

## 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) Explain grapevine and social loafing.
- b) Suppose you have been invited to appear for an interview for the post of Assistant Marketing Executive in a relatively new company. What questions you may expect from your interviewers? Write any four questions.
- c) What are the basic principles of listening? Discuss the importance of active listening in Communication.
- d) What role does body language play in the success of an oral presentation?
- e) What do the following pictures reveal about the body language?



i)

ii)



- f) What is interpersonal communication? How is dyadic communication different from small group Communication?
- g) Discuss assertiveness as a communication skill. How does it differ from submissive and Aggressive behaviors?

(7x4)

2.

- a) What is the difference between formal and informal communication?
- b) **Following are three pairs of similar-sounding words. Make sentences to bring out clearly the difference in meaning of the words in each pair:**  
Cease, seize; sail, sale; meet; Meat; Break, Brake
- c) Is E-mail a valid and legal form of communication? What is meant by Digital Signatures? Can Digital Signatures be applied (i) on the attestation for creating a trust, and (ii) on the attestation for giving power of attorney of property?

(4+4+10)

**3.**

- a) Statements with positive tone have more positive effect on a reader than those which are negatively toned. Therefore, it is always suggested that the statements should be expressed in positive tone. In this light, you are required to re-write the following statements to make them more positive and clear:
- i) If you fail to pass the examination, you will not qualify for the Job.
  - ii) We can't process your application because you neglected to insert your Aadhar Details.
  - iii) Programming cannot begin until the Software plans are listed.
  - iv) Customers are ineligible for the discount unless they show their membership card.
- b) **The following 'words' were found in the answer scripts of a certain examination. Guess the Possible intended words and write them correctly:**  
Dynameic, banchmark, dialema, Regestration, Hervest, Previledged
- c) What is stage fright? What causes it? Suppose you are to address gathering of 200 people and you have prepared yourself well for the occasion. You are ready with notes to help you. However as you reach the stage to speak, your mind goes completely blank! How will you cope with the situation?

**(4+4+10)**

**4.**

- a) **Find out the type of communication (like, oral, written, etc.) in the following cases along with reasons in support of your answer:**
- i) Shyam makes order for 100 pencils to a distributor which he accepts instantly.
  - ii) A manager issues a memo to a worker on regularly coming late to the factory.
  - iii) Vandana, a training manager, delivers her lecture to the trainees with the use of PPT.
  - iv) Ankush placed an order for a smart phone on an online-shopping site and he got confirmation
- b) **Correct the sentences, if necessary:**
- i) The small child does whatever his father was done.
  - ii) The man to who I sold my house was a cheat.
  - iii) They were all shocked at his failure in the competition.
  - iv) He is too important for tolerating any delay.
- c) Suggest one situation where you would prefer to use written communication over oral communication and another situation where you would like to use oral communication over written communication.

**(4+4+10)**

**5.**

- a) i) Match the Antonym of the words:

| <b>Words</b> | <b>Antonym</b> |
|--------------|----------------|
| Marvelous    | Believer       |
| Exaggerate   | Traitor        |
| Patriotic    | Ugly           |
| Atheist      | Understated    |

- ii) Complete the following sentences with the correct tense of the verb given at the end.
- I. You will not pass unless you \_\_\_\_\_ harder. (work)
  - II. They \_\_\_\_\_ nothing to drink or eat since seven o' clock this morning. (have)
  - III. If we go on killing species after species of animals, we \_\_\_\_\_ left with nothing of life on earth. (will be)
  - IV. Do not write to Mr. Ashoka until you \_\_\_\_\_ from him. (hear)
- b) You have recently purchased a washing machine from a local dealer. You are dissatisfied With its performance. The dealer has refused to look into the matter. Write a complaint email stating specific complaints to Panasonic Corporate Office Gurgaon, requesting them to direct the local dealer to look into the matter.

**(4+4+10)**

**6.**

a) "Effective listening can bring many benefits to corporations and also to individual employees." Comment on it and describe various categories of people based on their listening preferences.

b) Match the Synonym of the words:

| <b>Words</b> | <b>Synonym</b> |
|--------------|----------------|
| Comprehend   | Desire         |
| mankind      | Comprise       |
| Aspire       | Humanity       |
| Congenial    | Pleasant       |

c) You are a 2nd year MBA student, who needs job in Sky-high Technologies Ltd., Bangalore. Write an application for job to Sky-high Technologies Ltd, Bangalore.

**(4+4+10)**

**7.**

a) Briefly describe different types of small groups that one finds in an organization.

b) What are iPhone and iPad? Discuss their impact on the evolution of mobile communication?

c) You are the Marketing Manager of Cherry Gloss Beauty Products. You have observed that the sales of your product have been declining for quite some time. Draft a letter-style report indicating the possible reasons for the decline in sales, and suggesting various strategies to market the products to the large number of target customers.

**(6+4+8)**