

B4.2-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.

Time : 3 Hours

Total Marks : 100

1. (a) Following are pairs of some homophone words. You are supposed to make the statements using them and clearly bring out the differences in their meanings. **(Attempt any four)**
 - (i) Rose and Rows
 - (ii) Sea and See
 - (iii) Made and Maid
 - (iv) Plain and Plane
 - (v) Bored and Board
- (b) Find the English grammar mistake(s) in below mentioned sentences and re write them correcting the mistake(s). **(Attempt any four)**
 - (i) I do not want no pudding.
 - (ii) I walk to the store and I bought dry fruit.
 - (iii) We enjoys romantic movies.
 - (iv) Students got to the hotel and they dropped off his luggage.
 - (v) I won't do nothing.
 - (vi) I can't hardly believe what he said.
- (c) Describe four basic tips on effective writing.
- (d) Why is letter writing still necessary in spite of electronic mode of communication ?
- (e) List four uses of Web 2.0 Tools in social networking. **(8+8+4+4+4)**
2. (a) Discuss important four do's and four don'ts of an interview.
- (b) Differentiate between initial selection interview and task specific interview.
- (c) Elaborate five important conditions for effective listening. **(8+5+5)**
3. (a) What is the importance of question answer session in any presentation and explain how it should be handled.
- (b) As we are moving towards the era of information technology, explain what comprises of communication technology today.
- (c) Elaborate the dynamic role of communication technology in the workplace.
- (d) Discuss the role of nonverbal language in communication. **(5+5+4+4)**

4. (a) Elaborate any five of 7 Cs' of communication in detail.
(b) Analyze the importance of voice characteristics in articulate speaking.
(c) Discuss in detail how communication skills can be improved.
(d) What are the tools for effective problem solving ?
(5+5+4+4)
5. (a) State with reasons whether the following statements are correct or incorrect.
(Attempt any four)
(i) Active listening means seeing closely to the person who is speaking to you.
(ii) Communication is context dependent and hence, different styles of communication are appropriate in different contexts.
(iii) A good communication has no place for critical feedback.
(iv) When you speak, you should speak loudly so as to make your communication clear.
(v) One should always initiate communication.
(b) Elaborate five ways in which conversations impact relationships in workplace.
(c) Differentiate between hearing and listening.
(8+5+5)
6. (a) With reference to nonverbal communication, explain the use of artifacts, haptics, chronemics and proxemics.
(b) Explain any five barriers to communication.
(c) Explain communication process as a closed loop system. Explain the significance of various links/elements involved in it.
(d) What points should be considered while stating personal weaknesses in the CV ?
(5+5+4+4)
7. With reference to the characteristics of the technical reports, explain importance of target readers, titles and subtitles, physical arrangement and use of graphics.
(18)

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