



Centre of Distance and Online Education

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COURSE CODE & NAME	DCM2101 & BUSINESS COMMUNICATION
PROGRAM	B.COM

SET-1

1. Define Communication. Mention any four barriers to communication and substantiate your answer with one example for each.

Definition of Communication:

Communication is the process of exchanging information, ideas, thoughts, or feelings between individuals or groups through various methods such as speaking, writing, gestures, or visual aids, to achieve mutual understanding.

Barriers to Communication and Examples

1. Physical Barriers

These are obstacles in the environment that hinder effective communication.

Example: A telephone conversation may be interrupted by a bad network, leading to missed information or misunderstandings.

2. Language Barriers These are barriers that arise when the sender and receiver do not share a common language or have different levels of language proficiency.

Example: Use of technical words and jargons by technical experts in delivering a process might confuse the person.

3. Psychological Barriers: These occur due to different emotional states or attitudes or level of stress that has affected the capability of the sender or receiver while communicating.

Example: An aggressive manager might come across as attacking to the worker, rather than receptive to a critique.

4. Cultural Barriers: Differences in cultural norms, values, and customs can act as a barrier to understanding between communicators of different backgrounds.

Example: In some cultures, direct eye contact is seen as a sign of confidence, while in others, it is considered a form of disrespect and may be misinterpreted.

2. Differentiate between listening and hearing. Explain the different types of listening.

Difference between Listening and Hearing

Aspect	Hearing	Listening
Definition	The passive process of perceiving sound by the ear.	An active process that involves understanding, interpreting, and responding to the sounds and words heard.
Involvement	Requires no conscious effort; sound waves are simply detected.	Requires focused attention and mental effort to comprehend meaning.
Purpose	Biological function with no intent to understand.	Intentional and purposeful activity aimed at comprehension.
Example	Hearing a song playing in the background while working.	Actively focusing on the lyrics and meaning of the song.

Types of Listening

1. Discriminative Listening: The ability to distinguish between different sounds and tones.

Example: A musician identifying changes in musical notes.

2. Thorough Listening: This is the act of listening with the purpose of understanding and making sense of the message. *Example*: A student listens to a lecture to gain new ideas.

3. Critical Listening: This involves analysis and judgment about the logic, credibility, or value of the message.

Example: A political speech listened to in order to evaluate the arguments' authenticity.

4. Empathetic Listening :This is listening for the purpose of understanding the speaker's emotions and feelings. .

Example: A counselor who listens to the personal issues of a client in order to offer comfort.

5. Appreciative Listening :This is listening for pleasure or aesthetic reasons.

3.Comment on Reading as a skill. Discuss the various types of readings.

Reading as a Skill

Reading is one of the basic communication skills that is defined as decoding written symbols to understand and interpret ideas, facts, or messages. It is important for gaining knowledge, improving critical thinking, and enhancing one's ability to communicate effectively. Skilled reading requires comprehension, focus, and analytical abilities, enabling the reader to engage with texts at various levels of depth depending on the purpose.

Types of Reading

1. Skimming

Skimming refers to the speed browsing of any text to ensure a general idea about it rather than checking out each word at hand. Example: Reading headlines and subtitles of any newspaper to grasp an overview of the current situation.

2. Scanning

This is scanning for some information in the given text instead of reading it carefully.

Example: The search for a phone number in a directory or a keyword in a research paper.

3. Extensive Reading

Extensive reading involves the reading of a wide amount of material for general comprehension and enjoyment.

Example: Reading of novels, magazines, or articles with the intention of improving vocabulary and comprehension skills.

4. Intensive Reading

Intensive reading is a process of close analysis and comprehension of a particular text to obtain extensive information.

Example: Preparing for an exam by reading a chapter in a textbook.

5. Critical Reading: Critical reading is beyond comprehension and even involves judgment or evaluation of the content, structure, and arguments of a text.

Example: Analysis of a persuasive article to understand how strong its arguments and evidence are.

6. Reading for Pleasure

Reading simply for enjoyment or relaxation without any particular purpose.

Example: Reading a novel or a book of poetry just for fun.

Effective readers will pick the kind of reading which will best meet their purpose: to be either efficient or more comprehensive.

SET-2

4.What is a Resume? Explain the different components of a Resume.

Definition of a Resume

A resume is a formal paper that contains a concise description of a person's educational background, work experience, skills, achievements, and any other relevant information. It is mainly a job application document to be presented before potential employers in order to showcase qualifications and assure a job candidate for that concerned role.

Resume Components

1. Contact Information

Includes the candidate's name, phone number, email address, and sometimes a LinkedIn profile or portfolio link.

Example:

MOHD SAJID

Mohdsajid@email.com

(+91) 123456789

LinkedIn: linkedin.com/in/mohdsajid

2. Objective or Summary Statement

A short section specifying the candidate's career objectives or a summary of their professional resume.

Example:

Objective: Looking for a software development position to apply the programming skills towards innovative solutions.

Summary: An experienced marketing professional with experience in digital strategy and analytics.

3. Education

Lists academic qualifications, degrees received, institutions attended, and date of graduation.

Example:

Bachelor of Science in Computer Science

Manipal University, 2022

4. Work Experience

Describes previous job roles, responsibilities, accomplishments, and dates of employment.

Example:

Software Engineer – ABC Company

January 2021 – December 2023

Developed web applications using JavaScript and React

Improved the efficiency of applications by 30% using optimization techniques

5. Skills

This section focuses on highlighting the technical, interpersonal, or industry-specific skills relevant to the role.

Example:

Programming: Python, Java, C++

Communication and problem-solving

6. Certifications or Professional Training

Lists relevant certifications, licenses, or training courses.

Example:

Certified Scrum Master

Google Data Analytics Professional Certificate

7. Achievements or Awards

Recognizes special accomplishments or recognitions.

Example

Employee of the Year, 2022

Top Sales Performer, Q4 2023

8. Hobbies and Interests

Relevant interests related to the job or useful soft skills.

5. Define Group Discussion and state its purpose. Discuss the different types of Group Discussions.

Definition of Group Discussion

A Group Discussion is a structured communication process where individuals exchange ideas, opinions, or views on a given topic. It is applied in academic, professional, and selection processes for the assessment of participants' communication skills, leadership qualities, teamwork, critical thinking, and problem-solving abilities.

Purpose of Group Discussion

1. Communication Skills Assessment: Measures how clearly people think and listen to others.
2. Leadership and Team Player: Looks at who is the initiator, who collaborates and influences positively, and so on.
3. Analytical and Critical Thinking: This measures participants' ability to analyze topics and make logical arguments.
4. Decision Making Ability: The way in which participants reach conclusions or a consensus as a group.
5. Creativity and Innovation: Encourages the generation of unique ideas and diverse viewpoints.

Types of Group Discussions

1. Topic-Based Discussion

Participants discuss a specific topic that can be factual, abstract, or controversial.

Example:

Factual Topic: "The impact of social media on society"

Abstract Topic: "The color blue"

Controversial Topic: "Is artificial intelligence a threat to human jobs?"

- #### 2. Case-Based Discussion
- A scenario or problem is presented, and participants analyze it to suggest solutions or strategies.

Example: A case study about improving customer service in a struggling business.

- #### 3. Role-Based Discussion
- Participants assume different roles to simulate a real-life situation.

Example: In a business negotiation scenario, some participants act as buyers, while others represent sellers.

- #### 4. Group Task or Activity-Based Discussion
- The group works together to complete a task, which can be used to evaluate teamwork and coordination.

Example: Building a marketing strategy for a new product launch.

6. Elucidate the term meeting in terms of business context. Discuss the different categories of meetings.

Business Meeting Definition

A meeting in business is a formal or informal gathering of individuals, usually stakeholders, team members, or business partners, convened to discuss specific topics, make decisions, solve problems, or share information. Meetings are an essential tool for collaboration, ensuring alignment on goals, progress, and strategies within an organization.

Types of Business Meetings

1. Formal Meetings

These are formal meetings with a pre-set agenda, formal procedures, and minutes of the discussion. They usually follow organizational policies and protocols.

Board Meetings The senior executives and board members discuss the performance of the company, policies, and strategic decisions.

Annual General Meetings: Shareholders gather to review financial statements and elect board members.

2. Informal Meetings

These meetings are less structured and typically involve a more relaxed discussion format without strict rules or documentation.

Examples:

Team brainstorming sessions

Daily stand-up meetings in agile project management

3. Virtual Meetings

Virtual meetings conducted through online means allow people sitting in various parts of the globe to engage interactively with the help of audio, video, or chat features.

Examples:

Web Conferences for multinational project teams.

Video calls to discuss a plan with clients across the world.

4. Operational Meetings

Focused on the day-to-day management of tasks and operations, these ensure progress tracking and performance evaluation.

Examples: Weekly team meetings to review the project status
Departmental meetings to plan for available resources

5. Problem-Solving or Decision-Making Meetings

These are meetings meant to identify challenges and make strategic recommendations or identify solutions.

Examples - Crisis Management Meetings
Strategy Sessions for the Development of New Products

6. Training or Development Meetings This is a meeting to facilitate the gain of knowledge, skills, or professional growth among employees.

Examples

Workshops for skill enhancement

Training sessions on new software tools

7. Sales and Client Meetings

Focused on generating business, presenting products or services, and maintaining client relationships.

Examples:

Sales pitch meetings

Client review meetings