

**B42-R4 : PROFESSIONAL AND BUSINESS COMMUNICATION**

**NOTE :**

1. Answer question 1 and attempt 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 the goal of information sharing in communication ? Give an example of a situation where effective information sharing is essential and describe the potential consequences of miscommunication in such scenarios.  
(b) Explain the concept of the "CC" and "BCC" fields in email communication. When and why should these fields be used, and what considerations should be kept in mind when using them ?  
(c) Discuss the concept of summarization in reading and comprehension.  
(d) Explain the importance of nonverbal communication in assessing discrepancies during a conversation.  
(e) Compare and contrast vertical and horizontal organizational structures. What are the key differences in terms of communication ? Provide examples of industries or situations where each structure is more suitable.  
(f) Describe the impact of electronic gadgets on the communication in professional life.  
(g) Describe the significance of setting clear presentation goals. Why is it essential to establish specific objectives before creating and delivering a presentation ? (7x4)
2. (a) Explain the key components of a resume. Provide an overview of the sections typically included in the top portion of a resume, such as contact information, resume summary, and career/objective statement.  
(b) Discuss the use of social media platforms like LinkedIn, Twitter and Facebook in business communication  
(c) Explain the role of visuals in professional presentations. How can visual aids, such as slides or graphics, enhance the clarity and impact of your message ? (8+5+5)
3. (a) What are the different aspects of body language ? Describe its significance in communication.  
(b) What is a technical report, and what is its primary purpose ?  
(c) Explain the purpose of a greeting (salutation) and complimentary close in an email. (8+5+5)

4. (a) What is the importance of having a logical sequence in written or verbal messages ?  
(b) What are the basic writing skills ? Explain with examples.  
(c) Define internet networking and explain its significance in business communication. (6+6+6)
5. (a) Discuss the relationship between job productivity and employee satisfaction in the workplace.  
(b) What are effective negotiation skills ? Describe each in brief.  
(c) Describe how persuasive messages can be created. How can one use different appeals and evidence to support your persuasive messages ? (6+6+6)
6. (a) Imagine you are attending a critical meeting with a client, and your goal is to stand out and make a positive impression. Describe, in detail, the steps you would take before, during and after the meeting to achieve this objective.  
(b) What are the best practices to adopt and pitfalls to avoid when it comes to active listening ?  
(c) What measures must be adopted to make Group Communication more effective ? (8+5+5)
7. (a) Write an email to your boss stating the reasons for your absence from an important meeting.  
(b) What are the different types of small groups that can be found in an organization ? How do they contribute to the functioning of the organization ?  
(c) How should disagreements be handled in a group discussion ? (6+6+6)

- o o o -