

## B4.2-R4 : PROFESSIONAL AND BUSINESS COMMUNICATION

**NOTE :**

1. Answer question 1 and any four questions from 2 to 7.
2. Parts of the same question must be answered in sequence and together.

Time : 3 Hours

Total Marks : 100

1. (a) Explain any 2 barriers in interpersonal communication.  
(b) Differentiate between hearing and listening.  
(c) What role does gender play in listening ?  
(d) Give any two suggestions to manage meeting mania.  
(e) Give two disadvantages of mobile communication.  
(f) Suggest under what conditions the following are more appropriate means of communication. (mention only one condition)  
(i) Letters (ii) E-mails  
(g) Give two limitations of communicating in virtual office. (7x4)
2. (a) John Stoker says, "93/7 Rule : 93% of communication occurs through non-verbal behavior and tone; only 7% of communication takes place through the use of words." With reference to this quote, explain any four functions of non-verbal communication.  
(b) Divya, a marketing manager, goes to meet a client. She notices that her client is tapping his fingers. He looks bored and she feels tense all over. Taking a long deep breath and a sip of coffee, she feels her shoulders drop and her jaws relax. Divya leans across the table and breaks into a warm smile. In response, her client also smiles back, which initiates a spirited dialogue. She closes the deal successfully.  
(i) Identify three non-verbal cues mentioned in the case above.  
(ii) How can one use non-verbal communication to one's advantage ? (8+[6+4])
3. (a) Explain four goals of communication, with appropriate examples.  
(b) Assume that you have recently purchased a laptop from an authorized dealer of a well-known computer company. It is not even two months and the laptop has already started giving you problems. You are extremely dissatisfied with its performance and the dealer has also refused to look into the matter. Write an e-mail to [customercare@xyzindia.com](mailto:customercare@xyzindia.com) stating specific complaints and requesting them to direct the authorized local dealer to look into your problem. (8+10)
4. (a) Explain four challenges related to virtual office.  
(b) Assume that you are associated with Mynca Mobile Pvt. Ltd as its sales manager. The company has asked you to prepare a presentation on the latest high-end mobile set launched by it to premium customers. Create five slides for the said presentation presenting the essential features, describing its utility, added features and the launch campaign. (8+10)

5. (a) Justify the role of humour in oral communication. What kind of humour is appropriate in business context ?
- (b) What kind of listening is most likely followed by the person (underlined) in the following cases :
- (i) An advocate and client discussing the nitty-gritty of a legal case.
  - (ii) A marriage counsellor and an aggrieved couple who want to save their marriage.
  - (iii) An ill-mannered student who is scolded by examination invigilator for talking to his friend.
  - (iv) An entrepreneur attending a conference for building business network.
  - (v) A Ph.D. student is discussing his research problem with his supervisor. (8+10)
6. (a) Give four tips to your friend who has to deliver his first public speech in front of his senior on the topic of 'Challenges of On-line teaching before School Teachers'.
- (b) You have completed your Masters in Computer Science and have four years of past work experience. Prepare your resume highlighting your academic achievements and suitability for the job of Senior Software Engineer. (8+10)
7. (a) Explain any four internet based tools used in present times for networking.
- (b) 'While we are advancing toward social media communication, we are getting closer to social isolations as well'. Elaborate your stance on this statement, stating your perspective on the same. (8+10)

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