

No. of Printed Pages : 4

Sl. No.

B2.2-R5 : PROFESSIONAL AND BUSINESS COMMUNICATION

DURATION : 03 Hours

MAXIMUM MARKS : 100

Roll No. :

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Answer Sheet No. :

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Name of Candidate : _____ ; **Signature of Candidate :** _____

INSTRUCTIONS FOR CANDIDATES :

- Carefully read the instructions given on Question Paper, Answer Sheet.
- Question Paper is in English language. Candidate has to answer in English Language only.
- Question paper contains Seven questions. The Question No. 1 is compulsory. Attempt any FOUR Questions from Question No. 2 to 7.
- Parts of the same question should be answered together and in the same sequence.
- Questions are to be answered in the ANSWER SHEET only, supplied with the Question Paper.
- Candidate cannot leave the examination hall/ room without signing on the attendance sheet and handing over his/her Answer Sheet to the Invigilator. Failing in doing so, will amount to disqualification of Candidate in this Module/Paper.
- After receiving the instruction to open the booklet and before answering the questions, the candidate should ensure that the Question Booklet is complete in all respects.

DO NOT OPEN THE QUESTION BOOKLET UNTIL YOU ARE TOLD TO DO SO.

1.
 - (a) Define Communication competence. Discuss the significance of verbal communication and interpersonal skills in groups and teams.
 - (b) What are the essential considerations for crafting an impactful resume that captures attention and effectively communicates one's qualifications and experiences?
 - (c) What are some strategies for candidates to succeed in a group employment interview setting?
 - (d) What are the traits of a good listener?
 - (e) How can collaborative technology enhance learning outcomes in educational settings?
 - (f) What are some key features and benefits of using groupware for knowledge sharing and decision-making within organizations?
 - (g) Give the format of a memo. (7x4)
2.
 - (a) How does effective communication contribute to the success of businesses in today's competitive landscape?
 - (b) What are some essential email etiquette guidelines for professional communication ? (9+9)
3.
 - (a) What are the best practices for organizing and structuring the findings and analysis section of a technical report, and how do they contribute to the overall clarity and coherence of the report?
 - (b) What tactics can be used to encourage positive resolution in work settings, and how can one handle conflicts and disagreements in interpersonal communication ? (9+9)
4.
 - (a) Rama sat across the table from Mridul, ready to negotiate the terms of their partnership. She had spent weeks preparing for this moment, researching Mridul's company and anticipating potential objections. As the conversation unfolded, Rama listened intently to Mridul's concerns, recognizing the importance of understanding his perspective. She maintained a calm demeanor, even when faced with challenging questions. Drawing on her emotional intelligence, Rama found common ground with Mridul and proposed creative solutions to address their shared goals. After a series of productive exchanges, they reached a mutually beneficial agreement that laid the foundation for a successful partnership.

Questions :

- (i) How did Rama prepare for the negotiation with Mridul ?
- (ii) What role did active listening play in Rama's approach to negotiation ?
- (iii) How did Rama demonstrate emotional intelligence during the negotiation ?
- (iv) What was the outcome of Rama and Mridul's negotiation ?

- (b) Effective relationships and the accomplishment of corporate goals depend on communication, which is a versatile instrument. In light of this, clearly state the goal of each of the subsequent communication tasks :
- (i) Writing a press statement to declare a significant product recall because of safety issues.
 - (ii) Giving a presentation after a business reorganization to address concerns raised by the workforce.
 - (iii) Creating a social media post to advertise a fresh environmental campaign the business has started.
 - (iv) Presenting the company as a tough leader in upcoming technology at a keynote address at an industry convention. (9+9)

5. (a) Discuss the importance of effective presentation skills in professional settings, outlining key elements of a successful presentation and strategies for enhancing presentation delivery. Provide examples or anecdotes to support your points.
- (b) Evaluate how communication affects virtual team dynamics, morale, and organizational culture. Give instances of how communication techniques have been successfully implemented in virtual offices. (9+9)

6. (a) Discuss the changing role of communication technology in the workplace. Give suitable examples.
- (b) Renowned for its analytical skills, XYZ Consulting Firm has recently experienced an increase in client dissatisfaction because of reports that were given with errors, omissions, and misinterpretations. Even with their great analytical skills, a lot of analysts find it difficult to effectively record and interpret customer requirements in the first encounters. Additionally, they don't pay close attention to what clients have to say during the research process, which results in reports that don't fully address important client problems and fall short of expectations.
- Analyze the above case and find out the key issues, suggest possible solutions, and list out the probable outcome. (9+9)

7. Write Short notes on the following :
- (a) Role of body language in developing rapport with your audience.
 - (b) How do interpersonal communication skills aid in effective communication amongst various types of small groups operating in the organization ?
 - (c) How should one converse in public ? (6+6+6)

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SPACE FOR ROUGH WORK