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) In the present day business environment, what would the basic skills of Reading, Writing and Arithmetic imply?
b) Suppose you have been invited to appear for interview for the post of Sales Manager in a reputed company. How would you prepare yourself for the interview?
c) Suppose you are to make a presentation in a hall which is likely to overflow with audience. How will you cope (i) if you fear that your mouth will dry up and you will find it difficult to form words, (ii) if on the stage your mind goes blank at some stage during presentation?
d) What do you understand by the term 'Technology Revolution' in the context of communication technology?
e) What is meant by 'Field of Experience' and 'Communication Competence' as elements of communication process?
f) Business and professional communication includes, among others, two communication skill categories: Relational Life and Work Life. What skill / competencies are required to master communication under each of these categories?
g) What do you understand by 'Communication Climate' in an organization? Discuss 'Open versus Closed' communication.

(7x4)

2.
a) How does a Memo differ from a Letter in professional communication? Under what circumstances are memos generally issued?
Assume that the Hockey team (ABC Heroes) of your Organization (named ABC) has won the National Hockey Championship. Write a Memo to be issued by the Chairman of ABC, congratulating the members of the team, the coach, the doctor with the team and the team manager for the excellent performance at the Championship and announcing suitable rewards for each of these categories of persons.
b) Suppose you are a junior level officer in a medium size company which does not generally encourage openness in employee relations. However, you feel strongly about the communication climate prevailing in the company and get an opportunity when in a general meeting of employees, the top Boss invites suggestions to improve company performance.
Write in about 400 words, how you would like to change the communication climate in the organisation to improve employees' performance.

(9+9)

3.
a) Suppose you are asked to design communication skills development programs for your organization. How would you proceed?
b) Suppose you are to convene a business meeting. What rules would guide you to manage the meeting effectively?

(9+9)

4.

a) Give a formal definition of 'listening'. Is it correct to say that we listen with our entire being through our ears, eyes, mind and heart?

Give a model of listening as a five-step process, or any other model of listening that you would think correct.

b) What is 'mind mapping'? How is open-ended mind mapping different from close-ended mind mapping?

In a public presentation, how would you structure an effective conclusion?

(9+9)

5.

a) Is groupthink a desirable trait in making decisions in a group? What signs would tell you of the presence of groupthink in a group discussion? How will you handle such a situation?

b) For the purpose of business and professional communication, how will you define 'communication technologies'? What is meant by the terms: (i) Broadcast Fax, (ii) Fax-on-Demand, (iii) Groupware?

(9+9)

6.

a) The top management of your medium-size company has conveyed it to the employees that in view of the severe economic meltdown, the company most reluctantly might soon be forced to retrench 30% of its employees. The management has, however, invited employees to give viable suggestions which could help the company to tide over the present crisis without resorting to retrenchment.

Write in about 400 words the suggestions you would give to the Managing Director of your Company.

b) Suppose you work for a computer software company which has developed expensive software to aid doctors in advanced diagnosis of cancer. The software has no equal in the market. However, the industry is facing a financial crisis. What net effect goals would you seek to achieve while making a presentation to hospitals about your new, expensive, unparalleled software? What substance goals would you establish to achieve each net goal?

(9+9)

7.

a) i) Fill the blank space in each sentence with the correct word from the pair of words given within brackets at the end of the sentence:
* The -------- proposal was finally accepted. (later, latter)
* I have an -------- sister. (older, elder)
* No ------- reasons were given. (further, farther)

ii) Insert 'little', 'a little', 'the little' whichever is suitable in the following Sentences:
* He has ------ appreciation of good poetry.
* -------- knowledge is a dangerous thing.
* -------- you know is not good enough.

iii) Join together each of the following pairs of sentences to make one sentence:
* I saw a girl. The girl was singing a beautiful song.
* The thief stole the watch. The thief was punished.
* This is the house. Dhoni built it.

b) Read the following paragraph carefully and answer the questions that follow.

"The idea of planning and a planned society is accepted now in varying degrees by almost everyone. But planning by itself has little meaning and need not necessarily lead to good results. Everything depends on the objectives of the plan and on the controlling authority, as well as, of course, the government behind it. Does the plan aim definitely at the well being and advancement of the people as a whole, at the opening out of opportunity to all and the growth of freedom and methods of cooperative organization and action? Increase of production is essential, but obviously by itself it does not take us far and may even add to the complexity of our problems. An attempt to preserve old-established privileges and vested interests cuts at the very root of planning. Real planning must recognize that no such special interests can be allowed to come in the way of any scheme designed to further the well-being of the community as a whole."

i) Is the author suggesting that we must accept planning because everyone accepts the idea of planning? Give reasons for your answer.

ii) What, according to the author, would be worthwhile objectives of a plan?

iii) What would go against the very purpose of planning?

(9+9)