

BUSINESS COMMUNICATION AND SOFT SKILLS

Time: 3 Hours

Max. Marks: 75

*Answer Any FIVE Questions, one from each unit
Question No. 11 is Compulsory*

UNIT-I

1. a Define communication. Explain the nature and scope of communication. 6M
b Explain the various measures to overcome the barriers of communication. 6M

OR

2. a What are the different types of listening? 6M
b Explain the importance of communication in business. 6M

UNIT-II

3. a Explain the forms of organizational communication. 6M
b State the ways through which emotions can be communicated. 6M

OR

4. a Define formal communication. Explain the features of formal communication. 6M
b Explain the functions of interpersonal communication. 6M

UNIT-III

5. a What is non verbal communication? State the characteristics of non verbal communication. 6M
b Why appropriate body language and mannerisms for interviews are necessary? 6M

OR

6. a Define Paralanguage and explain its characteristics. 6M
b Explain business etiquette across different cultures. 6M

UNIT-IV

7. a What is written communication? Explain the attributes of written communication. 6M
b Explain the essentials of report writing. 6M

OR

8. a What are the functions of business correspondence? 6M
b Define Meeting. Explain the need of Meeting. 6M

UNIT-V

9. a Explain various elements of presentation. 6M
b What are the strategies of Assertive Behavior? Explain. 6M

OR

10. a Define Group Discussions. Explain different types of Groups. 6M
b Explain various structures of interviews. 6M



11. **CASE STUDY**

15M

Mittal wanted to join in a banking sector as relationship manager. He received an interview call from one of the nation's leading private sector bank. He was excited and prepared for the interview by reading about the company's performance and history, making a quick SWOT analysis of the bank, getting his documents ready and even practiced mock interviews with a friend who is a manager in consultancy.

However the interview proved to be a nightmare. It started an hour behind schedule and Mittal was kept waiting with no intimation of the changed schedule. He kept his cool and waited patiently. Finally when he was called in he knocked firmly and entered the interview hall. The hall was huge and panel of members are sitting in the corner.

The panel consisted of seven members, none of whom, according to Mittal seemed friendly and approachable. He was made to sit on a chair that seemed likely to break with the slightest jerk. He however, managed to sit, leaning forward slightly and tried to listen to the panel.

He was then asked a barrage of questions that are irrelevant to the job and they never heard his complete answers. Even though he answered Mittal was unhappy coming out.

Question:

i) If you are the interviewer what are the corrections you make to this stress interview to make it conducive?

