

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) 'Needless repetition of words and ideas add to the length of sentences without contributing to their meanings. Therefore, avoiding repetition of words and ideas enhances the effectiveness of the communication.' In the light of this statement, write down sentences to eliminate repetition of words and ideas *shown in italics* from the following statements:

- i) We must assemble *together* at 10:30 AM *in the morning*.
 - ii) If you are not satisfied, then return it *back* to us.
 - iii) One should understand the *basic* fundamentals of clear writing.
 - iv) We should plan *in advance* for future.
- b) State whether you agree or disagree with the following statements:
- i) Most of the oral communication in an organisation is informal.
 - ii) In an organization, oral communication as a means of formal communication is more effective than written communication.
 - iii) Rules of communications are same whether we communication good news or bad news.
 - iv) Nonverbal communication is also a part of verbal communication.
- c) Comment to establish the truth of the following statements:
- i) "Long, involved sentences tend to be difficult to understand. Therefore, the shorter the sentence, the better."
 - ii) "Action speaks louder than words."
- d) Explain the utility of teleconferencing and videoconferencing. As a business tool, which may be considered as more effective.
- e) Highlight the importance of interpersonal communication.
- f) Name six golden rules for conducting an effective meeting.
- g) Explain the components of virtual office and give two examples for the same.

(7x4)

2.

- a) Suggest, what steps one should take in order to improve upon one's listening?
- b) "Good communication makes a mahanagar more efficient and effective in achieving organizational goals." Critically examine the statement.
- c) Do you agree with the statement that – 'Silence is also sometimes a good means of communication.'

(5+7+6)

3.

- a) Explain, how graphs, charts and other graphics in a written report make the report more effective in communicating desired messages and information.
- b) 'A memo is in nature of a letter and is yet not a letter.' Discuss.
- c) Explain in most cases what make us a poor communicator.

(6+6+6)

4.

- a) Assume that in your company, the rate of dearness allowance has increased from 25% to 30% of basic pay of employees. As a head of the Establishment Section, write a circular for the company's employees informing about such an increase in dearness allowance.
- b) Due to some urgent personal work, you are supposed to go out of city and it is likely that you will not join office for the next 4 days. Write down an e-mail, which you would like to send to your boss informing about your absence from office and the fact that you will be out of city.

(9+9)

5.

- a) You know that 'an effective representation before the management improves the chances of promotion in an organization'. Therefore, you are very particular about ensuring effective representation. Suppose that you have to make a presentation to the management next week regarding the activities of your department, suggest how you will plan about it and what steps you would like to follow in order to make your presentation very effective.
- b) State any five points which one should always remember to make one's resume.
- c) What are the difference between curriculum vitae (CV) and a resume?

(10+5+3)

6.

- a) 'A good leader is responsible for ensuring an effective communication within a group.' In the light of this statement, discuss how a leader can ensure an effective system of communication among the group members.
- b) 'The emergence of information technology has revolutionized the ways by which people communicate in organizations and one of the ways is – paperless communication.' Discuss and give examples how the emergence of information technology has made paperless communication more prevalent and cost-effective mode of communication in organizations.

(8+10)

7.

- a) One of the responsibilities of an interviewer is to put the interviewee at ease. Assume that you are an interviewer. Suggest any two ways through you will put the interviewee at ease.
- b) Name any two software, which you think will be of utmost use in making your annual report an effective one.
- c) Write short notes on any **three** of the following:
 - i) Communication Styles
 - ii) Performance Appraisal Interview
 - iii) Characteristics of a good negotiator
 - iv) Body Language and its significance

(4+2+[3x4])