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Synoptic Answer Key

Business Communication

Semester III- October 2018

Que. 1. A. Explain the following terms in 2-3 sentences (Any 5)

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1. Sender- The sender is the person who desires to communicate. He is the birth point of any communication. Without sender a process of communication will incomplete.
2. Silence- It is an effective method of communication. In it a person really does nothing and is yet able to convey a variety of moods, feelings and emotions.
3. Oral communication- It is most popular method of human communication. It is a popular method used by human beings. In comparison with other methods it is suitable and easy to communicate with each others.
4. Persuasion-It is a difficult objective to achieve as it involves restricting thoughts and emotions of a person. It requires effective communication skills and understanding of human psychology.
5. Body language- It is a non-verbal method of communication. It is used at different places for different reasons. it is positively used in interview, presentation and public speaking.
6. Semantic barriers- It could arise when persons belonging to two language groups try to communicate without a proper knowledge of each other's language.
7. Twitter- It is a means of social media. It is popularly used everywhere. The celebrities prefer to use it for recating on any kind of issue.
8. Gesture- Gestures are used to show emotion and also convey definite messages or information. These are used for all the time sometimes to point out something, sometimes to illustrate or emphasize what we are saying.

B. Match the following.

A	B	05
1. Feedback-	Last component in the process of communication	
2. Loud noise-	Physical barrier	
3. Facial expressions-	Non-verbal communication	
4. Orders-	Downward channel	
5. Facebook -	Social media	

C. Fill in the blanks.

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1. Medium
2. Oral
3. Agreement of opinion
4. Sender
5. Pictures

Que. 2. Short notes. (Any Four)

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1. Components of communication- It consists of sender, and the process of communication begins with sender. Sender is the originator of a message to be communicated.

Encoder-is the transmits which converts the message into signals.

Decoder-Is the reception place of the signal which converts signals like waves or binary data which then is transmitted through cables or satellites.

Receiver-the destination of the message sent from the sender. Based on the decoded message the receiver gives the feedback to the sender.

Feedback- is necessary in all communication for it as an indication of the successful transmission of the message.

2. Grapevine channel- The grapevine network is secret and confidential. It is originated from American Civil War. It moves rapidly. It provides unofficial feedback to the management. It may damage the reputation of an individual or organization. It results in much waste of time.

3. Raising Morale- Morale refers to spirit and frame of mind. It exists at both the individual and collective levels. Conscious efforts should be made to keep the morale in an organization high. For raising it have free and steady communication with employees, appreciate good work, and offer incentives.

4. Marginal listening- In this type of listening the listener has little awareness about the content of what is being said. The output of this type of listening is zero because the listener tends to ignore the message, and is not able to concentrate on the theme, main points and supporting details of the message.

5. Whats Ap- It is a popular means of social media. It is applicable on smart phones. It is used to share ideas, feelings, pictures, posts and so on. It is a popular application used by majority of people. It also ^{has} some disadvantages such as to create rumors, hate and jealousy among individuals or groups.

6. Facial expressions- In facial features, the eyes and lips are most expressive, the nose and the forehead are expressive too, but the ears are dormant. Eye can communicate anger, contempt, and defiance, hurt. A crease ^{of} forehead indicates worry; a twitched nose is a reaction to smell.

Que. 3. Attempt any two of the following.

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1. Corporate Social Responsibility- It refers to the role and social responsibility of corporate companies towards society, nation and social welfare issues by undertaking in an interest of masses.

It is to be voluntary efforts .

Corporate companies may utilize some of the share of their profit for social welfare

CSR is needed for-sustainable development, as an ethical duty, to maintain a touch with society, as a business tool.

Advantages of CSR- Improves financial performance enhances brand image and reputation. increase sales and consumer loyalty, increase ^{ability} to attract and retain employees.

Disadvantages- Costs, green washing etc.

2. Semantic barriers- When ^{people} persons belongings to two language groups try to communicate without proper knowledge of each other's language is called as semantic barrier.

it could ^{be} find in- vague and empty words, too many words, lack of coherence and logic, clumsy sentence structures, jargon, needless repetition.

Lack of adequate knowledge, incorrect grammar and pronunciation, tricky phrases, words with subjective quality.

3. Types of listening-

1. Superficial Listening- ~~to it~~ ^{has} listener ^{have} little awareness about the content
Output in this type is zero because the listener tends to ignore the message.

2. Appreciative listening- Its main intention is ~~to get enjoyment~~ ^{pleasure}.
The output of this type may be participating in a process of entertainment.

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Focused listening- It involves listening for specific information.

Purpose of this type is to get some specific information that might be used to take a decision

It is most common type that we use in non-verbal and oral communication

3. Evaluative listening- It involves evaluation of oral message

The listener in this type analyzes what he/ she listens in order to understand both the explicit and implicit meanings of the oral message

The output of this type can be a moral response and recalling information at a later stage.

4. Attentive Listening- It demands the complete attention of the listener.

It is basically active and intelligent listening. For example- group discussions, meetings, interviews

The listener pays attention to all parts of a message

It is interactive and productive

It facilitate effective listener- speaker relationship

5. Empathic listening- It is a listening notonlywhat the speaker is saying but also to how saying

The listener has to understand and respond to the effective signals that the speaker might make and has to be alert to the speaker's implied meaning, inattention and attitude.

Que. 4. Attempt any four of the letters from following.

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1. Examinee's own expression in keeping with the contents of the syllabus.

2. Examinee's own expression in keeping with the contents of the syllabus.

3. Examinee's own expression in keeping with the contents of the syllabus.

4. Examinee's own expression in keeping with the contents of the syllabus.

5. Examinee's own expression in keeping with the contents of the syllabus.

Que. 5. A. Examinee's own expression in keeping with the contents of the syllabus.

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B. Case study-

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1. We Sacrifice to Build the Nation

2. The mood of the employees took a turn for the worse and the Union Leader made an angry speech in which he referred to the fine bungalow's that the Directors had built for themselves at the cost of the workers.

3. Semantic. It could be solved by smooth discussion between both sides.

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C. Examinee's own expression.

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