

## B4.2-R4 : PROFESSIONAL AND BUSINESS COMMUNICATION

**NOTE :**

1. Answer question 1 and attempt any FOUR questions from 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) Describe 'noise' and its impact on the communication process.  
(b) What is precis writing ?  
(c) What is a technical description ?  
(d) Explain the concept of dyadic communication.  
(e) How has PC become the most powerful tool of communication for the modern business ?  
(f) What is single strand chain type of informal communication ?  
(g) Describe sender, receiver, message and feedback as four different elements of communication. (7 x 4)
  
2. (a) Differentiate between technical and general communication. Explain any four types of technical communication.  
(b) Describe the word 'reading'. List five factors that impede reading and five ways to read effectively.  
(c) Elucidate five ways in which interpersonal communication can impact relationships in workplace. (8+5+5)
  
3. (a) High performance teams are highly sought after by organizations. Explain what high performance teams are and list four ways of creating a high performance team.  
(b) Highlight any three ways of enhancing team work.  
(c) Why is it important to keep your resume simple and readable ? (8+5+5)
  
4. (a) With reference to non-verbal communication, explain the use of artifacts, haptics, chronemics and proxemics.  
(b) Elaborate any five of 7 Cs' of communication in detail.  
(c) As we are moving towards the era of information technology, explain what comprises of communication technology today. (6+6+6)

5. (a) List the common Web 2.0 tools for social interaction. How have these tools contributed in communicating in a border-free world ?
- (b) Briefly describe the process of listening. What type of listening would the following people most likely adopt in the given situations :
- (i) An inattentive student being scolded for copying his answers from his friend
- (ii) An entrepreneur attending a conference for building business networks
- (c) Teamwork has become very important for success at workplace. Elaborate how you can be a good team player. List any five strategies that a team leader can adopt to help their team function better. **(6+6+6)**
6. (a) Imagine you have to persuade your college management to start a club on 'Awareness for the new genders- LGBTQ'. How will you prepare to make a persuasive presentation in front of the college management ?
- (b) As electronic communication is exploding, it is giving rise to ethical issues too. Discuss a few ethical guidelines that one should follow while using electronic communication. **(9+9)**
7. Write a 200 word essay on the topic "Importance of good communication skills for the students". **(18)**

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