

Business Communication

Time : 3 Hours]

[Max. Marks : 80

Note : Attempt any four questions from Section A. Each question in Section A carries 15 marks. Section B is compulsory and carries 20 marks.

Section A

1. What skills does a speaker need in order to communicate effectively? Discuss the barriers that may hinder oral communication.
2. Comment on the significance of proxemics in effective communication. How does paralanguage support verbalization?
3. Write short notes one:
(a) Transactional Analysis
(b) Barriers to Upward Communication
(c) Kinesics as a non-verbal tool of communication.
4. Describe crisis in business. What are the factors that may cause crisis and how can a crisis situation be met?
5. Discuss the preparatory steps involved in a team presentation. Comment on the importance of audience awareness for a team presentation.

Section B

1. Analyse the following case :

GORDON FOUNDRY COMPANY

Right after I graduated from the Provincial Technical Institute I accepted a position, with the Gordon Foundry, a medium-sized firm located in a small town in one of the eastern provinces. It was a fine position for I was the assistant to Mr. Smith, who was general manager and president of the family-owned company. I was anxious to learn the foundry business and since I was living alone it was not long before I literally lived in the foundry. We had many technical problems, the work was intensely interesting, and my boss as a very fine man.

The foundry workers were a closely knit group, and in the main they were older men. Several had spent a lifetime in the foundry. Many of them were related. They felt that they knew the foundry business from A to Z and they were inclined to "pooh-pooh" the value of a technical education. The president had mentioned to me when we discussed the duties and responsibilities of the position that no graduate of a technical institute had ever been employed in the Gordon Foundry. He added,

"You will find that the men stick pretty well together. Most of them have been working together for more than ten years, which is rather unusual in a foundry, so it may take you some time to get accepted. But, on the whole, you will find them a fine group of men."

At first the men eyed me coldly as I went around and got acquainted. Also, I noticed what they would clam up as I approached. A bit later, I became aware of cat-calls when I walked down the main aisle of the foundry. I chose to ignore these evidences of hostility because I considered them silly and childish. I believed that if I continued to ignore these antics the men would eventually stop, come to their senses and see the ridiculousness of their behaviour.

One Saturday, about a month after I had started, I was down in the enamel shop. As I entered it I observed a worker who was busy cleaning the floor with a hose from which flowed water at pretty good pressure. It was customary to hose down the shop every so often. I was busy near one of the dipping tanks when, all of a sudden, I was nearly knocked down by the force of a stream of water. The worker had deliberately turned the hose on me. I knew that he had intended to hit me by the casual way in which he swung around - as though he had never seen what he had done.

Questions :

1. What conclusions do you think the foundry workers and the new engineer reached about one another on the basis of nonverbal cues?
2. It appears that the general manager and president, Mr. Smith, is not often present in the foundry. If this is true, what could this nonverbal behaviour mean to the workers and the engineer?
3. How could the engineer, Smith, and the foundry workers be more effective, verbally and nonverbally?
4. What do you recommend the engineer do in response to the hosing incident?

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