

**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) Illustrate the communication process with the help of a diagram/flow chart.  
 (b) What skills are useful in the negotiation process ? What should be the desired outcome in a negotiation ?  
 (c) How can a leader ensure a productive outcome of a meeting ? What are the factors that prevent a meeting from being productive ?  
 (d) What are the advantages of a group decision process ? What are the different ways in which a group decision process may be conducted ?  
 (e) What are the different purposes of reports ? What are the different parts of a report ?  
 (f) Name the different parts of a formal letter and state the purpose of each part.  
 (g) You are the president of the Book Club of your college and need to give a presentation to the new students to encourage them to join the Club. Briefly explain the sequential contents of your presentation. (7x4)
2. (a) Read the following message posted by a senior manager of a company, and then
  - I. Analyze whether the message is effective or ineffective.
  - II. Rewrite the said post of the senior manager so that it becomes an effective piece of communication.

It has come to my attention that many of the employees are lying on their time cards. If someone comes in late, he/she should not put 9 : 00 am on the card. If someone takes a long lunch, then he/she should not put 2 : 00 pm on the time card. I will not stand for this type of cheating. I simply have no choice but to institute an employee monitoring system. Beginning next Monday, video cameras will be installed at all entrances to the building, and each employee entry and exit times will be logged each time he/she uses electronic key cards to enter or leave. Anyone who is late for work or late coming back from lunch more than three times will have to answer to me. I don't care if you had to take a nap or if you girls had to shop. This is a place of business, and we do not want to be taken advantage of by slackers who are cheaters to boot. It is too bad that a few bad apples always have to spoil things for everyone.

By the order of  
Senior Manager
- (b) You are the estate manager of a college. The college management wants to build a parking facility for staff and students of the college. The management of the college wants you to submit a report outlining the survey of the present facility, the expected requirement, new parking alternatives, evaluation of each and the recommendations. (10+8)

3. (a) Fill in the blanks by selecting an appropriate word or phrase given in brackets at the end of a statement.
- I. \_\_\_\_\_ laptop was stolen last week. (Amit's, Amits', Amit)
  - II. Speaking only for \_\_\_\_\_, I think that the new policy is discriminatory. (me, myself)
  - III. India has increased \_\_\_\_\_ exports of corn and rice. (it's, its)
  - IV. Either the New Delhi head office or the Amritsar regional office will need to reduce \_\_\_\_\_ staffing costs. (their, its)
  - V. They distributed the supplies \_\_\_\_\_ the six staff members. (among, between)
- (b) What is the difference between formal and informal communication ? Explain with examples the use of formal and informal communication at workplace.
- (c) What features characterise vertical and horizontal communication ? Which factors are to be kept in mind by a manager communicating with his/her subordinate and those by a subordinate communicating with his/her superior ?  
(5+4+9)
4. (a) State the tasks in business communication that have been simplified by technological tools aiding business communication.
- (b) What behavioural norms should we follow in conducting and attending webinars ?
- (c) Explain the features of an informational interview, a job interview and a performance appraisal interview. How can the interviewer make the process more effective in each case ? How can the interviewee appropriately participate in each of these ?  
(4+4+10)
5. (a) Write an appropriate subject line for each opening paragraph given below.
- I. An e-mail announcing a study :  
We have noticed recently a gradual but steady decline in the number of customers. We are disturbed by this trend, and for this reason I am asking our Customer Relations Department to conduct a study and make recommendations regarding this important problem.
  - II. An e-mail announcing a new procedure :  
It has come to our attention that increasing numbers of staff members are using our internal messaging platform to send business messages. We realize that this platform saves time and gets you fast responses, and we are prepared to continue to allow its use, but we have developed some specific procedures that we want you to use to make sure it is safe as well as efficient.
  - III. An e-mail inquiring about software :  
We are interested in your voice-recognition software that we understand allows users to dictate and copy text without touching a keyboard. We are interested in answers to a number of questions, such as the reliability of the machine transcription. We also want to know whether the software can be trained to recognize various voices.

IV. An e-mail announcing introducing a new manager :  
Please welcome our new HR manager, Mr. S. C. Gupta, who comes from our Mumbai office. Mr. Gupta is a 17-year management veteran with a strong focus on diversity and inclusion. Please join us in warmly welcoming our new HR manager.

V. An e-mail announcing winter-break in a School to the parents of children :

We are pleased to announce that the school will be closed from Saturday December 23, 2023 till Sunday January 7, 2024. We request the parents to take care of their children during the expected severe cold during the said period of winter-break.

(b) Explain the techniques that may be employed to retain the attention of the audience throughout a presentation of a difficult-to-understand topic ?

(c) You are working in a multinational company that has its workforce located across several places globally. However, the project you are working on has inputs from 12 other teams all in different locations. In order to complete the project on time and without errors, which collaborative tools can be used ? Explain the advantages of each.

(5+4+9)

6. (a) Explain the roles communication plays in the success of a business.

(b) What should be the contents of a persuasive letter ?

(c) Mr. Ashok purchased a side-by-side refrigerator from a large store of the city 10 months back. The salesperson had assured Mr. Ashok that the refrigerator he was buying was a reliable brand that is known for trouble-free operation. However, Mr. Ashok has been facing problems with the refrigerator since the last 6 months and in spite of several visits by the technician, the refrigerator keeps malfunctioning. Write a letter on behalf of Mr. Ashok to the store to replace the refrigerator or getting a full refund.

(4+4+10)

7. (a) "Virtual offices offer cost-effective, flexible, and technologically advanced solutions that align with the evolving needs of businesses and the workforce in a rapidly changing world". Despite many such advantages of a virtual office, one faces lot of business communication challenges working in a virtual office. In the light of this statement, you are required to write down some important challenges one faces regarding business communication in a virtual office.

(b) How does a cover letter help when sending a resume for applying for a vacant position in an organisation ?

(c) Describe how has the workplace environment changed over the past decades. State and explain the communication norms that have changed to suit the changed workplace environment.

(5+4+9)

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