

B4.2-R4 : PROFESSIONAL AND BUSINESS COMMUNICATION**NOTE :**

1. Answer Question 1 which is compulsory and attempt any FOUR from Question 2 to Question 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 underline 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) 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. (Attempt any five)
 - (i) Sole and Soul
 - (ii) Heal and Heel
 - (iii) Hear and Here
 - (iv) Weather and Whether
 - (v) Flower and Flour
 - (vi) Knight and night
- (c) Briefly explain the importance of an effective Communication. (8+10+10)

2. (a) Give salient etiquette of electronic communication : e-mailing and chatting
(b) How has the modern communication technologies affected the job productivity and satisfaction ? Give examples in support of your answer **(9+9)**
3. (a) Give one word substitute for the following (Attempt any six)
(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.
(vii) Someone who pursues a study or sport as pastime.
(viii) A position for which no salary is paid.
(ix) In a game neither team wins.
(x) A speech delivered without any prior or previous preparations.
(b) Illustrate with suitable example(s) how does a memo differ from a letter. **(6x2+6)**
4. (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)**
5. (a) For proper communication, you are required to select appropriate word from the given homonyms and fill the blanks in the sentences given below :
(i) Everyone _____ Rudra accepted her apology. (Accept/except)
(ii) I _____ you to bring bottled water. (advise/advice)
(iii) Nirulas offer many flavors of ice-cream _____ vanilla. (besides/beside)
(iv) They _____ Mohit as he has become Senior Manager in the company. (complemented/Complimented)

- (b) Write the antonym of the following words ?
- (i) Ancient
 - (ii) Captivity
 - (iii) Despair
 - (iv) Rigid
- (c) Assume that you are the CEO of ABC Ltd. You have observed internal disputes among your employees and as a result of that, the performance of your company is badly affected. Draft an email to your employees in general requesting for developing positive work culture. **(4+4+10)**

6. Briefly explain the followings :

- (a) Why it is important to be good listener.
- (b) What are the challenges of communicating in virtual office ?
- (c) What are the most common kinds of persuasive messages ? **(6+6+6)**

7. (a) Imagine you are a fresher and have recently joined a start-up as an engineer. There are ten more employees, both men and women, in your workplace, all of whom are young, vibrant and engineers. Explain five ways in which you can build interpersonal skills in your workplace.

(b) Distinguish between any two of the following :

- (i) Verbal and Non-verbal Communication
- (ii) Vertical and Horizontal Organizations
- (iii) Informational Interview and Mock Interview

(c) Write short notes on any two of the following :

- (i) Mobile communication
- (ii) Documentary memo
- (iii) White Paper **(10+4+4)**

- o o o -

