

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) What are the barriers to effective communication?
- 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 policy.
 - ii) As director of internal communication, you want to convince top management about the need for an up gradation of existing systems.
- c) Explain the role of body language in the success of an oral presentation.
- d) What is the importance of effective Communication?
- e) What do the following pictures reveal about the body language?



i)



ii)

- f) Discuss the benefits of networking. What does 'friendliness' in the workplace mean? How can you increase your friendliness quotient?
- g) One of the responsibilities of an interviewer is to put the interviewee at ease. Assume that you are an interviewer. Suggest any two ways through which you will put the interviewee at ease. **(7x4)**

2.

- a) **Read the story given below and fill in the blanks with appropriate verb forms.**

Once upon a time there _____ (live) a man called Damocles. A friend of his eventually _____ (become) the ruler of a small city. Damocles thought- 'How lucky my friend _____ (be). He _____ (be) now a ruler. He must _____ (have) a great time. He _____ (have) fine clothes, lots of money and a number of servants. I wish I _____ (have) his luck.' He _____ (decide) to visit his friend to enjoy his hospitality. When he _____ (reach) the palace, the king himself _____ (receive) him with respect and affection. Damocles then _____ (tell) the king that he _____ (be) indeed a lucky man.
- b) Why is face-to-face communication important?
- c) Assume that you are associated with an advertising company that has recently bagged a contract for Kerala 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.

(6+2+10)

3.

- a) Suppose you have been invited to appear for an interview for the post of Assistant Marketing Executive in a relatively new company. Write down questions you may expect from your interviewers.
- b) Write short notes on:
i) White Paper
ii) Documentary memo
- c) Explain the role of the following in a good presentation:
i) Size and Type of Fonts
ii) Colour Scheme
iii) Graphs and Charts
iv) Pictures and videos

(4+4+10)

4.

- a) What is meant by (i) a closed question, and (ii) an open question? Give two examples of each of these types of questions.
- b) For a proper communication, you are required to select appropriate word from the given homonyms and fill the blanks in the sentences given below:
i) Everyone _____ Sunil accepted her apology. (Accept/except)
ii) I _____ you to bring bottled water. (Advice/advise)
iii) They offer many flavors _____ vanilla. (besides/beside)
iv) They _____ Ashok as he has become senior manager in the company. (Complimented/ complemented)
- 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 to be circulated to all employees, asking them to be at their desk during duty hours.

(4+4+10)

5.

- a) Following sentences are having error(s) and you are required to correct the same:
i) I like very much candy.
ii) My flight departs in 8:00 am.
iii) When I would arrive, I will text you.
iv) I do not know nobody in this place
- 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) I reckon we owe you about the same as you owe us. Why don't we just _____?
ii) We've been working on this for fourteen hours now. Isn't it time we _____?
- c) Write a letter to a customer apologizing for the delay in the shipment of a product and requesting an additional period of two weeks for delivery.

(4+4+10)

6.

- a) Distinguish between any two of the following:
i) Grapevine and Rumor
ii) Selective Listening and Emphatic Listening
iii) Verbal and Non-Verbal Communication
- b) Find the antonym of the words:
i) Word
ii) Treacherous
iii) Notorious
iv) Thrifty
v) Transient
- c) You are a Training & Placement Officer of a University. A 3rd Year B. Tech student needs to undergo a 6-week technical internship in an organization. For this, write an application to ABC Technologies, Noida recommending him for the same.

(4+4+10)

7.

a) Find the synonym of the words

i) Abhor

ii) Conspicuous

iii) Emancipation

iv) Dexterity

b) Name any two situations/cases where you would like to use brainstorming as an effective method of collecting necessary information.

c) You are the Sales Manager of Fancy Gallery. You have observed that the sales of greeting cards 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)