

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) 'Non-verbal communication is more reliable and more efficient than verbal communication. And, body language is the most powerful means of non-verbal communication.' In the light of it, describe what the following body movements exhibited by someone during a course of conversation communicate to you:
- i) Shifting one's body continuously while seated
 - ii) Twirling and playing with one's hair
 - iii) Sitting in a sprawled position
 - iv) Rolling one's eyes
 - v) Extending a weak handshake
- b) "Every communication has a specific purpose without which it has no relevance." Therefore, you are asked to state a specific purpose for each of the following communication tasks:
- i) A memo to clients of your company about your stall at the upcoming trade fair at Pragati Maidan, New Delhi.
 - ii) A letter to a customer who has not made a payment for three months.
 - iii) A memo to employees about the office's high electricity bills.
 - iv) A phone call to a supplier enquiring about delay in dispatch of the required units ordered by the company.
 - v) A report to prospective user of a company's products about the company's new launches in near future.
- c) "Communication with customers/clients should avoid words with negative and harsh connotations; use meaningful and softer words instead." In the light of this statement, revise the following sentences with negative connotations to those with positive ones:
(Attempt any four)
- i) To avoid the loss of your credit rating and goodwill in the market, remit payment within 10 days.
 - ii) We never make refunds on returned goods that are spoiled.
 - iii) Because we are out of the chemicals you ordered, we would not be able to ship your order for the next 10 days.
 - iv) You have failed to specify the exact colour of the paint you ordered. Therefore, we cannot supply the same.
 - v) You should have realized that during summers at Delhi when temperature rises to 45° C, our refrigerators do not function properly and hence, our guarantee does not stand in that case.

(10+10+8)

2.

- a) Suggest any four ways in which an individual can communicate non-verbally.
- b) "In an effective communication, a picture is worth a thousand words." Critically examine the statement.
- c) Explain the role of leader in helping a team to produce effective communications and messages.

(4+8+6)

3.

- a) Suggest one situation where you would prefer to use written communication over oral communication and another situation where you would prefer oral communication over written communication.
- b) "No clarity of writing without clarity of thought." Discuss.
- c) Illustrate with suitable example(s) how a memo differs from a letter.

(8+5+5)

4.

- a) Assume that your company is going to introduce smart cards for the employees from the next month. As the head of Employees Relation Cell, write a circular for the company's employees informing them that for smartcard purposes, a photo session is organized on next Tuesday from 10:00 am till 4:00 pm in the Common Room on the first floor.
- b) As the head of Northern Region Sales Division of the company, you are supposed to submit monthly report to the Vice President, Marketing who sits in the Corporate Office, Rajendra Place, New Delhi. Due to your illness, you are not attending the office and as a consequence, you can not submit the required report for the present month. Assuming that you can send e-mails from your house, write e-mail to the Vice President, Marketing stating your inability to send the monthly report.

(9+9)

5.

- a) It is a well-accepted fact that 'an effective representation about company's performance before the shareholders in the annual general meeting improves the image of the company in capital market.' Therefore, you are very particular, as Finance Director, about your representation related to the company's performance of the year 2004-05 to the shareholders in the annual general meeting scheduled for next month at Ashoka Hotel, New Delhi. Suggest how you will organise the meeting and what steps you would like to follow in order to make your presentation very effective.
- b) Explain the necessity of sending a covering letter with one's resume for a particular job.
- c) Discuss any two characteristics of an effective curriculum vitae (CV).

(12+4+2)

6.

- a) Explain the role of silence in communication.
- b) 'Emergence of newer technologies in Information Technology (IT) has revolutionized the communication systems in an organization.' Discuss and contrast characteristics of the communication system in a traditional organisation with no IT support and a modern organisation equipped with latest technologies in IT.

(6+12)

7.

- a) What is interviewing?
- b) Name any two situations/cases where you would like to use brainstorming as an effective methods of collecting necessary information.
- c) Write short notes on any **three** of the following:
 - i) Barriers to Oral Communication
 - ii) Role of feedback in communication
 - iii) 'Win-win situation' in negotiations
 - iv) Characteristics of a good listener
 - v) Informal Communication

(4+2+12)