

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) Explain 2 requisites for effective communication.
 - b) Differentiate between memos and letters.
 - c) Elucidate the role of body language play in listening.
 - d) List any four characteristics of a good website.
 - e) Explain two demographic variables that affect group life.
 - f) Give any two tips to manage meeting mania.
 - g) Enumerate any two challenges of communicating in virtual office.

(7x4)

2.
 - a) Explain any four barriers in organizational communication.
 - b) Assume that you are a student member of the Disciplinary Committee of your college. You have been asked by the Dean of your college to conduct a survey on smoking habits among the students in your college. Draft a letter-style report depicting your findings and also give recommendations for the same. Your report may include the demographics of the students who smoke, reasons for smoking, and attitude associated with smoking.

(8+10)

3.
 - a) How can you make use of your PERC quotient in ensuring an effective presentation?
 - b) Read the following complaint letter and point out its weaknesses with reference to any 4 characteristics of good letter writing. Also, rewrite the letter, making it an effective complaint letter.

Dear Mr Sen

We had ordered for 100 cartons of chocolates to distribute it between our students on the eve of Christmas day. But whatever you have supplied is outdated and seems quite pungent. We also found the majority of these cartons torn and broken. One should be responsible while taking orders. Why don't you send another consignment? Tell us what to do those cartons? Can you make some adjustments so that we can sell it to local vendors at a low price? Should you ensure such things won't repeat we shall continue to do business with you?

Sincerely,

(8+10)

4.
 - a) Bryant H. McGill once said, "One of the most sincere forms of respect is actually listening to what another has to say." With reference to this quote, explain four things that should be kept in mind to listen to someone effectively.
 - b) Alisha Khan, a 23 year old female, is an environmentalist who stands against the ruthless use of water by Soft drink manufacturing companies. She visits Mr Shaivam Mittal, a 52 year old male chauvinist, one of the soft-drink manufacturers who only think of profit maximization and expanding his market share. She holds a meeting with Mr Mittal telling him about the importance of conservation of water and how the water table is depleting in the current times.
 - i) How do you think Mr. Shaivam Mittal will listen to Ms Alisha?
 - ii) Do you think Ms Alisha will be able to convince Mr Mittal to be sensible and sensitive toward water usage? Why? Why not?

(8+10)

5.

- a) What is the difference between communication and presentation? Describe any three important tips in making an effective presentation.
- b) As India joins the list of countries where homosexuality is not a crime, you as a manager feel the need to encourage diversity in your workplace. You want to give a presentation urging your company to be open to select people from the LGBT community. Design five slides as a part of PowerPoint presentation to be given to the Chief Executive Officer of your workplace.

(6+12)

6.

- a) Differentiate between vertical and horizontal organizations.
- b) Imagine you are a fresher and have recently joined a start-up as an engineer. There are ten more employees, both men and women, in your workplace, all of whom are young, vibrant and engineers. Explain five ways in which you can build interpersonal skills in your workplace.

(8+10)

7.

- a) How has internet transformed our communication style in the present times? List two pros and two cons of the same.
- b) Charles Dickens said, "Electric communication will never be a substitute for the face of someone who with his soul encourages another person to be brave and true." In not more than 200 words, appraise the given quote and present your stance, with reference to communication technology today.

(8+10)