

B2.2-R5 : PROFESSIONAL AND BUSINESS COMMUNICATION

DURATION : 03 Hours

MAXIMUM MARKS : 100

Roll No. :

Answer Sheet No. :

Name of Candidate : _____ ; **Signature of Candidate :** _____

INSTRUCTIONS FOR CANDIDATES :

- Carefully read the instructions given on Question Paper, Answer Sheet.
- Question Paper is in English language. Candidate has to answer in English Language only.
- Question paper contains Seven questions. The Question No. 1 is compulsory. Attempt any FOUR Questions from Question No. 2 to 7.
- Parts of the same question should be answered together and in the same sequence.
- Questions are to be answered in the ANSWER SHEET only, supplied with the Question Paper.
- Candidate cannot leave the examination hall/ room without signing on the attendance sheet and handing over his/her Answer Sheet to the Invigilator. Failing in doing so, will amount to disqualification of Candidate in this Module/Paper.
- After receiving the instruction to open the booklet and before answering the questions, the candidate should ensure that the Question Booklet is complete in all respects.

DO NOT OPEN THE QUESTION BOOKLET UNTIL YOU ARE TOLD TO DO SO.

1. (a) What is paralanguage ? Explain its important elements.
(b) Explain the process of scientific communication with the help of a diagram.
(c) What are the important barriers to the communication process ?
(d) State with the help of an example, how grapevine can be used to solve organisational problems.
(e) Why is it important for a company to project its right identity and image to its stakeholders ? Give example to prove your point.
(f) What is constructive feedback ? Why is it important ?
(g) Distinguish between Business Presentation and Public Speaking.

(7x4)

2. (a) Transactional analysis is a powerful tool to improve interpersonal communication skills. Discuss and explain the ego states.
(b) Explain with examples how body language plays an important role in interpersonal communications.

(9+9)

3. (a) Explain what are Business Proposals and how are they different from Research proposals.
(b) Discuss the different elements of a Business Proposal.

(9+9)

4. (a) There are several types of interviews used by the organization. Explain the difference between a Face-to-face interview and a Telephonic Interview.
(b) Provide some do's and don'ts that a candidate should take care of while preparing for interviews.

(9+9)

5. (a) While working in a group on a project, you realize that one group member is not performing as expected. Explain how you deal with him.
(b) Conflict is inevitable while working in groups. Explain the 5 modes of conflict resolution.

(9+9)

6. (a) What is Virtual Communication ? Explain its advantages and disadvantages.
(b) Explain any two virtual communication technologies in an informal context.

(9+9)

7. Write short notes on the following :

- (a) Intranet vs Extranet
- (b) Difference between Curriculum Vitae and Resume
- (c) Gender Neutral Language

(6+6+6)

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SPACE FOR ROUGH WORK