

①

S.P. Code - 19376

Business Communication

F.Y.B.Com-Semester I—November 2017

Total Marks: 100

Ans 1. (a) Explain the following terms in 2-3 sentences: (Any five)

10

1. **Feedback:** Feedback is the reaction or response of the receiver, which is communicated to the sender. It completes one cycle of communication thus becoming the final link in the chain. It may be verbal or non verbal. It may be immediate or delayed, face to face, direct or indirect, positive or negative. Feedback provides an opportunity to understand and to be understood.
2. **Moodle:** Moodle is an acronym for **modular object-oriented learning environment**. With technology enhancing education, the use of moodle for education is now widely appreciated and accepted. It is an open source learning platform that the student can operate anywhere anytime.
3. **Upward communication:** Upward communication moves from subordinates to superiors. It moves up the organisational hierarchy. It usually is initiated in response to the downward flow of communication. Subordinates rarely initiate upward communication hence it is considered to be only a feedback channel.
4. **Posture:** The way you sit, stand or walk, the way you carry yourself speaks about your personality. Usually the context decides the correct posture. Posture expresses one's state of mind, it also performs the adaptive and defensive function. Good posture exudes smartness and confidence.
5. **Jargon:** Jargon is technical language. Every branch of knowledge makes use of Jargon in their specialized studies.
6. **Pretended listening:** Pretended listening is when one pretends to listen. It is a common phenomenon in classrooms, where the listener puts on the act of listening while least attention is paid to what is being conveyed.
7. **Decoding:** Communication is a two way process which involves sending and receiving the message through a medium for a response. Language is a kind of code. Deciphering and understanding the message sent out by the sender is called decoding.
8. **Blog:** Blog is a combination of the words web log. Blogs began in the late 1990s. It has been called an online personal journal where an individual writes about his daily experiences. It is a combination of written matter, visuals and links to other blogs. Most blogs are interactive. Blogs cater to different needs of individuals.

(b) Match the following:

5

- | | |
|--------------------|-------------------------------------|
| 1. Twitter | (d) 'Tweets' |
| 2. Poster | (c) Example of visual communication |
| 3. LAN | (b) Local Area Network |
| 4. Face book | (e) Founded by Mark Zuckerberg |
| 5. Signature block | (a) Obligatory part of a letter |

2

(c) Fill in the blanks choosing the best alternative from the ones given below:

5

1. a) Communis
2. b) Downward
3. b) Abstracting
4. a) Written
5. a) Paralanguage

2. Write short notes:

20

1. Grapevine communication:

- Informal channel of communication
- Advantages and disadvantages of this channel (any three)
- How it can be positively by the management- accept grapevine as source of feedback, keep employees well informed about prospective changes in procedures informally, ensure that all media carries consistent messages, be sensitive to workers emotional needs.
- Different ways in which communication moves through this channel example: Chain pattern, random pattern, wheel pattern and free flow of communication.

2. Body language:

- Body language involves communicating nonverbally through gestures, posture, facial expressions, dress and appearance and silence. (Briefly explain how communication takes place nonverbally through these)
- Body language usually complements verbal communication. It makes it more meaningful.

3. Horizontal communication:

- Takes place between people of similar status in an organisation.
- Ways of communicating horizontally i.e. through reports, memos, telephone conversations etc.
- Advantages and disadvantages of horizontal communication (any three)

4. Communication process:

Explain the process of communication in detail beginning with an idea occurring to the sender, followed by encoding, decoding, message, medium, feedback.

- The choice of medium, manner of encoding and understanding the message depends upon the sender and receiver and the relationship shared.

3

-Diagrammatic representation of the process

5. Office etiquette:

Description of office etiquette.

- Why is it essential, how it can be put in practice
- How it needs to reflect through verbal and nonverbal communication
- Through introductions, being courteous, being considerate and overall general concern

6. E-mails as mode of communication:

- Technology helps in communicating instantly
- E-mails are a dynamic mode of communication
- Documents of various types can be attached, feedback can be instant
- One needs to learn to draft e-mails well, chances of missing out on an important e-mail, could be used inappropriately

Q.3. Answer **any two** of the following:

20

a) Location, environment, time and distance, our physical condition and the medium we choose to communicate in can create difficulties for us.

-Physical barriers to communication are:

- Noise
- Environmental stress
- Subjective stress
- Ignorance of the Medium
- Time and Distance

Overcoming physical barriers:

- Improve concentration, communicate in sound proof rooms
- Control extreme environmental conditions causing stress for example- communicate in properly ventilated rooms, communicate in an air conditioned set up.
- Keep emotions under control to avoid extreme reactions
- Be familiar with the medium of communication
- Use appropriate technology to overcome the barrier of time and distance

4

b) Oxford dictionary definition of listening:

'The ability to pay attention to and effectively interpret what other people are saying.'

Difference between listening and hearing

- Listening is a mental activity requiring conscious effort/Hearing is a physiological process

-Steps to improve listening:

-Focus on content not the delivery

-Respect the views of the speaker

-Don't allow noise, distance or the environment impede listening

-Build a rapport with the speaker

-Resist the temptation to interrupt

- Be aware of unspoken messages in the paralanguage

Be with the speaker

-Listen to understand not to argue

c) Corporations have begun to act in ways that serve the interests of society. Companies have incorporated programmes and policies that protect the environment, that are investor friendly, don't harm consumers or competitors, in short companies are now equally concerned about their social impact.

- Concern for the environment and the weaker sections of society with special emphasis on women and children are some of the areas of CSR taken up by companies.

- Why is it essential for organisations to be socially responsible?

-Corporate Social Responsibility (CSR) and related activities enhance the corporate citizenship profile of an organisation

-In a globalised world it is not merely economics that will define success and profitability but good labour practices, environmental conservation and protection of human rights as well.

Global reputations can be made and marred by the quality of corporate citizenship

Through CSR the focus has shifted from merely maximizing profits and making short term gains to more responsible behaviour. The combination of responsible market- oriented behaviour and social concerns can be called CSR.

- Some areas that are taken care of by CSR:

5

- CSR ensures medical waste, e-waste is managed and disposed in the most appropriate manner

- Policy against child labour is normal part of CSR

Q.4.A. Job application-05 marks

10

Format-01 Mark

Body- 04 Marks

(Solicited letter, reference to the advertisement, post to be mentioned, highlights of achievements and a brief introduction to the background of the candidate)

Bio-data- 05 Marks (Name, Address, Date of Birth, Marital Status, Education, Additional Qualifications, Work Experience, Reference)

Q.5. Draft the following letters: (any four)

20

a) Statement of Purpose:

Total marks: 05

(Look for applicant's interest in the particular field and the institution, Expectations regarding the course, Experiences, Achievements, Areas of interest, Personal uniqueness, Writing ability, Level of clarity, focus and depth of thinking)

b) Recommendation Letter:

Format-01 Mark

Body of the letter: 04 Marks

(Referee should provide specific and necessary details about the candidate. However, in case of any reservations about the suitability of the candidate correct information should be conveyed tactfully)

c) Job acceptance letter:

Format- 01 Mark

Body of the letter-04 Marks

(Begin with positive statements, thank the organisation for being selected, mention the date of joining)

d) Resignation letter:

Format 01 Mark

Body of the letter-04 Marks

(State the experience at the organisation, thank for the work experience, state reasons for resigning and part with positivity)

6

e) Appreciation letter:

Format-01 Mark

Body of the letter: 04 Marks

(Appreciate for the hard work and sincere efforts. Mention how the situation was handled well by the employee)

Q.6. (a) Write a paragraph of not more than 150 words on the following topics : (any one) 5

(i) My role model

Who is the role model, why, qualities worth emulating.

(ii) Eco-friendly festivals

What are eco-friendly festivals, Are they the need of the hour today?

Q.6. (b) Read the following situation and answer the questions below: 5

Ans1. Language Barrier, students cannot follow the accent and the speed at which content is delivered 2

Ans2. Language barrier can be overcome when Ms. Mihika Shah communicates in a manner the students can follow, she should speak slowly without using an accent also repeat certain sentences and ensure positive feedback. 3