

## B5.1-R3: 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 factors define communication competence? Briefly indicate how does each factor affect communication.
- b) Suppose you call a potential client on telephone and receive a recorded message that he is out of station and you may leave a message for him, if you like. Give the contents of the message that you may like to leave.
- c) What is meant by the Field of Experience in communication process? How does it affect communication?
- d) What is the difference between hearing and listening? Describe different stages of listening process.
- e) What is meant by grapevine? Is it a good idea to use it as an instrument of management in office?
- f) What is a 'functional resume'? What kind of applicant will it be most suited for?
- g) What is Groupware? How is it different from E-mail?

(7x4)

2.

- a)
  - i) Correct the following sentences, if necessary.  
Cow is useful animal.  
Here is the book that you asked.  
He washed neither his hands or his face.
  - ii) Correct the spellings, if necessary, of the following words:  
Grammer, sycology, suficent, opurtunity, chalange, acomodation
  - iii) The words in the following pairs have similar sound. Use each word appropriately in separate sentences.  
pair, payer; construct, constrict; stationery, stationary
- b) Read the following paragraph carefully and answer the questions that follow based on the contents of the paragraph. Do not introduce your own ideas or arguments in the answers.  
"If science is to be integrated with the cultures of the developing countries, so as to lead to the growth of science and technology capabilities which will be more relevant to indigenous development, it is necessary to pay more attention to the factors that confer on science a local flavor and condition the necessity of its being combined with the cultural heritage of the developing countries. For instance, the process of identifying, selecting and formulating problems so they would be amenable to attack through scientific research is clearly influenced by economic, social, political, and cultural factors. And while the choice of an individual research project may be more affected by considerations closely linked to the conduct of scientific research, the overall thrust of the scientific effort of a given nation is clearly conditioned by the general context in which science is inserted. The postulation of hypotheses and the building of theories to be tested are also influenced by broader consideration of a cultural character. This is a process where creativity finds room for expression and where there is room for the modes and habits of thought that characterize different cultures to manifest themselves. Finally the process of testing and verifying hypotheses must allow for the possibility of independent corroboration, and should comprehend rigorous comparison of the hypotheses –and the predictions derived from them – with the actual behavior of the phenomenon under scrutiny. This aspect of the scientific process is obviously the least amenable to to the introduction of local consideration, and verification methods should, at least as an ideal, be truly universal."

- i) Why is it necessary to give attention to cultural factors in the scientific effort of a country?
  - ii) How can science be integrated with local cultures in developing countries?
  - iii) What part in the scientific process has to be universal and free of local influences?
- (9+9)**

**3.**

- a) Suppose you are contesting election for the Office of Secretary of the Employees' Union. Assume that you are fed up with the climate of confrontation between the employees and the management that has been prevailing for several years due to attitudes and activities on both sides. Write in not more than 200 words an appeal to your voters telling them what you will do different, if elected, to improve working environment and employee welfare.
  - b) Describe Kittie Watson's Listening Ladder Model. Also indicate the consequences if there is lack of attention or error involved at any step.
- (9+9)**

**4.**

- a) What is meant by 'communication style'? Discuss the Social Style Model of communication behavior. Describe in some detail a typical individual with an 'analytical style'.
  - b) What interpersonal skills are required to work in a group, besides having sound listening skills as its member?
- (9+9)**

**5.**

- a)
    - i) Discuss the importance of the speaker's attitude in a formal presentation.
    - ii) Describe the role of body language (Kinesics) while making a formal presentation.
  - b) Suppose you are to address an audience of about 100 persons on a controversial topic. You come to know that there will be substantial opinion in the audience against what you propose to say or suggest for action relating to the topic. How will you plan to present your views?
- (9+9)**

**6.**

- a) What functions does proper formatting serve in a print-based document?
  - b) In business negotiations, what is it that you have to safeguard – your positions or your interests? Why?  
Is it a good approach to decide on an unchangeable action or policy while preparing for negotiations or do you need a BATNA (an alternative plan) during negotiation? Give reasons for your answer.
- (9+9)**

**7.**

- a) Briefly discuss the patterns in which persuasive messages can be organized.
  - b) Suppose you were promised that a raise for you will be considered after your first six months in the job. You think, after 9 months in the job, that you have performed very well and have some impressive achievements to show. You have also received, from a rival company, an offer with higher wages and attractive perks. However, you are happy in the present company. Explain in which pattern you will organize the request to persuade your boss to give you a raise. And give the sequence of your arguments.
- (9+9)**