaint email stating specific complaints to Dell Corporation Ltd, Mumbai, requesting them to direct the local dealer to look into the matter.

(4+4+10)

6.

- a) The following paragraph is about Santosh as a dangerous cook. The paragraph contains sentences that are irrelevant or unnecessary to the main point of the paragraph. The sentences do not support the opening point, and so the paragraphs are not unified. In the interest of paragraph unity, such sentences must be omitted. Identify the irrelevant sentences.

### A Dangerous Cook

(1) When my friend Santosh sets to work in the kitchen, disaster often results. (2) Once he tried to make toasted cheese sandwiches for us by putting slices of cheese in the toaster along with the bread; he ruined the toaster. (3) Unfortunately, the toaster was a fairly new one that I had just bought for him three weeks before, on his birthday. (4) On another occasion, he had cut up some fresh beans and put them in a pot to steam. (5) I was really looking forward to the beans, for I eat nothing but canned vegetables in my dormitory. (6) I, frankly, am not much of a cook either. (7) The water in the Teflon pan steamed away while Santosh was on the telephone, and both the beans and the Teflon coating in the pan were ruined. (8) Finally, another time Santosh made spaghetti for us, and the noodles stuck so tightly together that we had to cut off slices with

a knife and fork. (9) In addition, the meatballs were burned on the outside but almost raw on the inside. (10) The tomato sauce, on the other hand, turned out well. (11) For some reason, Santosh is very good at making meat and vegetables sauces. (12) Because of Santosh's kitchen mishaps, I never eat at his place without an Alka-Seltzer in my pocket or without money in case we have to go out to eat.

- b) Match the words in first column with their closest antonym from the second column:

<b>Word</b>	<b>Antonym</b>
Treacherous	Reputable
Notorious	Durable
Thrifty	Loyal
Transient	Extravagant

- c) You are a 2<sup>nd</sup> Year B. Tech student, who needs to undergo a 6-week technical internship in an organization. Write an application to HCL Technologies, Noida requesting for internship.

**(4+4+10)**

**7.**

- a) Match the words in first column with their closest synonym from the second column:

<b>Word</b>	<b>Synonym</b>
Abhor	Freedom
Conspicuous	Skill
Emancipation	Noticeable
Dexterity	Detest

- b) Read the following paragraph. Identify the topic sentence and the style of organizing the paragraph.

Oceans have ingredients which can benefit human health. Several important medical treatments are based on chemicals discovered in marine animals. On the other hand, increasingly common phenomena such as harmful algal blooms have demonstrated their negative impact on human health. The health of marine ecosystems is affected by human activities such as pollution, global warming, and over fishing. But at the same time, human health depends on thriving ocean ecosystems. We need a better understanding of the many ways marine organisms affect human health, both positively by providing drugs and bio-products, and negatively by causing human ailments.

- c) You are the Sales Manager of Peach Blossom Greeting Cards. You have observed that the sales of your product have been declining for quite some time. Draft a letter-style report indicating the possible reasons for the decline in sales, and suggesting various ways to promote the sales of greeting cards.

**(4+4+10)**