

B2.2-R5 : 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 are the collaborative tools in Business communication ? List out the four common tools used for Business communication.
(b) What is the role of e-business communication in industrial growth ? Discuss its importance in detail.
(c) 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) A company has made some policy changes in its HR policy. As a General Manager of HR, you want to communicate about the details of the policy changes in HR policy of the company.
 - (ii) As a Head of Security, you want to convince your management about the need for an up-gradation of existing security systems.
(d) What is the role of social media in business communication ? Discuss its importance.
(e) Discuss the role of body language to make oral communication effective.
(f) How the Curriculum Vitae is different from the Resume ?
(g) Why are the Pitch and the Tone is considered as an important tool in business communication. (7x4)

2. (a) Differentiate between the Press Report and Press Release. Discuss also different characteristics of a good press Release ?
(b) What do you mean by business etiquettes ? List out some of the important business etiquettes that are required for effective business communication. (9+9)

3. (a) A company plans to start an innovation center to scaleup the business and meet consumer demands. The higher authorities appointed you as a Team lead for this task. In such a case, you are supposed to address the employees with few key process steps that are required for this innovation center.
(b) Do you think that innovation leads to business development ? In the light of this question, discuss the relation between business development and innovation. (9+9)

4. (a) Differentiate between :
- (i) Teleconferencing and Video conferencing
 - (ii) Intranet and Internet
 - (iii) Seminars and Webinars
- (b) Suppose you are a sales manager of an Automobile manufacturing firm producing electric Cars and electric motor Cycles. Based on the demand your firm promised the customer to deliver the booked shipment within 2 months. But due to some delay now the shipment is not possible to deliver within the promised time limits. Write a letter of apology to the customer for being late in delivery of booked electric vehicles. (9+9)
5. (a) Why Group Discussion is considered as a necessary step for crowd filtering ? Discuss Do's and Don'ts of effective Group Discussion.
- (b) Body language is an important parameter for any group meeting and interactions. Illustrate the concept and its requirement in formal meetings. (10+8)
6. (a) How is the Hearing different from the Listening ? What are the different types of Listening available for making communication interactive and effective ?
- (b) Define the various types of Interviews. Suppose you are invited as a domain expert in one of the central universities where you need to guide the students about the preparation of the interviews for their upcoming placements. What are the guidelines you wish to include in your presentation that can be followed before, during and after the interview by the students ? (9+9)
7. (a) Assume that you are an Administrative head in a company. As Administrative Head, you are required to inform all the employees of your company through a suitable means of communication that the infrastructure is being updated and thus the Pantry area will be under construction during the coming week.
- (b) Write Short notes on :
- (i) Confidence
 - (ii) Performance Appraisal
 - (iii) Informal Communication (9+9)

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