

## B5.1-R3: PROFESSIONAL AND BUSINESS COMMUNICATION

### NOTE:

1. Answer question 1 and any FOUR questions from 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) What are the four communication skill categories (components) of Business and Professional Communication that one must master to establish oneself as a professional? What competencies does each category involve?
  - b) Discuss assertiveness as a communication skill. How does it differ from submissive and aggressive behaviours?
  - c) What things should you take care of while preparing a scannable resume – things that you will like to do differently from a paper copy resume?
  - d) What demographic variables you will keep in mind while identifying your audience for a public presentation?
  - e) Briefly discuss the forces that are changing the role of information in the workplace and the two keys to successfully manage your techno-life.
  - f) Effective listening skills are necessary if you want to achieve success. What benefits are accrued by mastering the art of effective listening? Bring out difference between hearing and listening.
  - g) What role does a mentor play? How will you go about finding a mentor in an organization that you have joined?

(7x4)

2.
  - a) Explain various elements of a communication process. Illustrate with the aid of a sketch the model of communication.
  - b) Is it correct to say that while negotiating one must protect one's position? If not, what is it that has to be protected? How should the negotiations be carried forward when one party becomes rigid and uncompromising on its position? If you happen to be faced with such a situation, what behavioural guidelines you will keep in mind.

(9+9)

3.
  - a) What benefits can accrue to corporations and individual employees from effective listening? Describe various categories of people based on their listening preferences. How can you use this information to improve your effectiveness in communication?
  - b) Discuss the major obstacles that may hinder communication in small groups. What symptoms would lead you to believe that a group may suffer from 'groupthink'?

(9+9)

4.
  - a) Conventionally what sections does a formal report contain? Suppose you have just completed a report on a study project on The State of Primary Education in My District. Write a letter of transmittal for sending this Report to the Secretary, Department of Primary Education, Government of Jharkhand, Ranchi – 834001.
  - b) Discuss the alternative patterns for organizing presentation of *persuasive* messages in a logical sequence.

(9+9)

**5.**

- a) Discuss Defensive versus Supportive Communication behaviors that may characterize communication climate in an organization.
- b) What is meant by 'communication style' of an individual? How many types of communicators can one find based on responsiveness and assertiveness traits?

**(9+9)**

**6.**

- a) What is Stage Fright? What causes it ? How can it be overcome?
- b) What does the Reflective Thinking Process involve as a tool for effective problem solving?

**(9+9)**

**7.**

- a) i) Correct the spellings, if necessary of the following words:

breif ; proffesion ; intrupt ; meneger ; discreption ; sumbody

- ii) Correct the following sentences, where necessary:

After waiting an hour the train finally came.

I haven't no money left.

Kalu who was arrested with three others were produced before the court.

- iii) Write nouns corresponding to the adjectives given below:

happy; gifted; angry; strong; wide; hot

- b) What is meant by the following terms in the context of a presentation: Net Effects; Substance Goals; Image Goals? Discuss the behaviors that will help a presenter in:

- i) controlling emotions

- ii) establishing and maintaining credibility with audience

**(9+9)**