

B2.2-R5 : 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.

Total Time : 3 Hours

Total Marks : 100

1. (a) What is communication ? What are the stages in the communication process ?
(b) Explain how different aspects of body language play an important role in making communication effective.
(c) What are the skills of a good team leader are at work during the meetings ? How to encourage active participation by each member in a meeting ?
(d) What qualities make a good listener ? What roles does listening play in professional communication ?
(e) Why is appearance important for a professional ? Provide example
(f) What are the characteristics of a well written business letter ? Explain with an example.
(g) Assume that you are the president of a famous book club in your town. As the president of the book club you are invited in a college to deliver a talk for motivating students to read more books and also to take the membership of your club. Write a formal email on this subject to the authorities of the college. **(7x4)**
2. (a) What characteristics define an excellent reader ? Explain different methods to enhance reading abilities.
(b) Discuss the main methods to improve performance in a Group Discussion.
(c) Assume that you are working in a college and you have recently visited a good automobile workshop with students. Prepare a report highlighting the workshop's sales, facilities, safety measurements, infrastructure, manpower and their different units to be submitted to the head of your department. **(4+4+10)**
3. (a) Define 'Manuscript' with reference to presentation skills and also give an example.
(b) Describe how faxing, emailing, and video conferencing are used in communication.
(c) "We have two ears and one mouth so that we can listen twice as much as we speak."- Elaborate the statement in the context of the importance of listening skills in personal as well as in professional life. **(4+4+10)**
4. (a) Fill in the blanks with **one of the words** from the bracket that suits most appropriately :
(i) I take your comment as _____ (complement, compliment)
(ii) The consultant's _____ is to scale back the company. (advise, advice)
(iii) She _____ a talent for dance when she was very young. (evoked, evinced)
(iv) Changing the brand name always _____ the business. (effects, affects)
(v) While making notes I require _____ a lot of concentration and when I am hungry I _____ the work. (quit, quiet)
(b) What are the challenges of online collaborative tools ?

- (c) Rayn is a 27-year old food service manager at a casual dining restaurant. He is responsible for supervising and managing all employees in the back of the house. He is a certified food expert. He is taking all food safety measurements which is not easy for him to manage. He has posted a huge sign on a kitchen area quoting "Keep cold food in refrigerator" & "Follow food Safety". All employees are given a thermometer when they start so that they can check food temperature. Hand sanitizers, soap, and paper towels are offered to employees so that they are encouraged to wash their hands frequently.

One day he came to his kitchen and saw that cheese cubes were kept in the open in the kitchen, indicating that they were in room temperature for a long time. Rayn was angry and didn't know how to handle the staff and follow food safety practices.

What are the immediate ways that Rayn can handle or execute to motivate the employees to follow food safety measures ? **(4+4+10)**

5. (a) Explain in detail what are the Communication challenges faced in today's workplace ?
(b) Why is it important to analyse the audience before giving a presentation? How can one get attention of the audience while giving a presentation ?
(c) As a final year student, you are looking for campus placement. How you will write a good resume for the upcoming company ? What will be your strategy to do well in group interviews as well as in employment interviews ? **(4+4+10)**
6. (a) Explain in brief formal and informal communication.
(b) Explain the C's of business letter writing.
(c) Mrs. Gupta purchased a washing machine last week from Amazon and it is not working properly. Following is a copy of the complaint letter that Mrs. Gupta has written to Amazon.

Dear Customer care.

I, Mrs Gupta from NCR. Last weekend I have purchased an expensive front door washing machine from amazon mobile application. Your installed team has installed it and in demo it was working. Suddenly two days ago its stopped working. I request you to get me a new one as soon as possible.

Thank you.

Explain the mistakes that need to be avoided in order to write a professional letter. Also, re-write the complaint letter given above. **(4+4+10)**

7. (a) Write any two characteristics of technical communication.
(b) What are the effective group discussion elements ?
(c) Distinguish between : -
(i) Communication in Vertical versus in Horizontal Organizations.
(ii) Resume V/S CV **(4+4+10)**

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