

24/11/16 (m)

Thursday

Sl. No. : 8295 GC  
Unique Paper Code : 12033906  
Name of the course : B. A. (Hons) SEC  
Semester : III  
Name of the Paper : Business Communication

Time: 3 Hours

Maximum Marks: 75

All questions are **COMPULSORY**.

1. Write short notes in about **100** words on any **five** of the following: 5\*2= 10 marks
- Decoding
  - Paralanguage
  - Kinesics
  - Distortion
  - Culture
  - Stereotype
  - Gender
  - Social Variables
2. Answer any **three** of the following questions in about **150** words each: 3\*3= 9 marks
- What is the importance of feedback? Give instances where feedback is not immediate or altogether missing.
  - Describe space communication with reference to intimate, personal, social and public space languages.
  - What are the deficiencies of the formal channel and how can they be overcome?
  - List five main obstacles to communication. Explain them with examples.
  - What do you understand from cultural variables? Give suitable examples.
3. Answer any **two** of the following questions in about 150 words each: 2\*5= 10 marks
- The proverbial battle of the sexes is a battle of stereotypes. Comment.
  - What do you understand by the 3M approach? Elaborate your answer with examples.
  - Why is diversity management an important issue today?
  - Discuss the effectiveness of diagonal communication and comment on its limitations.
4. a. In the light of the decision taken at the annual general body meeting of the Board of Directors of Eureka Forbes, the HR Manager has been asked to prepare a circular regarding all that needs to be done for the observance of "Cleanliness Month" in December 2016. Draft a circular for the same. 6 Marks

OR

- Draft a notice for the students of your college inviting comments and suggestions about how this year's college festival can be made more environmental friendly. You are Latika Gupta, President, Student Union.
- b. You are Cynthia Angel, Marketing VP of Pashupatinath Industries Limited. Next month, from 15<sup>th</sup> to 20<sup>th</sup>, there is going to be a sales meet at Hotel Oberoi Maidens for

all the members of the sales team. Draft a Memo that will be sent to all the sales persons, telling them about the meet and also asking them to bring the following with them:

- Details of their individual performance over the last one year.
- Ideas about how performance can be enhanced.
- Incentives that they feel will help them work harder.
- Their response to the 'Ethics Pledge' and how they can contribute towards fulfilling the company's goals.

6 marks

OR

Draft an office order wherein you mention about the surprise check, of the month's balance sheet, made by Susan O'Brien, VP, Finance and found that Rs. 51 lakh were unaccounted for.

5. a. Draft the minutes of the meeting of the Board of Directors of Shraddha Enterprises at which the following matters will be discussed:
- Annual increment to be given to the employees for the year 2016-2017.
  - Retirement of CEO Mr. Krishnamurthy.
  - To decide how employees can be convinced to save paper.

7 marks

OR

Write a report to Vishwanathan Ramamurthy, MD, Bharati Sales Corp. about the overtime put in by the staff, the hourly wages that were decided for the overtime and the total amount that will have to be paid to the employees who put in overtime.

- b. Write a letter to Ms. Suhasini Sen, Senior Sales Manager, Aurobindo Sales Corp., to place an order for 250 file folders, 100 punching machines, 100 staplers (small size), 100 staplers (big size) and 50 cartridges of black ink for office printers. You are Vinita Handa, Head, Purchase Department, Unique Enterprises, Mumbai.

7 marks

OR

Write a letter of complaint to Ratna Malik, Manager, Dispatch Department, Vasundhra Building Enterprise, informing her about the faulty building material received. Mention

all the items that are found to be below standard and their quantity. Ask her to replace the said items or the payment will not be made to her Enterprise. You are Rohit Sharma Head, Procurement Department, Ashwin Housing Society.

6. a. Make sentences with any five of the following words/ phrases in your own words so as bring out their meaning in a business context: 5 marks
- illogical, prejudice, harassment, patriarchy, social parameters, bias-free language, globalization, chain of authority.
- b. Complete the following dialogue to make the meaning clear: 5 marks

Sheila: Hello!-----

Vinita: Good Morning. I have been working for Sumedha Enterprises.

Sheila: That is nice.-----

Vinita: It is almost four years now.

Sheila: What is your designation?

Vinita: -----

Sheila: Hmmmm. What additional-----?

Vinita: I look after-----

Sheila: Oh! It must be quite taxing for you.

Vinita: Yes, it is but I-----

Sheila: Then of course there is no problem. What are you doing this Saturday?

Vinita: Nothing in particular.

Sheila: -----

Vinita: That would be nice.

Sheila: So, it is final then?

Vinita: Yes, -----

Sheila: It has been wonderful-----

Vinita: Yes, it has. Bye then, take care. We will-----

Sheila: Ok. Bye. You too take care.

c. List **TEN** questions you would like to ask the Chief Minister of Delhi about the charges the opposition are making against them. Write **ONLY** the questions in a logical order. 5 marks

d. Change the following into reported speech:

5 marks

Sonia : I am trying to write a book on civilization. I want to find out what being civilized is. What do you think?

Lucy: Oh, I suppose, wearing proper clothes, riding about in buses and cars, having money to buy things and shops to buy things in.

