

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) Show how communication is central to business.
 - b) Discuss merits and demerits of e-mail over other forms of technical communication.
 - c) What are the communication processes that are important for business?
 - d) Show how listening is central to business communication.
 - e) What are the interpersonal networks in a business setting?
 - f) What is the significance of communication in groups and teams?
 - g) What are the features that need to be taken into account in order to make a successful presentation?

(7x4)

2.
 - a) Describe, giving one example, the functions and form of memorandums.
 - b) What is meant by the terms 'channel', 'noise' and 'shared meaning' in the context of communication.
 - c) By creating the facts of situation through your imagination write a report determining the effects of physical fitness programs on workers' health and productivity.

(6+6+6)

3.
 - a) Discuss briefly the techniques involved in good oral communication.
 - b) Discuss briefly the techniques that you will use in the successful conducting of a meeting.
 - c) What are the key elements required for developing good public speaking skills?

(6+6+6)

4.
 - a) What are the benefits of effective listening?
 - b) What steps would you propose for improving listening skills?
 - c) Highlight the elements of good talking.

(6+6+6)

5.
 - a) What are the features of interpersonal communication?
 - b) Write a brief note on communication styles.
 - c) Discuss briefly the tools for effective problem solving.

(6+6+6)

6.
 - a) Write a resume for the job of a marketing executive highlighting your academic qualifications as well as work experience with two well-known companies.
 - b) Write a cover letter in the form of a request for work by using a company executive's name to gain attention.
 - c) What are the things that you must keep in mind while planning for an employment interview?

(6+6+6)

- 7.**
- a) In your opinion, what is the best format for making a presentation.
 - b) Discuss briefly the significance of brainstorming.
 - c) Highlight the role of technology in business communication.

(6+6+6)