

B5.1-R3: PROFESIONAL 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) Read the following paragraph and identify a sentence that should NOT be present as it does not stick to the topic introduced in the first few sentences:

The Bombay Stock Exchange (BSE) served as one of the largest stock markets for the Indian investors. But due to infrastructure problems and the mode by which investors from far flung areas of India transacted, made and received payments on buying and selling of financial scrips resulted in varying time periods for completion of the deal. Further, transactions have no transparency and were irregular and at times resulted in uncertainties. There was a need for a stock exchange to bring in uniformity, transparency and seamless flow of information for the benefit of the Indian investors and also the nation as a whole. The BSE has its office at Nariman Point, Mumbai with a 20 floors building and 457 computers connected to an Unix Operating System. Therefore, we need a stock exchange, which would merge the financial markets of India into one whole unit. The birth of the National Stock Exchange fulfills this need.

- b) Every applicant for a job wants to make an effective résumé and for that purpose, he/she should use a language that will bring out clearly and effectively the abilities, skills and achievements. Keeping this in mind, choose the sentence from each of the following pairs that highlights the applicant's achievements and is well expressed:

- i) A) I was responsible for the ordering and sales of all hardware products.
B) I achieved a 20% increase in hardware sales during my management of our sales department.
- ii) A) I can competently operate word processing, database, spreadsheet applications and statistical packages.
B) I am competent in use of a range of computer packages.
- iii) A) I am responsible for incoming and outgoing mails.
B) I am responsible for handling upto 800 articles of mail daily including cataloguing and distribution to 18 sections.
- iv) A) Gained Valuable experience in processing learning materials and working as team member while working to support myself during university vacations.
B) I have no experience except for a part-time position as a clerical assistant during university vacations.
- v) A) I was asked and responsible for the development of a new system for staff training.
B) I developed a new system for staff training which was highly appreciated.
- c) Rewrite the following sentences to make them more straight and suitable for a fax message:
- i) As per your fax of 13th March 2007, you are advised that the shipment will arrive on 23rd April 2007.
- ii) Please find enclosed a map of the location of the venue for the aforementioned meeting.
- iii) We would be most obliged if you could see your way clearing to giving this matter your urgent attention.
- d) Distinguish between:
- i) Memos and Letters
- ii) Hearing and Listening

(5+10+9+4)

- 2.**
- a) What do you understand by non-verbal communication? Give any three example of non-verbal communication.
 - b) "Silence can communicate what you do not want to communicate verbally." Do you agree with the statement? If yes, give an example where you would like to use silence as means of communication.
 - c) What is the meant by 'Field of Experience' in communication process? Explain any two situations where communication would fail.
- (6+6+6)**

- 3.**
- a) Discuss communication climates that one may find in organisation.
 - b) What problem is likely to be associated with group communication?
- (9+9)**

- 4.**
- a) Assume that you are the head of the Accounts Department of your company. For tax purposes, you need the following information from your employees by December 31, 2007:
 - i) Any contribution made towards Public Provident Fund, Life Insurance, Children School Fee, NSCs etc.
 - ii) Any other income which employees want to report to the company for taxation purposes. This information has to be provided on a prescribed form which can be obtained from Mr. A. K. Tayal, Accounts Department.You are required to write a circular for the company's employees requesting them to provide the above information on the prescribed form by December 31, 2007.
 - b) Assume that you have earned a position of a leader in your team. State any three measures you would like to take so as to convert your team into a well performing team.
- (12+6)**

- 5.**
- a) Suppose you noticed on a particular day that an employee of your department was misbehaving with a customer and it would bring a lot of disrepute to the company. For this, write a memo asking the employee why an action should not be taken against him for misbehaving with the customer.
 - b) Which form of graphical tools would you like to use in a business report for the following types of information?
 - i) Record of Earning Per Share of a company over its last 5 years.
 - ii) Comparison of sales of three main products of your company over the last 5 years.
 - iii) Breakdown of the total expenses of your company incurred during 2006-07.
 - iv) Price trend of the cost of the main raw material over the last decade.
 - v) A comparison of changes in the profits after tax of 5 subsidiary companies of your company.
- (8+10)**

- 6.**
- a) 'Understanding well the audience is a key for successful presentation.' Critically examine the statement and mention other important factors a presenter has to keep in mind while preparing a presentation.
 - b) 'Information Technology has totally changed the ways people communicate with each other in an organization.' In the light of the statement, you are required to mention in what ways the introduction of IT in organizations has changed the channels of communication among the employees.
- (9+9)**

- 7.**
- a) Write down what a communicator should avoid for not becoming a bad communicator.
 - b) Write short notes on any **three** of the following:
 - i) Brainstorming
 - ii) Role of technology in communication
 - iii) Characteristics of a good negotiator
 - iv) Talking to make others listen
 - v) Covering Letter

(6+[3x4])