

**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) It is not an element in the basic process of communication
(a) Feedback (b) Channel
(c) Receiver (d) Gatekeeper
- (ii) It is most important for engaging in Mass Communication
(a) Non-verbal cues (b) Written messages
(c) Technology (d) Time management
- (iii) 'Noise' in a communication process refers to
(a) Multiplicity of messages
(b) Sender's lack of subject knowledge
(c) Rumours
(d) Barriers
- (iv) 'Grapevine' communication occurs at
(a) Intrapersonal level (b) Extra personal level
(c) Interpersonal level (d) Organizational level
- (v) The process of changing the function of a word, such as a noun to a verb (without any reduction) as a way of forming new words.
(a) Conversion (b) Compounding
(c) Clipping (d) Affixation
- (vi) The synonym of the word "baffled"
(a) perplexed (b) enchanted
(c) saddened (d) advanced
- (vii) In English orthography (regular spelling), the phonetic transcription /peɪdʒ/
translates to
(a) page (b) paid
(c) pet (d) none of these

- (viii) The root word 'Psyche' in psychology, psychiatrist and psychopath means -
(a) mind (b) fear
(c) love (d) stress
- (ix) A minimum meaningful unit of a language is
(a) morpheme (b) syntax
(c) phoneme (d) diphthong
- (x) The phonetic transcription of 'heat' is
(a) /heit/ (b) /hit/
(c) /hiet/ (d) /hit/

Group- B

2. (a) Word formation is a process that continues endlessly in a language. Explain three primary word formation processes in English.
[[CO4) (Understand/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
3. (a) Define a diphthong. Provide examples.
(b) Provide phonetic transcriptions for the following English words:
Keep, make, wood, right
(c) Provide the normal orthographical representation for the following transcribed words:
/græb/, /mu:v/, /θɔ:t/, /ræt/
[[CO5)(Evaluate/HOCQ)]
4 + 4 + 4 = 12

Group - C

4. (a) Non-verbal communication can grossly affect the meaning-making process in communication. Validate the above statement by making reference to (1) kinesics (2) haptics and (3) paralinguistics.
[[CO4 &CO5) (Remember/LOCQ)]
- (b) Almost every corporate sector, generally comprises of people working under different verticals. If a person, working in a junior position, under a particular vertical communicates with the boss of another vertical, then what kind of communication is that? Explain all the channels of communication with relevant examples.
[[CO4 &CO5) (Remember/LOCQ)]
6 + 6 = 12

5. (a) 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)]*
- (b) Discuss 'Intrapersonal Barriers'. Suggest ways to overcome such barriers. *[[CO2& CO3] (Analyze/IOCQ)]*
- 7 + 5 = 12**

Group - D

6. (a) Your institute is in a requirement for twenty high quality microscopes for setting up 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. *[[CO5& CO6] (Analyze/IOCQ)]*
- (b) What are the parts of a business letter? *[[CO1] (Remember/LOCQ)]*
- 7 + 5 = 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] (Analyze/IOCQ)]*
- 4 + 8 = 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. *[CO4] (Evaluate/IOCQ)]*
- (b) Ms Nalini has recently joined as a Math teacher in a reputed English medium school. After some days, students begin to complain about her heavily accented English, which she has acquired from her convent education followed by another 5 years of study in a US University. The students are unable to understand most of what Ms. Nalini is teaching in the classes. The matter is brought to the Principal's notice. You are the Principal. Suggest what would you do to amicably resolve the situation? *[CO2&CO5] Evaluate/HOCQ)]*
- 6 + 6 = 12**
9. (a) Write a conversation between a boss and his subordinate. The subordinate is upset about not being given a salary hike and talks about looking for better job prospects. The boss tries to convince that everything will soon be fine. Write in dialogue format. *[[CO5& CO4] (Evaluate/HOCQ)]*

- (b) Why good workplace communication is vital to success? What means are to be adopted to improve communication at workplace?

[[CO4& CO6) (Evaluate/HOCQ)]

6 + 6 = 12

<i>Cognition Level</i>	<i>LOCQ</i>	<i>IOCQ</i>	<i>HOCQ</i>
<i>Percentage distribution</i>	<i>37.5</i>	<i>31.5</i>	<i>31.5</i>

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.