

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) 'Unnecessary repetition of words adds to the length of sentences without contributing to their meanings. Therefore, avoiding repetition of words enhances the effectiveness of the communication.' In the light of the statement, write down sentences to eliminate repetition of words shown in *italics* and underlined from the following statements.
- i) When I got to the bottom of the stairs, I saw that the stairs were high and steep. I took a deep breath and began to climb the stairs. When I reached the top of the stairs I looked around me.
 - ii) Mr. Shyam reached the city in night. The city was shining in light and shops in the city were closing. He looked around the city for a place where he could have his dinner.
 - iii) The teacher announced to the students that all the students should assemble together at 9:30 AM in the morning for the morning assembly.
 - iv) One should understand and comprehend the basic fundamental of planning and that is, one should always plan in advance for future.
- b) 'Two words are homonyms if they are pronounced or spelled the same way but have different meanings. They are of two types: homograph – if two words are spelled the same way but differ in meaning (e.g. fair, which may mean treating people equally or may mean light complexion); homophone – if two words are pronounced the same way but differ in meaning or spelling or both (e.g. bare and bear). Below are the pair of sentences having homograph words and you are supposed to write their meanings.
- i) (A) I shall be back within 20 minutes.
 - i) (B) I have pain in my back.

 - ii) (A) Bats are very useful because of the large number of insects they consume.
 - ii) (B) Meerut is famous for producing best quality of bats.

 - iii) (A) Children are playing on a river bank.
 - iii) (B) I have deposited Rs. 10,000 into my saving bank account.

 - iv) (A) The foundation of the house are begining to sink.
 - iv) (B) Utensils are washed in the kitchen sink.
- c) 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.
- i) Accept and Except
 - ii) Dear and Deer
 - iii) Blew and Blue
 - iv) Complement and Compliment

[(3x4)+(4x2)+(4x2)]

2.

- a) Select a communication channel from the list given which you think is best for the following messages:

List of Communication Channels: Letter on official stationery, Email, Telephone, Social Media (e.g. Facebook; Twitter), Teleconferencing, Person to person verbal communication, and Silence.

- i) Complaining to your boss about a difficult co-worker who had fight with his colleague last evening.
 - ii) Asking for a few days of leave from work to attend a special family function.
 - iii) A communication to be sent regarding training to new employees.
 - iv) Notifying the manager of a local business that you still haven't received the refund you were promised.
 - v) Reminding your busy boss about a long overdue reimbursement for out-of-pocket expenses.
 - vi) Apologizing to a customer for a mistake your company made.
- b) "*In an effective communication, a picture is worth thousand words.*" Critically examine the statement and name the chart you will like to prepare to report the following:
- i) Showing one rupee has been spent by the Government as per the latest budget.
 - ii) No. of different categories of officers in a company.

([6x2]+6)

3.

- a) Assume that you are working as a purchase manager in a hotel. The hotel has an agreement to buy carpets from a firm at a price included value of carpet and its fixation cost. It carries one year warranty clause against colour fading. The hotel purchased a carpet for its lobby 3 months back and its colour has faded. You are required to write a claim letter to change the carpet or refund the price to the firm.
- b) State, with reasons in brief, whether the following statements are correct or incorrect.
- i) Communication is a circular process.
 - ii) Verbal communication means oral communication.
 - iii) The complimentary closing of a letter must match with the salutation in terms of formality.
 - iv) Hearing is synonymous to listening.
 - v) Anger is the worst enemy of communication

([4x2]+[5x2])

4.

- a) Give one word substitute for the following:
- i) One who feels sympathetic towards human beings?
 - ii) A word or law no longer in use.
 - iii) A previous case which might serve as an example.
 - iv) A decision or opinion on which all are agreed.
 - v) Having a chance of occurring too low to inspire belief.
 - vi) Impossible to rectify or amend.
- b) Illustrate with suitable example(s) how does a memo differ from a letter.

([6x2]+6)

5.

- a) Assume that your company has increased the bonus rate from 10% to 12.50% of basic salary. As a head of the Establishment Section, you are required to write a circular for the company's employees informing about such an increase in bonus.
- b) What is the difference between curriculum vitae (CV) and a résumé?
- c) Suggest any two cases or situations where one should use brainstorming to get necessary information.

(10+4+4)

6.

- a) Suggest the ways through which you may optimize your PERC-Quotient in your office to better achieve your image goals.
- b) Explain the role of disclaimers in mitigating legal issues in any electronic/internet based business communication.
- c) Write down in what manner the following Tools/software/Resources are useful for an organization to ensure effective and economical communication:
 - i) WebEx.com
 - ii) Skype For Business

(8+4+6)

7.

- a) To get the best from an interviewee, an interviewer should put the interviewee at ease. Assume that you are an interviewer; you are required to suggest any two ways through you will put the interviewee at ease.
- b) Distinguish between **any three** of the following:
 - i) Pitch and tone while making a speech
 - ii) Selection Interview and Appraisal Interview
 - iii) Covering Letter and Main Letter
 - iv) Personal Communication and Mass Communication
- c) Write short notes on **any three** of the following:
 - i) Voice articulation in speech
 - ii) Difference between Web 1.0 and Web 2.0
 - iii) Understanding your audience to make a right presentation
 - iv) Grapevine as informal communication channel

(9+9+9)