## B4.2-R4: PROFESSIONAL AND BUSINESS COMMUNICATION

**NOTE:**

1. **Answer question 1 and any FOUR from questions 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) What is the difference between Formal and Informal communication? Discuss the difference with special reference to the role of speaker-listener relationship in communication.

b) You have been asked to appear for an interview for the post of a Project Manager in an I-T company. What kind of questions would you prepare for? How would you handle a question that wants you to talk about your weak points?

c) What are the basic principles of listening? Discuss the importance of active listening in communication.

d) What are the three networks of communication (lines of communication) operating in an organization? Describe them briefly.

e) What do you understand by positive feedback and negative feedback?

f) What is interpersonal communication? How is dyadic communication different from small group communication?

g) What role does body language play in the success of an oral presentation?

**(7x4)**

**2.**

a) i) Following are three pairs of similar-sounding words. Make sentences to bring out the difference in meaning of the words in each pair:

cease, seize; steel, steal; which, witch

ii) Enumerate the considerations that determine negotiating strategy and tactics.

iii) Explain the significance and advantages of brainstorming.

b) Read the following passage carefully and answer the questions that follow. *Do not introduce your own ideas or arguments in the answers.*

Plastic has long been with us. It became well-known in the 1930's and particularly the 1940's through a great deal of publicity, as a major substitute for other materials. Since then-with far less fanfare-it has steadily increased its influence over our lives. In 1976, plastic outstripped steel to become America's most widely used material.

The basic raw materials for the manufacture of plastic are petroleum and natural gas, but plastic can also be made from coal or – if need be – even from wood. These hydrocarbon materials are processed into a waxy, mouldable (hence the word 'plastic') stuff called resin.

Environmentally, plastics have a good deal to recommend them. Plastic requires only one-tenth of the energy required to produce aluminum, and in spite of the enormous volume involved, plastic accounts for only five per cent of U.S. petroleum consumption. But plastics also present some special problems. Although the basic resin-manufacturing process presents a much cleaner face than a steel mill (there is little smoke and soot), it is also true that many of the ingredients are dangerous. Benzene, for example, which goes into the manufacture of styrene, epoxy, polyester and nylon, is a member of the dangerous family of carcinogens. Common types of plastic produce toxic gases in fires, including hydrogen cyanide and hydrogen chloride. The plastics industry counter argues that natural materials such as wood also produce toxic gases when burned, and that non-plastics may be more prone to catching fire or starting fires (as in the case of metal electrical housings). Carbon-reinforced plastics create a particular problem – when burned, they release clouds of tiny fibers that can get into electrical equipment and cause short circuits.

One concern of environmentalists is that plastics are neither biodegradable nor can they be easily recycled, and that used plastic is increasing our already staggering solid waste and litter problem. Recycling plastic bottles does not have the economic incentive that recycling aluminum cans or even glass does, but manufacturers are working to make it more practical.

For all that, there is little question that there will be more plastic in our future. Visionary plastic enthusiasts argue that plastic houses will be common place 20 to 30 years from now, and, if costs drop, even plastic bridges and domes to cover whole towns could follow. And so, regardless of how we feel about it, we might as well prepare ourselves. Leo Baekeland's genie has been out of the bottle for almost 30 years now; no one is going to put it back in.

i) What, according to the writer are the advantages of the plastics?
ii) What problems have the plastics created for the environment?
iii) What kind of future does the writer see for the plastics?

**(9+9)**

**3.**

a) The following conversation takes place between Shyam and Kanika

Shyam: Lets go out for coffee after work.
Kanika: No, thanks Shyam. I am not interested.
Shyam: Well, remember how close I am to the boss!

Does the conversation convey a friendly gesture of invitation or not? If yes, explain your answer. If not, give a suggestion of how one employee can invite another employee.

b) Explain in about 200 words what is Ethics at work place?

**(9+ 9)**

**4.**

a) What is e-bay and other such similar websites? How do they function and who benefits from them consumers or the e-bay company?
b) Do you agree with the following statement: Cyberspace has its own culture and has developed its own rules. Give your opinion.

**(9+ 9)**

**5.**

a) Suppose you are trying to sell an ERP system to an audience consisting of heads of large business houses that are not very technology-savvy. Mention the different things you would keep in mind before making an oral presentation before them.
b) What are the different 'barriers' in communication? How do they affect communication?
c) What are the four major models of communication? Discuss one of them in detail.

**(6+3+9)**

**6.**

a) How has I-T brought about a revolution in social networking?
b) Discuss the role of I-T in public services.

**(9+9)**

**7.**

a) Your company which exports handicrafts from India had participated in the just-concluded International Trade Fair held in Berlin. Prepare a report giving your observations and suggest ways to make your participation more effective in future. You were In-charge of the Company's exhibition-cum-sales stall.
b) IT usage in business has led to enhanced productivity. Justify.
c) 'For successful communication, the Speaker and the Listener must be on the same wavelength' Elaborate.

**(9+6+3)**