

FE - Sem 2 (CBCGS) COMMUNICATION SKILLS May 2017

Q1.(a). Write a short note on objective of communication? (03)

Ans: an objective is a specific result that one aims to achieve within a time frame with the help of available resource. Communication is the exchange of information between a sender and receiver with an aim to achieve a meaningful response. Communication is the lifeblood of an organisation and is an essential life skill necessary for one's professional and personnel success. Communication must always been planned manner, with specific objectives in mind to be achieved in order to be effective. Some objective of communication are:

- To exchange information
- To plan and execute task
- To delegate responsibility and instruct /direct
- To suggest /recommend/ train/ teach
- To motivate/ raise moral
- To warn/ reprimand
- To persuade/ convince
- To co-ordinate
- To achieve organisational goal
- To build better relationship
- To increase efficiency
- To be understood/to understand other
- To share feelings/ emotions/ opinion

Q1.(b). Read each sentence and fill the blank spaces choosing the correct word.

(02)

1. You will lose / loose your deposit if you cancel the order.
2. He is a man who's / whose opinion I respect.
3. He is one of the men who does / do the work.
4. I would advice / advise extreme caution.

Ans: 1. Lose 3. Do

2. Whose 4. Advise

Q1.(c). Write short note on complete block format with its diagrammatic representation. (03)

Ans: the complete block format is currently the most widely used business letter format, preferred over the other format because it is convenient to type typed.

It is your typing style that aligns all the parts of a letter to the left side.

The first line of a paragraph is not indented. A new paragraph is indicated by double spacing.

It takes the Open style of punctuation.

Complete block layout

Heading
Date
Ref.no.
Inside address
Salutation
Subject line
Paragraph one of the body
Paragraph 2 of the body
Complementary close
Signature block
Reference initials
Enclosure
Courtesy copy
Post script

Q1.(d). Construct the technical definition of the following. (02)

- 1. Wall clock**
- 2. Soldering.**

Ans: 1. Wall clock:

wall clock is a mechanical or electrical device that display the time of the day and is mounted on a wall. the wall clock perform regular movements in the equal interval of time and is linked to accounting mechanism that record the number of movements.

2. Soldering:

soldering is the process in which two or more metal atom are joined together by melting and flowing of filler metal into the joint, the filler metal having a lower melting point than the adjoining metal. Soldering is used in plumbing, electronics and metal work.

Q2.(a). Explain non-verbal communication. (02)

Ans: nonverbal communication is a process of sending and receiving message without using word either spoken or return it include the behaviours and elements of speech aside from the words themselves that transition meaning nonverbal communication include page speed tone volume modulation gestures facial expression posture proximity to the listeners I contact appear and attire and grooming. research suggest that approximately 7% effect is produced by the speak on world 38% throw paralanguage and 55% through body language.

nonverbal messages and was have been recognised as a critical aspects of no communication. Bradley 7 dimensions of nonverbal communication has been categorised.

1. Kinesics(body movement: gesture, facial expression)
2. Vocalics(paralanguage: rate, pitch, tone, modulation)
3. Personal appearance(attire, grooming ,style)
4. Our physical environment (and the object within)
5. Proxemics or personal space
6. Haptic or touch
7. Chronemics or our response to time.

Sign, signal, logos, supplant words, numbers and punctuation mark. Nonverbal communication can be used to emphasize, repeat, substitute, contradict, complement and reinforce verbal communication.

Q2.(b). List out the principle of communication and explain to principal. (02)

Ans: 1. Completeness.

2. Conciseness
3. Correctness
4. Concreteness
5. Clarity
6. Courtesy
7. Consideration

Courtesy: It involve the use of words and phrases that indicate polite attitude toward the receiver. Courtesy Ritu stronger business relationship. Effective business communication must always be polite income of content as well as tone.

Conciseness: It refers to conveying the complete message within the help of the minimum possible words. It is an important pre request in business correspondence, as it is said that in the business world that " time saved is money saved". conciseness can be achieved by including only relevant details avoiding repetition and avoiding wordy expression.

Q2.(c). As the manager of Sangam Hotel, New Delhi, writer claim letter to the general manager of Bharat potteries, Aligarh Road, Bhavanipur, telling him that most of the content of the China war which you had ordered from their Fame have reached you in a damaged condition. Demand replacement or suitable compensation invent necessary details.(used modified block form). (05)

Ans:

SANGAM HOTEL
42, panipuri street,
New Delhi -1000001
Tel. No.011- 234567.
www.sangam.com

09 June 2017

The General Manager,
Bharat potteries,
Aligarh Road,
Bhavanipur
Ref no. FTP/ SAHO/326

Sir,

Thank you for delivering "La Opala" premium quality fine Bone China ware vide invoice No. SH/07/LO/326; we truly appreciate your promise in executing the order.

However we were distressed to notice that most of the delivered Chinaware has reached us in a damage condition. Evidently, it was not handled carefully during transit. Most of the cups and saucer have cracks, if not broken is repairable of the 200 sets ordered hardly 30 sets are intact.

We were surprised by the highly damaged consignment; as this was not the first time that we had ordered from your firm and earlier we never had cause for complaint. We request you to look into this matter at the earliest and either send us a proper replacement or provide a full refund against the order, we look forward to war fare compensation on this deal.

Regards,

Michael Jackson

Manager , supplies.

**Q3.(a). What do you mean by internal and external communication. Explained
Internal communication. (03)**

Ans: effective communication is the life blood off every organization. Information close in all directions within and outside or organization for the smoke running of routine task.

Internal communication involves the exchange of information, message, fact, opinion, etc., Between remember oven organization for business purpose. external communication in Walters sharing off information between an organization and are there external organization or individual outside its formal structure.

Internal communication could be either formal or informal . Formal communication could be three dimensional

1. Vertical upward (subordinate to Superiors)

Downward (superiors to subordinate)

2. Horizontal between peers or employees of equal status.

3. Diagonal free flow of communication without due emphasis on hierarchy to facilitate quick decision making.

Informal communication or grapevine consists of unofficial communication, considered as the barometer of the morale of the employees of an organization and is inversely proportionate (thicker the grapevine, lesser the morale).

Internal communication works to establish and disseminate goals, plans, task, organizational progress, selection appraisal etc., And use media such as circular , notice ,memo, e-mail , meeting, presentations etc.

Q3. (b) Match the following. (02)

A.

B

- | | |
|------------------|------------------------|
| 1. Date line. | a. Optional part |
| 2. Subject line. | b. Reference number |
| 3. RT/SYV. | c. No ordinals |
| 4, 12/VT/07. | d. Identification mark |

Ans: 1. c)

2. a)

3. d)

4. b)

Q3.(c). As the sales Director of Fitness Plus Center, Bangalore, draft a sales letter to Business Professions selling them on your 3 wellness packages: (use semi block form). (05)

1. The 3 day Fitness weekend

2. The 7 day Total Fitness Programme

3. The individualized corporate well well-being programme

Ans:

FITNESS PLUS CENTRE
43, Healthy Street, Lalbaug, Bengalore
www.fitnessplus.com 9812345678

9 June 2017

Attention business professionals!!

Do you spend how was all together in front of your computer, Busily working?

Do you get Breathless and struggle to climb landings of stairs?

Do you feel stressed out and exhausted always?

If the answer to any of the above question is " yes" it is trying to sit up straight and take note and start taking good care of your health so valuable to you and your family.

this is where fitness plus centres thoughtfully design Wellness packages come into the picture. Expert new train at least doctors fitness expert and yoga teachers

have came together to brainstorm and come up with the perfect solution for busy professionals. We exactly understand your time and constraints and so you get to choose from:

- a. The 3 day fitness weekend: Regenerate a new "you" over Friday, Saturday & Sunday! Priced at just RS 3000/-.
- b. The 7 day Total fitness program: Discover a new lease of life lived in a solutions environment. Take a healthy week off from work! Priced at just rupees 7000/-.
- c. The individualized corporate wellbeing program:
Healthy employees=healthy companies! we also offer customised and individualized total fitness program, with routine health checkup's and fitness monitoring included in our corporate annual packages. Prices starting from rupees 5000 for employee.

Hurry up, pick up your phone, take your health in your own hand and plan for a healthy future.

Say goodbye to obesity, diabetes and hypertension and say hello to a fitter you!

Regards,

Swasth Insaan

Director, Sales

P.S: If you sign up for any of our packages before 12th June 2017 you can avail a special discount of 30% call us on 98 123456789 now.

Q4.(a). Write a short note on email etiquette. (03)

Ans: E-mail or electronic mail is a standard part of our professional and personal in which in this day of constant digital connectivity. There are many ways to write an E-mail, but use of E-mail etiquette help our communication to look professional. E-mail id cuties employee asset of conventions accepted role of composing e-mail which help to impress the recipient. Some such of email etiquette are:

- Never use slang
- Be concise and precise
- Always proofread before hitting the "send" button Check for spelling and grammar.
- Avoid unnecessary forward and attachments.
- Use the reply all button with care. Judge if everyone needs to read your reply.
- Use professional language and avoid using shortcut like 4u (for you).
- Respond in a timely fashion.
- Be careful with confidential information.
- Take care of formatting
- The bottom line is "Professionals always communicate professionally".

Q4.(b). Classify the following instructions as caution, precaution ,warning,notes. (02)

1. Do not expose to the medicine to direct sunlight.
2. Avoid smoking.
3. Wear hand gloves.
4. Fill in the entries carefully.

Ans: 1. Caution

2. Warning

3. Precaution

4. Notes

Q4.(c). Write a short note on any two. (03).

1. Silence
2. Grapevine
3. You attitude

Ans: 1. Silence

Silence is an important communication tool and can be effective technology to encourage feedback. Saying nothing is saying a lot! Silence cancels many functions in a conversation:

- Can indicate hostility or Lease Agreement
- To put pressure on the other person

- Can indicate profound, awe, respect
- Can be inferred as intentional rudeness
- Can indicate empathy
- Can indicate active listening
- To isolate oneself
- Intentionally ignoring someone

Charlie Chaplin and Mr Bean are examples of pioneers of nonverbal communication skills successfully conveyed meaning nuances of meaning without uttering a single word.

2. Grapevine

Grapevine communication is informal communication because it does not always move along the horizontal or vertical lines of communication within an organization. Information in a grapevine spread very fast and in all directions. It serves as an outlet for Worries, anxieties and frustration and can negatively impact the productivity and morale of employees. Gossip, hearsay, rumours are food for grapevine. As it is multidirectional sometimes the management main use it to dispel anxieties and negativity by deliberately planting information.

Grapevine is often termed as the Barometer of morale. If the grapevine is active, lower the morale/productivity. The management cannot deny the existence of grapevine, but it can keep its eyes and ears open to information being conveyed around.

3. You attitude:

You attitude or consideration Lymphocytes on the received interest. While conveying information, the reader's/ audience's needs/ interests must be kept in mind for effective communication. Hence, you attitude is a style of writing that

- Look at things from the readers point of view
- Respect the Reader's intelligence
- Protects the Reader's ego/ needs

You attitude can be achieved by using "you" more often than "I" in positive situations use "we" when it includes the readers and avoid "you" in negative situations as it sounds accusative and impolite.

Lacks you attitude: We are shipping 500 road signs today's.

With you attitude: The 500 road signs you ordered will be shipped today and should reach you by October 25.

Q4.(d). Identify the barriers. (02)

- 1. The Accounts Officer , who always did his calculations manually , could not work on computing machine.**
- 2. A sign board read "Fine for Parking"**

Ans: 1. Mechanical barrier (lacks of knowledge of modern media).

2. Linguistic barrier (the word "fine" can be interpreted both as "bright" or "penalty").

Q5.(a). Explain in detail social psychological barrier. (03)

Ans: problem of understanding interpretation and response to communication also arise from both socially learn attributes and our personal attributes. These are called social psychological barriers. wild social logical barrier arise from the circumstances and environment in which an individual growth psychological barriers are related to the mind of an individual. Some example of socio psychological barriers are:

- High or low self esteem
- Halo effects and horns effect
- Rigidity , closed mind
- Emotions, lack of control over emotions
- Impatience, anger , nervousness
- Disburst, fear, threat
- Status barrier
- Tendency to stereotype
- Jumping to conclusions
- Prejudice
- Loss of retention
- Inattentive listening
- Generation gap

Q5.(b). Provide one word substitute for the following sentence. (04)

- 1. Contagious disease which spreads over huge area.**
- 2. Borrows ideas and steal other words is called.**

Ans: 1. Epidemic

2. Plagiarise

Q5.(c). Explain characteristics of good instructions. (03)

Ans: instructions are step by step explanation of how to do something (build/ operate /install /repair /maintain /troubleshoot things/ assemble).

Good and effective instructions writing requires:

1. Clear simple language
2. A thorough understanding of the technical aspects
3. Ability to empathize with the receiver
4. Reader analysis
5. Logical and systematic presentation of tasks
6. Task oriented , grouping of tasks
7. Simply, direct language
8. Giving general idea about the procedure.

Q6.(a). Describe any one of the following object giving definition, diagrams, components and working of smartphone or water purifier: (05)

Ans:

Smartphone:

Definition:

A smartphone is a cellular telephone with an integrated computer and other features not originally associated with basic telephone, for instance an operating system browsing and ability to run software applications.



Components:

NAND flash, display, application, processors, DRAM, baseband, camera module, touch panel and battery are some components within a smart phone.

Along with processor, smartphone also have computer chips that provide functionality. Phones in cameras have high resolution image sensor, just like digital cameras. order cheap support complex function such as in browsing the internet, sharing multimedia files are playing music.

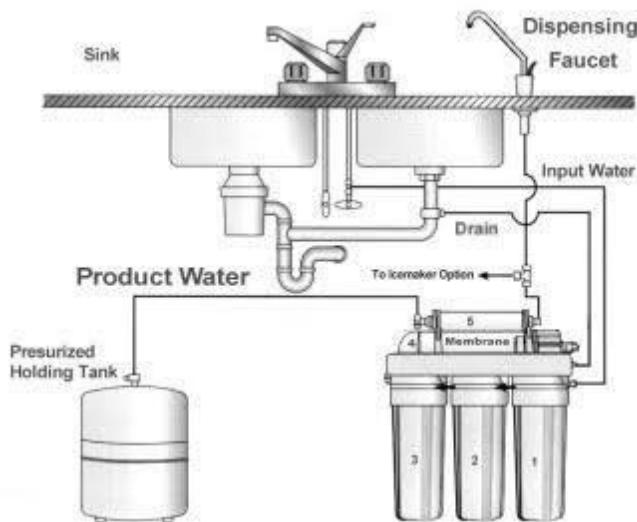
Working:

Unlike traditional cell phone, smartphones with their memories, allow individual users to install, configure, and runs applications. Smartphones are mini radios, sending and receiving radio signals. Cell phone network are divided into specific areas cells, each one of which has an antenna that receives and transmits cell phone signals.

Water purifier:

Definition:

A water purifier is a device for removing unwanted substance such as bacteria, germs or harmful chemicals from drinking water, thereby purifying it. The method used to purify water to make it fit for human consumption includes filtration, sediments, distillation, biologically active carbon, flocculation , chlorination and the use of reverse osmosis and ultra Violet light.



Working:

Water purification through UV is an effective method for disinfecting water for consumption. UV system destroy harmful microorganisms without adding Chemicals are changing the water taste or odour. The UV spectrum includes wavelength from 2000 to 3900 and angstrom units. In a typical operation, water enters the inlet of a UV lamp and flow through the annular space between the quartz sleeve and the outside chamber wall. The irradiated water leaves through the outlet nozzle.

UV purification itself is not enough to purify water down to drinking water purpose as it is only effective for treating bacteria and viruses. To eliminate contaminants such as chlorine, heavy metals etc., UV system are oftained paired with reverse osmosis are activated charcoal to complete the purification process.

Q6.(b). Read the following passage carefully and answer the question given below. (05)

The word euthanasia is of Greek origin and literally means "a good death". the American Heritage dictionary defines it as " the act of killing a person painlessly for reasons of Mercy."search killing can be done through active means, such as administering a lethal injection, or by passive means , such as withholding medical care or food and water.

in recent year in the United States there has been numerous case of active Euthanasia in the news. They usually involve the deliberate killing of your incapacitated person why relatives our friend who played that they can no longer be a to say their loved one suffer. Although search killings are a crime, the perpetrators are obtained dealt with leniently by our legal system, and the media risk to save another from unbearable suffering. the steaming acceptance of active forms of Euthanasia is alarming, but we thee a bigger, more insidious threat from passive form of euthanasia. every year in hospitals and nursing homes around the country they are growing number of documented death caused by caregiver withholding life-sustaining care including food and water, from vulnerable patients who cannot speak for themselves.

while it is illegal to kill someone directly for example with a gun or a knife in many cases the law has put it stamp of approval causing death by omitting

needed care. Father many states have " living will" glass design to protect those who withhold treatment, and there have been numerous Court rulings which have improved of patient been denied care and even starved and dehydrated to death. Because such that occur quietly within the confines of hospitals and nursing homes they can be kept hidden from the public. Most of Euthanasia victim are old or very ill, so their deaths might be attributed to a cause other than their denial of care that really killed them for the it is of 10 relatives of the patient who requested that care be withheld. in 14 case the court held that decision 2 week old life-sustaining care may be made not only by close family member but also by number of third parties and that such decision need not to be reviewed by the judicial system if there is no disagreement between decision makers and medical staff. the court went so far as to rule that a Nursing Home may not refuse to participate in the fatal withdrawal of food and water from an incompetent patient!

"Extra ordinary" or "heroic" treatment need not to be used when the chance for recovery is poor and medical intervention would serve only to prolong the dying process. but to deny customary and reasonable care or to deliberately starve or dehydrated someone because he or she is very old are very in should not be permitted. most of the cases coming before the courts do not involve withholding heroic measures from eminently dying people but rather than seek approval for dinner in basic care such as administration of food and water to people who are not elderly or terminally ill but who are permanently incapacitated. this people could be expected to live indefinitely, though in an impaired state, if they were given food and water and mineral treatment no one has the right to judge that and others life is not worth living the basic right to life should not to be abridged because someone decides that someone else quality of life is too low. If we paste the right to life on quality of life standards, there is no logical place to draw the line to protect vulnerable patients we must poster more positive attitude towards people with serious in incapacitating illness and conditions. Despite the ravages of their diseases, they are still our fellow human beings and deserve our care and respect. We must also in Act positive legislation that will protect vulnerable people from those who

considered their lives meaning less or too costly to maintain and how old was their death by withholding life-sustaining care such as food and water.

- 1. why author finds starvation and dehydration induced euthanasia is to be "more Insidious"?**
- 2. What is meant by word Euthanasia?**
- 3. When need not be to used" extra ordinary" or "heroic" treatment.**
- 4. What is the best synonym for Insidious?**
 - a. Mischievous**
 - b. Treacherous**
 - c. Seductive**
 - d. Apparent**
 - e. Cumulative.**
- 5. Give suitable title for above passage**

Ans: 1. passive form of Ethane Asia such as deliberate starvation in dehydration pose a "more insidious" threat than active forms because the law has put it stamp of approval on causing death by omitting needed care. Because such that soccer quietly within the confines of hospitals and Nursing Home they can be kept hidden from the public eye.

2. The world is Anisha is a of Greek origin and literally means' a good death". the American Heritage dictionary defines it as the very act of killing a person painlessly for reasons of Mercy.
3. extraordinary or heroine treatment need not to be used when chance for recovery is poor and medical intervention would only serve to prolong Dying process.
5. Treacherous
- 6."Euthanasia" : " Good Death" or " masked murder"?