

Synoptic Solution
Business Communication
QP Code 12167

FYBAF + 5 Semester I ATKT (March 2019)

Q.I. (A) Fill in the blanks with suitable options: (Any Eight) (8)

- | | | | |
|-------------|-------------------|--------------|------------|
| 1 Grapevine | 2 Computer Ethics | 3 supplement | 4 Downward |
| 5 Physical | 6 Listening | 7 Signature | 8 Feedback |
| 9 Bio-data | 10 Kinesics | | |

(B) State whether the following statements are True or False (Any Seven): (7)

1. False
2. True
3. True
4. False
5. True
6. False
7. True
8. False
9. False
10. False

II. (A) List and explain the Factors of Communication. (7)

1) **Sender & Encoder:** The Sender is the person who desires to communicate, while the Encoder is the person who puts the message into codes. The Sender of the message may also be the Encoder or he may ask someone else to encode his message.

2) **Message:** It is the most important factor of communication as it contains the body of the communication. Without it, all other factors of communication are meaningless.

3) **Medium & Channel:** The term '**Medium**' answers the question '**How?**' the communication takes place, while the term '**Channel**' answers the question '**Through what?**' does the communication takes place. For example, e-mail is a medium, while internet is the channel; voice is the medium while telephone may be the channel etc.

4) **Receiver & Decoder:** The Receiver is the person for whom the message has been sent. The Receiver and the Decoder may either be the same person or two different persons.

5) **Feedback:** It is response to the communication by the receiver. It completes the cycle of communication since effective communication must be a two-way process.

(B) Discuss any four advantages and disadvantages of Oral Communication. (8)

Advantages: Time-saving; Immediate feedback; Can be used to convey shades of meaning; Universal – anyone who can speak and hear can communicate orally; Informal; Suitable for confidential matters; More persuasive than written communication etc.

Disadvantages: No legal value; No reference value; Can be easily misunderstood; May contain slang; Frequently unplanned and inaccurate etc.

Or

(C) List and explain any three Physical Barriers to Communication. Suggest methods (7) to overcome them.

Physical Barriers to Communication:

Noise in the Surroundings; Non Availability and Defects in Communication Modes and Instruments; Defects in the Communication System of an Organization; Time and Distance Factors; Health Problems etc.

Overcoming Physical Barriers to Communication

Noise can, to an extent be restricted by shutting doors and windows, air-conditioning, by sound proofing measures such as carpeting; One should ensure that the instruments of communication are in good working condition; If a mode of communication is unavailable or dysfunctional one must use alternate modes of communication; Delay and distortion of information within an organization may be resolved by following the pattern of Cluster Communication in Downward Vertical Communication; With technological inventions such as videoconferencing, web chats, various messaging services etc. it has become possible to overcome physical barriers arising because of time and distance factors; Hearing defects can to an extent be overcome by using hearing aids; Miscommunication caused because of speech defects can be overcome by reinforcing the spoken word with the written word.

- (D) List the advantages and disadvantages of Upward Communication in an organization. (8)

Advantages: It provides seniors/superiors with valuable feedback; It gives employees an opportunity to express their suggestions and grievances; It motivates employees and boosts their morale; It fosters friendly relations and team-spirit in an organization; There is greater co-operation and better understanding among employers and employees; With Upward Vertical Communication, the communication in an organization truly becomes a two-way process etc.

Disadvantages: Persons in authority may have attitudinal and ego problems which could obstruct smooth communication; Employers/superiors/seniors may quite often not heed the views and ideas of juniors/subordinates because they may have a superiority complex; Juniors/ subordinates may not express their views and ideas to their employers/superiors/seniors because of lack of confidence and fear of authority because they may have an inferiority complex; Persons at the lower levels in an organization may skip ranks which could disturb organizational hierarchy and result in suspicion and ill-will etc.

- III. (A) Distinguish between Listening and Hearing. Discuss the importance of Listening. (15)

Differences: Listening requires hearing, hearing does not require listening; Listening is a physical, emotional and mental activity, hearing is only a physical activity; Listening requires effort and attention, hearing neither requires effort nor attention; Listening is a choice, hearing is not; Listening is tiring, hearing is not; Listening is an active process, hearing is a passive process etc.

Importance of Listening: Attentive listening is a mark of good manners; Attentive listening helps one to follow instructions better. It increases work efficiency; Important objectives of communication such as Motivation and Morale Boosting can be achieved only with attentive listening; Unless there is attentive listening in group communication activities such as committees, conferences, seminars etc., become a waste of time, energy and money; Attentive listening helps to both avoid and to solve misunderstandings; Effective Listening helps in learning and sharing experiences etc.

- (B) Explain the ways in which an ethical workplace culture can be developed. (15)

Work, while you work; follow Company policies; respect co-workers; in group communication, be reasonable and co-operative; avoid using office space or products or equipment for personal use; do not overcharge for travel and meal reimbursements; strive to meet deadlines; admit mistakes, if any etc.

IV. (A) Examinee's own expression in the specified letter layout. **(10)**

(B) Examinee's own expression in the specified letter layout. **(05)**

Or

(C) Examinee's own expression in the specified letter layout. **(10)**

(D) Examinee's own expression in the specified letter layout. **(05)**

V. Write Short Notes on the following (Any Three): **(15)**

1. Importance of Feedback in Communication:

Feedback is response to the communication by the receiver; It completes the cycle of communication; It indicates the effectiveness of communication and can be used to modify future communication; It indicates attentive listening; Constructive feedback is motivating and results in improved performance; It is a tool for continued learning etc.

2. Office Etiquette:

Do not speak loudly and disturb others; Do not interrupt others when they are speaking; Either keep your mobile phone on a vibrate mode or keep a sober ring tone on a low volume; Use courtesy words such as, 'Sorry', 'Please', 'Thank you', 'Excuse me' etc. whenever required; Never pass sexist and communal comments and personal remarks; Do not conduct your personal business such as selling goods, insurance policies etc. in office space and during office hours; Treat elders in the organization with respect, even if they are junior in designation; Share credit with your colleagues to be a successful team player; Wear neat and decent clothes to work; Do not use too much perfume. Some people may not like the fragrance and some may be allergic to perfume; Do not eat smelly food. Also, avoid eating non-vegetarian food if many of your colleagues are vegetarian; Do not report for work if you have an infectious or contagious ailment etc.

3. Disadvantages of Written Communication

It is slow and time consuming; Feedback is slow, planned and programmed and therefore not very dependable; It is often formal and impersonal; It can be used only by literate persons etc.

4. Corporate Social Responsibility

It refers to the role and social responsibility of Corporate Houses to contribute towards the nation, society and environment by undertaking social and charitable causes, apart from paying taxes. A broader definition of CSR also includes philanthropy and volunteering.

CSR used to be a voluntary endeavor in India and in many countries worldwide, until legislations making it mandatory were introduced. Organizations like Mahindra and Mahindra, TCS, Wipro have taken a lead in CSR in India.

5. Advantages of Internet

Internet is an Information highway; It provides an easy access to learning; Facilitates Social networking and entertainment; It has given rise to E-Commerce; It has resulted in a dissolution of physical distances and boundaries with videoconferencing etc.
