

**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) A perceptually distinct unit of sound in a language is a
(a) syllable (b) morpheme (c) word (d) phoneme.
- (ii) "Liaison" is a word that has its origin in French and it means
(a) hatred (b) love (c) *interrelationship* (d) anger.
- (iii) Which of the following words can be changed into its plural form by adding the ending "-es"
(a) photo (b) potato (c) piano (d) blow.
- (iv) WTO, a global international organisation, stands for
(a) Wireless Trade Operations
(b) World Trade Organisation
(c) World Traffic Operations
(d) Wireless Telecommunication Operations.
- (v) The antonym of "rage"
(a) violent (b) annoying (c) silly (d) calm.
- (vi) 'Ad-hoc' means
(a) For a permanent time (b) For a temporary purpose
(c) For period of 6 months (d) For a period of one year
- (vii) Which is NOT a word formation method?
(a) Aversion (b) Affixation (c) Conversion (d) Compounding.
- (viii) Select the option that has the word transcribed below:
/ki:n/
(a) queen (b) keen (c) kin (d) clean.
- (ix) The synonym of lucid
(a) sophisticated (b) comprehensible (c) glowing (d) rhythmic
- (x) Which of these is not a component of the communication process?
(a) Encoding (b) Feedback
(c) Message or the subtext (d) Wrong assumption

Group – B

2. (a) Write two English words beginning with the dipthong /ɔɪ/. [CO3/(Remember/LOCQ)]
 (b) Define (i) Stress (ii) Morpheme. [CO3,4/(Understand/LOCQ)]
 (c) Basic understanding of phonetics significantly helps in improving our spoken communication. Comment in about 120-130 words. [CO3/(Analyze/IOCQ)]
2 + 4 + 6 = 12
3. (a) A change in the function of a word, as for example when a noun comes to be used as a verb (without any reduction), is generally known as conversion. Going by the definition above, identify the grammatical class of the **three** words given below and use the three words in three different sentences by changing the grammatical category of the words.
Words: bottle, chair, plant [(CO4)(Evaluate/HOCQ)]
 (b) Affixation is a word formation process, in which prefix and suffix both are added. Below is given a list of three prefixes and three suffixes arranged haphazardly. Cite examples of six root words in which all the three prefixes and all the three suffixes will appropriately fit in.
 un, ly, mis, ness, im, less [(CO4)(Analyse/IOCQ)]
6 + 6 = 12

Group – C

4. (a) Comment on the cyclic nature of communication. Discuss elements and stages involved in the basic process of communication. [(CO3)(Analyse/IOCQ)]
 (b) Explain the following: (i) Field of experience (ii) Redundancy (iii) Grapevine communication. [CO3/(Remember/IOCQ)]
6 + 6 = 12
5. (a) **The Shannon and Weaver Model of Communication is a mathematical theory of communication that argues that human communication can be broken down into six key concepts: sender, encoder, channel, noise, decoder, and receiver.** Explain the model with an appropriate diagram, highlighting the key concepts and mentioning the limitation of the model. [(CO2)(Analyze/LOCQ)]
 (b) There are many reasons why interpersonal communications may fail. In many communications, the message (what is said) may not be received exactly the way the sender intended. Mention two interpersonal barriers that lead to failure in interpersonal communication. [(CO2)(Remember/LOCQ)]
8 + 4 = 12

Group – D

6. (a) What are the prefatory parts of a report? Assume a suitable topic for a report and draft a Cover page. [CO1(Remember/LOCQ)]
 (b) You are Manager – Sales of Coolotronix Pvt. Ltd. The firm deals sale and servicing of air conditioners. You have received a complaint letter from one of your loyal customers regarding delayed delivery of a consignment of 5 air conditioners. **Draft an adjustment letter** suitably addressing the complaint. [(CO1)(Understand/IOCQ)]
(2 + 2) + 8 = 12

7. (a) Submit a memo report to the local councillor stating the problems you are facing in your locality due to unauthorized car parking on the roads in the area where you reside. You being a resident of the area, must add your recommendations with regard to the problem. [[CO1](Evaluate/HOCQ)]
- (b) You are the lab in charge of computerized speech lab. Some newly installed speech software in some of the machines in the lab are not functioning properly, You being the in-charge, write an adjustment letter to the Sales Manager of the Bosch and Lomb speech software company. [[CO1](Analyze/IOCQ)]
- 6 + 6 = 12**

Group - E

8. (a) How do our cultural spaces affect our identities? [[CO4](Evaluate/HOCQ)]
- (b) Culture is a complex whole that includes knowledge, belief, art, law, morals, customs, capabilities and habits acquired by humans as members of a society and how do these acquired components pose threat to cross-cultural communication? [[CO4](Evaluate/HOCQ)]
- 4 + 8 = 12**
9. (a) **It's one challenge to become confident when speaking a foreign language, and quite another to become fluent in a foreign culture.** Elucidate in about 150 words. [[CO2](Understand)/IOCQ)]
- (b) Some women employees of an organization decide to submit mass resignations, as their demands for better facilities at workplace have not been met for long. Such a drastic measure will bring a lot of ill-reputation to the organization and therefore the management is keen to avert this crisis at all costs. You are a senior HR personnel. Work out a suitable plan revolving around strong interpersonal communication skills, through which you will resolve the fiasco. [[CO6](Analyze/HOCQ)]
- 6 + 6 = 12**

Cognition Level	LOCQ	IOCQ	HOCQ
Percentage distribution	22.92	45.83	31.25

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