

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

### 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) How to conduct a result-oriented meeting? Explain what is meant by the body language.
  - b) Write two important differences between formal and informal communication channels. List out two important barriers to effective communications.
  - c) Assume that you are going to interview a number of candidates for the post of a Software Project Manager. Write four questions you would like to ask them in determining their capabilities needed for the post.
  - d) Do you agree/disagree with the following statements? Give reasons for your answer.
    - i) The misunderstanding of an instruction can seriously affect the efficiency of a manager.
    - ii) In getting people to listen, subject content is more important than the manner in which the subject is put across.
  - e) Give your comments on the following statement:
    - i) When a manager is communicating the same information to different levels, written communication is better than oral.
    - ii) Leaders have to be great listeners.
  - f) Discuss features of the following:
    - i) Telephone manners and cell phone etiquette
    - ii) Formal and informal communication
  - g) Describe the following:
    - i) Attributes of a good resume
    - ii) Vertical Organizations

(7x4)

2.
  - a) Discuss "group discussion process"? What is meant by social loafing and "group think" in the context of a group?
  - b) Use of information technology has enhanced human productivity. Discuss with special reference to Video-conferencing and groupware.
  - c) Describe "Virtual Office".

(8+5+5)

3.
  - a) Explain "styles of human communication". Give examples of non-verbal communications signals which you would associate with:
    - i) Disagreement
    - ii) Discomfort
    - iii) Attentive Listening
    - iv) Sympathy
    - v) Boredom
  - b) "Body language is critical to oral communication." Discuss.
  - c) "Skilful presentations demand a skilful use of one's voice." Explain.

(10+4+4)

- 4.
- a) "Silence is golden." Do you agree? Explain the use of silence in communication.
  - b) Discuss the performance appraisal interview and the counselling interview.
  - c) The basic interview of an organization consists of the 'opening phase', the 'question-response phase' and the 'closing phase'. Explain the purpose of each. Bring out the qualities of a good interviewer.

(6+6+6)

- 5.
- a) What is meant by 'field of experience' in the context of communication process? How does it affect the communication process? Define 'communication competence' and 'shared meaning'.
  - b) What is the purpose of a Memo? Assume that one of your subordinates quarrelled with his colleague at the work place. You have to issue a memo to him. Write a suitable memo for this case.

(9+9)

- 6.
- a) Suppose you are to make a presentation to the management regarding the company's performance for the last financial year. How will you plan for it? What considerations you will keep in mind to make an effective presentation?
  - b) How do you define a 'team'? Discuss its salient features? What qualities will you look for in an effective team member?

(9+9)

- 7.
- a) How would you proceed to help a junior colleague, who is a poor listener, to improve his listening skills? How would you assess listening skills?
  - b) Write short notes on any **three** of the following:
    - i) Essential features of good technical report
    - ii) 360 Appraisal
    - iii) Importance of Feedback in a Communication cycle
    - iv) Use and importance of graphics in report writing

(9+[3x3])