

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 why one is to be a good listener.
 - (b) Explain with example how choice of words can be an effective tool for good communication.
 - (c) Differentiate between CV and Resume.
 - (d) Why is e-mail etiquette important ? Write down any four rules of e-mail etiquette.
 - (e) Define inter-personal communication skills. Why is it important ?
 - (f) Elucidate five smart ways to make any presentation more effective.
 - (g) What is virtual office ? Is it a boon or curse ? Justify. (7x4)
2.
 - (a) What is Web 2.0 ? Does it represent a new version of World Wide Web ? Discuss.
 - (b) Suppose you have been invited to appear for an interview for the post of Assistant Marketing Executive in a relatively new company. What three questions you may expect from your interviewers ? Also write probable answers for the same.
 - (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. (3+9+6)
3.
 - (a) Discuss the forces that are contributing to the changing role of communication technologies in business.
 - (b) What is Group Communication ? Suggest the ways through which group communication can be made more effective.
 - (c) You are a Final Year B.Tech student, who needs to undergo an internship for three months in the final semester. Write an application to ABC Technologies, Pune requesting for internship. (6+6+6)
4.
 - (a) Assume that you are going to make a presentation about the financial position of the company in which you are working. Suggest what features you would like to have in your presentation so as to make it a good presentation.
 - (b) What is the role of body language in communication ? Why is it important to use positive body language in the workplace ?
 - (c) Discuss how one can be a good team member. Assume you are a team leader, what strategies would you adopt to help your team work together more effectively and efficiently ? (6+6+6)

5. (a) Define interpersonal skills. How does one can develop good interpersonal relationships at workplace ?
- (b) Write the uses of **any three** of the following Web Tools/Resources :
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|-----------------|------------------|
| (i) Google Docs | (ii) Google Maps |
| (iii) Skype | (iv) Drop-box |
- (6+12)**
6. (a) What is meant by Formal Communication and Informal Communication ? Give examples where you would use formal communication and where you would use informal communication.
- (b) Distinguish between **any three** of the following :
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|-----------------------------|
| (i) Graphs and Charts |
| (ii) Agenda and Minutes |
| (iii) Intranet and Internet |
| (iv) iPhone and iPod |
- (6+12)**
7. (a) How is mobile technology changing the practice of business communication ? Explain with proper examples.
- (b) The most common methods of communication in business are : telephone; e-mail; letter; memorandum; fax; face-to-face communication. For each of the situations given below, you are required to suggest which method of communication is likely to be the most effective in resolving the problem, and also provide the **reasons** in each case.
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| (i) When you get complaint about some employee in the office, how will you communicate with the employee in this matter ? |
| (ii) You are required to inform all the staff members that tomorrow is a holiday because of election in the city. |
| (iii) A student is going through depression due to poor results in the last semester. You need to inform his parents about his condition. |
| (iv) The University canteen will be closed for two days because of essential maintenance work. |
- (6+12)**

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