

Group – E

8. (a) (i) Discuss the need for understanding and appreciating cross-cultural communication in today's world.
- (ii) Considering dress, food and language to be important elements of any culture, describe (in points) the preparation you would undertake prior to a business trip to another country.
- (b) Write a short dialogue between you and your subordinate, named Ashutosh, where you advise him to prepone submission of a report. This is because you have to urgently be on leave during the next few days. Ashutosh is unsure if he can really finish things fast. Convince him of his abilities and motivate him enough so that he readily agrees. Write this in about 80 to 100 words.

(3 + 3) + 6 = 12

9. (a) Conflicts can be resolved amicably if 'we agree to disagree' — Comment.
- (b) Read the case given below and attempt the question based on the same.
 Manager Sushma Gomes, who works for an Indian company, expresses serious concerns about the problems that arise in managing culturally diverse groups. She argues that because 98 percent of the top-level managers in her agency are males, they are not sensitive to the needs and concerns of minorities, such as those of the women employees. She indicates that there are few women in the top-grade management levels that are in the policymaking positions. She explains, "Only a few women are promoted beyond a certain grade level. I am an exception, and although I am as capable as any man here, I believe mine was a token promotion. There is a strong need to remind men about this inequity because it seems that no women will be promoted soon. I address the issue whenever I get a chance to do so. I do it in reports and in supervisory and sensitivity training. I try very hard to get it across to them, but to no avail." She concludes, "These men seldom take women under their wing, and we know they will certainly not take women!"

What according to you, can an organization do to address such grievances?

4 + 8 = 12**COMMUNICATION FOR PROFESSIONALS
(HMTS 1011)****Time Allotted : 3 hrs****Full Marks : 70***Figures out of the right margin indicate full marks.*

*Candidates are required to answer Group A and
any 5 (five) from Group B to E, taking at least one from each group.*

Candidates are required to give answer in their own words as far as practicable.

**Group – A
(Multiple Choice Type Questions)**

1. Choose the correct alternative for the following: **10 × 1 = 10**
- (i) To make an *ad hoc* arrangement means to have an arrangement that addresses
 (a) a specific issue requiring quick solution
 (b) an issue that has been left unattended for over one year
 (c) a long term concern
 (d) an issue that needs to be resolved within a fortnight.
- (ii) Choose an appropriate prefix with *adulterated*
 (a) un (b) sub (c) dis (d) in.
- (iii) In an office, an employee communicates horizontally with his
 (a) superiors (b) subordinates
 (c) colleagues (d) assistant.
- (iv) Modern business letters are usually written in
 (a) indented style (b) semi block style
 (c) simplified style (d) full block style.
- (v) Grapevine communication is
 (a) upward communication
 (b) informal mode of communication
 (c) formal mode of communication
 (d) downward Communication.
- (vi) Haptics is a component of
 (a) non-verbal communication (b) intrapersonal communication
 (c) interpersonal communication (d) verbal communication.
- (vii) *Cross-cultural* communication refers to communication
 (a) between two people from different financial backgrounds

- (b) between two people from different academic backgrounds
- (c) between two people from different social and cultural backgrounds
- (d) none of these.

- (viii) The word 'mercilessly' has
- | | |
|---------------------|---------------------|
| (a) three syllables | (b) five syllables |
| (c) two syllables | (d) four syllables. |
- (ix) Sharing and disseminating information through newspapers is an example of
- | | |
|----------------------------------|------------------------------|
| (a) extra-personal communication | (b) mass communication |
| (c) interpersonal communication | (d) grapevine communication. |
- (x) The acronym VIRUS stands for
- (a) Very Interesting Resource Under Scrutiny
 - (b) Vital and Important Resources' Utility Segment
 - (c) Vital Information Resource Under Siege
 - (d) Very Informative Resource Under Siege.

Group – B

2. (a) Write the phonetic transcription for the following words:
(i) shoe (ii) window (iii) boy.
- (b) (i) Give negative forms of the below words by using an appropriate suffix with each word.
✓ help
✓ pain.
- (ii) What are compound words? Give four (4) examples of compound words.

6 + (2 + 4) = 12

3. (a) Given below is a list of words that show the phonemic representation of certain words. Write the words in proper English orthography and mark the relevant syllable/syllables for each of the word.
prədʒekt
fʊtbɔ:l
kɪŋli
mændert.

- (b) Use prefix or suffix or prefix suffix both to the given word provided in the bracket in its appropriate form.
- (i) You can't just believe. The plot was _____. (believe)
 - (ii) I saw her just a few days ago, still, I miss her. It looks like she just _____. (appeared)
 - (iii) I am sorry, I didn't mean to hurt you. I must have _____ you. (understood)

- (iv) "The Old Man and the Sea" by Ernest Hemingway is a novel worth reading multiple times. It is truly a _____ classic. (time)

8 + 4 = 12

Group – C

4. (a) Explain any two common barriers to effective communication from the list given below:
Information Overload
Incongruity of Verbal and Non-Verbal Messages
Poor Listening Skill
Use of Inappropriate Media
- (b) Explain what "noise" means in a communication context.
5. (a) Draw and explain the Shannon-Weaver model of communication and highlight two strengths and any one weakness of the model.
- (b) Explain briefly the following:
(i) Haptics
(ii) Interpersonal barriers
(iii) Intrapersonal Level of Communication.

8 + 4 = 12

(3 + 3) + 6 = 12

Group – D

6. (a) What do the following parts of a business letter refer to:
(i) Heading (ii) Subject Line (iii) Salutation (iv) Complimentary close.
- (b) The Students' Council of your institute had hosted a three day technical fest. Write a complain letter to the food catering enterprise about the quality as well as quantity of food that they had provided during the fest, seeking suitable adjustment for the same. Assume other necessary details.
7. (a) What are some of the important components of business letter? Mention at least four.
- (b) You are working as a supervisor in one of the branches of a reputed diagnostic centre in the city. You have been asked by the managing director of the company to pay a visit to one of the centres in the outskirts of the city. You have been primarily asked to look into its functioning. You have carried out the order of your boss and you will have to submit a memo report to your boss mentioning the current situation and recommendations if any.

4 + 8 = 12

4 + 8 = 12