

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) The antonym of regimental is
(a) liberal (b) order (c) free (d) stringent.
- (ii) In English orthography (regular spelling), the phonetic transcription /peɪdʒ/ translates to
(a) page (b) paid (c) pet (d) none of these.
- (iii) When a session in a courts adjourns *sine die*, it adjourns
(a) for good (b) temporarily
(c) for an indefinite period (d) none of these.
- (iv) The two friends had a memorable 'rendezvous' after a long time. Among the words given below, which word conveys the exact meaning of the word 'rendezvous'
(a) laughter (b) meeting (c) food (d) argument.
- (v) The phonetic transcription of 'heat' is
(a) /heit/ (b) /hit/ (c) /hiet/ (d) /hirt/
- (vi) A minimum meaningful unit of a language is
(a) morpheme (b) syntax (c) phoneme (d) diphthong.
- (vii) Which of the following word is closest in meaning to the word "primeval"?
(a) Modern (b) Historic (c) Primitive (d) Antique.
- (viii) Which among the following is a component of Shannon-Weaver's Model of communication?
(a) Entropy (b) Conciseness
(c) Brevity (d) Field of Experience.

- (ix) The mathematical model of communication is the
(a) Dance's Helical Spiral model (b) Schramm's Model
(c) Barlo's Model (d) Shannon -Weaver model
- (x) The root word "magic" is a noun. What grammatical category does it change to by adding the suffix "-al"?
(a) Adverb (b) Interjection (c) Verb (d) Adjective.

Group - B

2. (a) Give two examples against each diphthongal combination
/aɪ/
/aʊ/
/ɔɪ/ [(CO4)(Remember/LOCQ)]
- (b) "Word formation process has a significant role in expanding the vocabulary that helps us communicate very smoothly". In the light of the above statement, mention to how many and what possible forms the root words "mercy", "happy" and "wise" be expanded and altered. [(CO2,CO4)(Understand/LOCQ)]
6 + 6 = 12
3. (a) Mention two words against each phonetic symbol that consists of that particular sound in the words
/ŋ/
/ʃ/
/dʒ/ [(CO4)(Remember/LOCQ)]
- (b) Mark the sentence with right intonation, with stress in the right word. Justify the reason for your answer.
(i) I can't decide which book to borrow
(ii) Voting in elections is your most important duty
(iii) We had a really interesting conversation. [(CO4)(Analyze/IOCQ)]
6 + 6 = 12

Group - C

4. (a) "It's not the words that you use but the way you use it speak the loudest." Explain the process of communication with an emphasis on the key elements. [(CO2,CO6)(Evaluate/HOCQ)]
- (b) The Shannon Weaver mathematical theory of communication follows the concept of communication in a linear fashion from sender to receiver. Describe the process and the steps involved in the transmission of the message from the sender to the receiver. Mention two drawbacks of the process and the model as a whole. [(CO2)(Remember/LOCQ)]
6 + 6 = 12
5. (a) Mention at least four non-verbal features that will complement your verbal communication, in an interview situation. [(CO6)(Analyze/IOCQ)]

- (b) Explain the role of proxemics, kinesics and haptics in making a communication complete by complementing the verbal mode, thereby justifying the statement that communication in effect is a blend of both verbal and nonverbal components. [(CO2,CO3)(Analyse/IOCQ)]
5 + 7 = 12

Group - D

6. (a) What are the parts of a business letter? [(CO1)(Remember/LOCQ)]
(b) Your institute is in a requirement for twenty high quality microscopes for setting up a biomedical engineering lab. You, as a purchase manager of the institute, write a letter seeking quotation to Biocon Instruments Pvt. Ltd, asking for competitive prices of the mentioned products. [(CO1)(Understand/LOCQ)]
4 + 8 = 12
7. (a) What are the prefatory parts of a report? [(CO1)(Remember/LOCQ)]
(b) As requested, you have investigated an esteemed city institute's English Language Program to determine whether the institute where you are working might adopt a similar Program. Draft a letter report mentioning your recommendations regarding adopting a similar plan after thoroughly investigating the situation. [(CO1)(Analyse/IOCQ)]
6 + 6 = 12

Group - E

8. (a) "Effective cross-cultural communication is necessary to bridge potential divides in the workplace." What divides do generally transpire in the workplace and what steps are recommended to be adopted for bridging the divide. [(CO2)(Remember/LOCQ)]
(b) "More diversity among co-workers and customers in a workplace means more growth and innovation" With people from different backgrounds (geographic, cultural, generational, and more) interacting on a daily basis, cross-cultural communication at work becomes critical to success. Comment on this by highlighting on how cross-cultural communication can facilitate greater understanding between teammates to yield uniqueness in a work. [(CO5)(Evaluate/HOCQ)]
5 + 7 = 12
9. (a) There are some stumbling blocks on the road to a successful intercultural exchange. What are those and how could they be avoided to carry on fruitful intercultural exchanges? [(CO2)(Remember/LOCQ)]
(b) In this specific case, a piece of technical equipment was to be prepared and configured in Europe and sent to China where it would be installed at the customer premises. This first phase of the project itself provides a perfect insight into some of the major differences as to how western and Chinese culture conduct business transactions.

The expectation from a western enterprise is that a set of detailed specifications would be provided by the customer and the equipment would then be built to this specification.

The Chinese customer, however, expects that the equipment provider is enough to know what should be provided and therefore did not provide any specifications. When the local

Sales Manager was requested to ask the customer for specific information some reasons were provided as to why this could not be done, although an actual refusal to do so was never offered. The western engineers failed to understand that for the Sales Manager to ask such questions would demonstrate to the customer that their company is incompetent and also place him in a somewhat compromising situation. On the other hand, this refusal also gave the western company the impression that the Sales Manager was incompetent since none of the offered reasons seemed to “make sense” to them.

This small example highlights some typical “east meets west” clichés which are often encountered; namely, that the Chinese often see western firms as extremely process-driven and thus inflexible, whereas the westerns will depict the Chinese as unorganized and difficult to work with since specific information is often not provided. The corresponding communication led both the sides to feel some sort of mistrust and frustration towards each other.

Analyse the above case in view of cultural differences and suggest how the problem centred on communication can be mitigated at the individual as well as organisational levels.

[(CO2)(Evaluate/HOCQ)]

5 + 7 = 12

Cognition Level	LOCQ	IOCQ	HOCQ
Percentage distribution	54.16	25	20.84

Course Outcome (CO):

After the completion of the course students will be able to

1. Write business letters and reports.
2. Communicate in an official and formal environment.
3. Effectively use the various channels of communication at work place.
4. Use language as a tool to build bridges and develop interpersonal relations in multi-cultural environment.
5. Learn to articulate opinions and views with clarity
6. Use various techniques of communication for multiple requirements of globalized Workplaces.

*LOCQ: Lower Order Cognitive Question; IOCQ: Intermediate Order Cognitive Question; HOCQ: Higher Order Cognitive Question