SYLLABUS

Academic Session (2015-16)

COMMUNICATION SYSTEMS—[ETEE-309]

UNIT I

Introduction: Overview of Communication system, Communication channels, Mathematical Models for Communication Channels.

Introduction of random Variables: Definition of random variables, PDF, CDF and its properties, joint PDF, CDF, Marginalized PDF, CDF, WSS wide stationery, strict sense stationery, non stationery signals, UDF, GDF, RDF, Binomial distribution, White process, Poisson process, Wiener process.

[T1, T2][No. of Hrs. 11]

UNIT II

Analog Modulation: Modulation- Need for Modulation, Amplitude Modulation theory: DSB-SC, SSB, VSB. Modulators and Demodulators. Angle Modulation, Relation between FM and PM Wave. Generation of FM wave-Direct and Indirect Methods. Bandwidth of FM (NBFM, WBFM)

Pulse Analog Modulation: Sampling-Natural and Flat top. reconstruction, TDM-Pulse Amplitude Modulation (TDM-PAM), Pulse Width Modulation (PWM), Pulse Position Modulation(PPM), Generation and Recovery.

Pulse Digital Modulation: Pulse Code Modulation (PCM), Differential Pulse Code Modulation (DPCM), Delta Modulation (DM), ADPCM.

[T1, T2][No. of Hrs. 11]

UNIT III

Digital Modulation and Transmission: Advantages of digital communication. Modulation schemes: ASK, PSK, FSK. Spectral Analysis. Comparison. Digital Signaling Formats-Line coding.

Information and Coding Theory: Entropy, Information, Channel Capacity. Source Coding Theorem: Shannon Fano Coding, Huffman Coding.

[T1, T2][No. of Hrs. 11]

UNIT IV

Fiber Optical System: Basic Optical Communication System. Optical fibers versus metallic cables, Light propagation through optical fibers. Acceptance angle and acceptance cone, Fiber configurations. Losses in optical fibers. Introduction to Lasers and light detectors. Applications: Military, Civil and Industrial applications.

Advanced Communication Systems: Introduction to cellular radio telephones. Introduction to satellite Communication.

[T1, T2][No. of Hrs. 11]

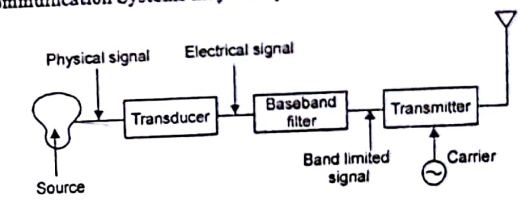
MODEL PAPER–I
FIRST TERM EXAMINATION
FIFTH SEMESTER (B.TECH)
COMMUNICATION SYSTEMS

Time : 1.30 hrs. **M.M. : 30**

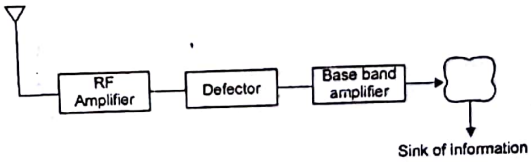
Note: *Attempt Question no. 1. which is compulsory and any two more questions from remaining. There is step-marking and use of scientific calculator (non-programmable) is permitted. Assume missing data, if any.*

Q.1. (a) Given a simple block schematic of communication systems.

Ans. Communication Systems may be explained by the following block diagram.



(a) Transmitter



(b) Receiver.

Communication system is divided in two parts.

(*a*) Transmitter section

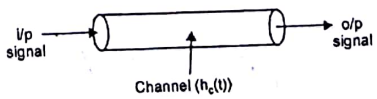
(*b*) Receiver Section.

(*a*) In transmitter section the information is obtained in physical form then with the help of transducer it is converted to the electrical form suitable for amplification band limiting and modulation.

(*b*) In the receiver section, the receiver first amplifies the signal to make it powerful enough to be processed.

Q.1. (b) Define the channel and its capacity to transmit the signal.

Ans. Channel is a medium to transmit an information either in physical or electrical form.



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Q.1.(*iv*) Write a short note on Chronemics?

Ans. Chronemics: Chronemics is the study of how human beings communicate through their use of time. How do we communicate with others? what does time mean to us? In order to use time as an effective communication tool, we should understand its impact on the various aspects of our lives and act accordingly. We must attempt to use time as effectively as possible.

In the professional world, time is a valuable resource. When we are late for an appointment people react negatively. If we arrive early, we are considered either over-eager or aggressive. So, we should always be *on time*. By valuing someone else's time, we communicate our professionalism or seriousness both subtly and explicitly.

People have their owe *time language*. To one person who wakes up at 8.00 a.m., 6:30 a.m. may be early; to another, 8.00 am. may be late if he/she wakes up at 5:00 a.m. every day!

Time language also varies from culture to culture. In Latin countries, meetings usually begin well after their appointed time. Everyone knows this. It is customary, and no one is offended by the delay. In Scandinavia or Germany, on the other hand, strict punctuality is the rule, and tardiness is frowned upon. In India, time language varies according to the occasion. Punctuality is expected for a professional meeting, but it is not insisted upon for a party people in India are generally liberal with time.

Q.1.(*v*) Mention the difference between Oral and Written report?

Ans. Oral reports

- Immediate feedback is possible
- Do not add to the permanent records of the organization as the information/facts can be denied.
- Audience needs to comprehend quicky as and when these are presented
- May be encumbered with irrelevant facts and overlook important ones
- Cannot be referred to again and again
- Have less professional value

Written reports

- Immediate feedback is not possible
- Contribute to the permanent records of the organization
- Audience can ponder over these reports reports and understand at its own pace
- Are more accurate and precise as the writer will be careful in putting down the facts in writing
- Can be edited, reviewed, stored, and retrieved
- Have more professional value.

Q.1.(*vi*) What are the different methods used for reference citation?

Ans. Researchers and writers make frequent use of information/material form other sources. Since it is somebody else's idea it is essential to acknowledge it whether it is a direct quotation or its paraphrase i.e. using others' ideas in your own words.

References can be cited in any one of the following methods:-

1. Parenthetic Author Date References

2. Footnote references

3. Endnote references

1. Parenthetic Author Date references: In this type of reference, the author's last name along with the year of publication are placed in parenthesis/brackets after citing the matter: eg; (Raghu, 2005)

Later on, the cited reference is keyed to bibliography at the end of the report/thesis/paper. The exact page numbers are also mentioned eg. (Raghu, 2005, 198-200)

Thus it is easy to locate the author whose reference is used in the report/thesis/paper in an alphabetical order.

- **If there are more than one author cited in the work, the last names of all of them are to be stated eg.,**

(Stowell and Paul, 2005, 38)

- **If more than three authors are cited et at or and others can be used-eg.**

(Yogesh *et at* , 2005) or Yogesh and others, 2005)

- **If reference is cited form government agency or company which is an unsigned publication the name of the organisation is mentioned eg.,**

(Department of Agriculture, 2005)

II. Footnote References: '*Footnote is an explanatory or documenting note or comment at the bottom of a page, referred to a specific part of the text on the page.*' Footnotes serve a variety of purposes:

1. to indicate the source of a fact opinion or quotation

2. to provide additional/explanatory material which though relevant would interrupt the flow of the main text.

3. to cross-refer the reader to another part of the text.

III. END- NOTES : It is a note added at the end of an article, chapter etc;

In this method all the references cited are listed towards the end of the relevant chapter. With the advent of word processors the typing advantage of this method is lost. However, some researchers or writers prefer the end-note method as they think that frequent footnote numbers distract the attention and the easy flow of reading.

Q.1.(*vii*) Elucidate some tips for telephonic conversation as per organizational standards?

Ans. Tips for Telephonic Conversation

(*i*) Do not allow the telephone to ring for a long time as it is not only annoying, but also reflects your casual attitude. Keep a pencil and pad always ready to take notes od conversation. Place the telephone within easy reach and preferably to your left unless you are a left-hander.

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(ii) Put your company first. In a company with private branch exchange, the moment you receive a call in your department adopt any of the following or like styles:

'Indian Oil', or

Chairman's Office' or

'Accounts Deptt.' Mahesh speaking

(iii) Do not shout. Infer you have to raise your voice if you hear from the other end, 'pardon' or some such word.

(iv) Avoid, 'Yeah', Yep 'Hi-ya' etc. These words are chummy and out of character with good business talk.

Instead of saying 'he hasn't come to office yet'.

Say. 'He is not in the office just now but I will be glad to take a message'. Instead of saying. 'He flew to Hyderabad yesterday but won't be back until tomorrow'.

Say: " He is out of town but will be in the office tomorrow, May I help you."

(v) Use your natural voice. Wait till you hear fully from the other end.

(vi) Be loud and clear. use precise words, never chew anything while generally over the phone, and especially in calls form long distance. Jot down the important points.

(vii) In all types of calls, never waste much time on personal talks.

Q.1.(viii) What is a presentation? What could be the possible occasions for presentation in any organization?

Ans. *A presentation means speaking on a topic before a select audience. It is a form of oral communication with an audience on some formal occasion. For example, sales representatives* make presentations to potential customers. Brand managers propose ideas to management and explain new product lines to the salesforce. Department heads and supervisors brief superiors on recent developments, and subordinates on new company policies. Computer specialists explain new system and softwares to the people who will use them. Thus, presentations are common in the working of any business. Even in business schools and technical institutes, students make presentations to their class-fellows and teachers on the projects they have completed. They even use visual electronic aids such as overhead projects (OHP) or laptops to make their presentations impressive.

Occasions for presentation : The need for presentation in business may arise on several occasions, some of which are given below:

(*i*) Launching a new product/service

(*ii*) Presenting a new business plan

(*iii*) Making a sales proposal

(*iv*) Launching a training course

(*v*) Holding a conferenceseminar

(*vi*) Negotiating a business deal

(*vii*) Creating awareness among the members of the audience.

UNIT I

Q.2. Explain the concept of the Johari Window. What is its relevance in organizational communication? **(12.5)**

Ans. The Johari Window is a model that is used to describe human interaction. It is named after the first names of its inventors, Joseph Luft and Harry Ingham ("Johari"). The intention of the Johari window is to conceptualize levels of awareness and self disclosure in human communication. The window is consisted of four different quadrants which focus on "how self-disclosure can affect what we know about ourselves and how we feel about who we are" (Handout). Essentially, it suggests ways at observing intrapersonal and interpersonal affairs. Intrapersonal deals with experiences that come from oneself, but interpersonal affairs are derived from interaction with other people.

The four quadrants the model acknowledges are the open, blind, hidden and unknown quadrants ("Johari"). The first quadrant is the "open area," which consists of information that is open to the public and easy for one to reveal. The next box is the "blind area," also recognized as "things others know about us, but we don't know about ourselves" (Handout). The third quadrant is the "hidden area" is more personal information that we know about ourselves, but we chose not to share this information with others. The final and fourth quadrant is the "unknown area" that is information that you and no one else has yet to discovered about yourself. The Johari Window can allow for one to have eye opening experiences about themselves.

The Johari Window is a useful tool for helping us build self-awareness and gain an understanding of how others perceive us. If we are working with others on a regular basis, the Johari Window is particularly good for helping us build our awareness and relationships with those in the group. Using the Johari Window will help improve our communications with others, enhance our relationship skills, develop our metacognitive ability and most importantly, give us more **clarity around who we are** and how we are representing ourself to the world.

Every single one of us acts and behaves within all four quadrants. We are all open and honest and aware of our skillsets and abilities, however we all hold back information from others as well. There are always things that other people are aware of that we do not know. People react to things differently and people have different perspectives, even when experiencing the same situation. We don't know everything, and others that are more experienced can help us with our blindspots. We all have our 'unknown' areas. We don't know what we don't know, but we can certainly make choices to test our limits and help us discover more about ourselves.

Playing in the Arena is where Happiness and Success can be fulfilled. We will build trust in our relationships, enhance your communication, build cooperation with others and be more effective and productive. To help one play within the Arena, one should remember and act on these points:

- **Reveal yourself.**

Share your thoughts and feelings with others. Let others know your skills and capabilities. The more than others know about you the better they are able to assist you in reaching your goals.

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• **Seek feedback.**

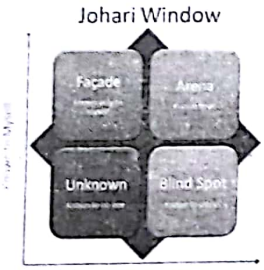
Never be afraid to ask for feedback from others. You don't know what you don't know and feedback is an essential ingredient for building self-awareness, helping you to move into the Arena.

• **Test your limits.**

Try new experiences and **expand your comfort zone**. Build your self-awareness by testing yourself in new situations and surrounding yourself with others who are able to provide insights to you.

It is necessary to improve self-awareness and personal development among individuals when they are in a group. The 'Johar' window model is a convenient method used to achieve this task of understanding and enhancing communication between the members in a group.

Johari Window



OR

Q .3 What is time management? What are the rules for effective management for one's time? **(12.5)**

Ans. Time management means a skilful handling of time Setting aside 8 hours for rest, 8 hours for work, each one is left with 8 hours. But we can't call these eight hours as our own. Our daily chores, family, friends, relatives, social commitments, watching television, reading newspaper/magazines all these claim their own share.

As such, we hardly left with any time out of 8 hour as 'exclusively mine'.

However a judicious handing of time will provide you the time. Note that time rushes past us constantly. We must look for and collect and even hoard it minute by minute. Forget big hour-saving ideas. *Concentrate instead on twenty to thirty minute time-savers. Or even ten minute time saving devices.*

How can You Do it?

1. Eliminate unneccessary, slave-of-habit things.
2. Stop doing what you must the hard way; simpler is usually earlier and faster.
3. Teach yourself to do two or three things at a time without making a mess of them.

4. Fix up priorities.
5. Plan properly. Every moment spent planing helps to save three of four in execution.

By doing so you'll save 140 minutes, add a cut on rest period by 120 minutes-since what all needed is sound, quality sleep. Six hours are enough for an adult

Solzhenitsyn says, " if waste a minute, I waste an hour; if waste an hour, I waste a day; if I waste a day I waste a life time'.

Then the precious 260 minutes can be utilised for:

1. Creative writing
2. Art
3. Hobbies/additional reading
4. Personality development programmes

Small Tips For Time saving

1. He who rises late may trot all day but still not overtake his business by night.
2. Answer letters briefly. No one wants to read a novel in an envelope.
3. When interrupted, try to return to work on hand immediately.
4. Do away with garrulous people, politely.
5. Do not procrastinate; it is the thief of time.
6. Fix up priorities and act accordingly.
7. Remember, 'tomorrow' is two days late for yesterday's task.
8. The more you have to do, the more you are able to accomplish, for then you learn to economise your time. **stretch Yourself.**
9. Be punctual and disciplined in keeping up your schedules, appointments and doing things.

Whether it is office, home, factory, industry or laboratory remember always:

• Turn your desk into a time saving work-station.

• Keep household clutter from cluttering your schedule.

• Put fax, electronic mail, computer to work for you.

• Turn travelling into usable Time.

• Delegate as much as you can to whomsoever you can, including your kids.

• Determine your peak hourse and use them to get things done.

• Set aside a fixed time each day to improve yourself, your opportunities and your life.

A word of caution: In an attempt to manage time don't be stressful or tense, irritable or sick for that will foil the every purpose of TIME MANAGEMENT!!!

Q.4 Explain the articulation system of consonant sound? **(12.5)**

Ans. When we utter consonants, the free flow of air out of the lungs is impeded (= obstructed) by the lower lip and the tongue. Also, the vocal cords are held either wide

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apart (without vibration = hissing sound) or loosely together and vibrate (with humming sound).

[p, t, k, f, θ, s, ʃ, h] are voiceless consonants and

[b, d, g, dʒ, v, ð, z, ʒ, m, n, ŋ, l, r, j, w] are voiced. Consonants are voiceless when there is no vibration. They are voiced when there is a vibration.

Cover your ears with your palms. Say this one by one: b, d, g, dʒ, v, ð, z, ʒ, m, n, ŋ, l, r, j, w. Each time you'll here a buzz in your ears. So they are all voiced consonants. Say these one by one: p, t, k, f, ʃ, θ, s, ʃ, h. Each time you'll here no such buzz. So they are voiceless consonants.

Voiceless	Production phrases	Voiced
	air stopped by	
p	lower lip against upper lip	b
t *1	tongue against teeth - ridge	d*1
k	back of tongue against roof of mouth	g
	fricatives	
	air passage narrowed between	
f	lower lip and upper teeth	v * 2
θ*3	tip of tongue and upper teeth	ð * 3
s	tip of tongue and teeth ridge	z * 4
ʃ*5	front of tongue and back of teeth ridge with wider opening than for (s,z)	ʒ*5
	affricates	
tʃ	like (S,') but tip of tongue touching teeth-ridge to make a complete stop at first.	dʒ
	nasals	
	nasal passage open and	
	mouth stopped as for (b)	m
	mouth stopped as for (d)	n
	mouth stopped as for (g)	ŋ
	semi vowels	
	lips are rounded and the tongue and the lips move quickly to the position of next vowel like very short [I]	w*2
		j * 6
	vowel-like in its articulation	r * 7
	lateral	
	tip of tongue touching teeth or teeth ridge, air escapes from the sides of the tongue	l
	glottal fricative	
h	air escapes through a narrow glottis	

OR

Q.5 State some important feature of body language. What are the advantages and limitations?

Ans. The distinctive features of body language are as follows:

(i) Body language is a self-acquired natural process

(ii) People learn body language through experience. They acquire and use body language unknowingly. However, some personality development programmes nowadays teach body language.

(iii) Body language is controlled by social norms. For example, even if you are happy on the death of your enemy, you will not smile before others at his last rites

(iv) Use of body language also depends upon the particular culture. For example, shaking hands with ladies is not acceptable in India but it is quite common in European countries.

(v) The body language goes largely unnoticed, yet it has a considerable impact.

Advantages of Body Language : The role of body language in effective communication is as under:

(i) Body language complements verbal communication. In face-to-face communication, no message can be completely sent across without the accompaniment of facial expressions and gestures. It helps in establishing rapport.

(ii) Body language can convey feelings and intentions. For example, facial expressions and gestures are reliable indicators of speaker's liking for the listener and vice versa.

(iii) Body language adds intensity to the process of communication. In the absence of any gestures and proper eye contact, any face-to-face communication will look uninspiring.

(iv) Body language is an easily visible aspect of communication. It, therefore helps the receiver of the message in decoding the message.

(v) Body language can be used to express intimacy between people. For example, touching and eye contact may indicate intimacy between two persons.

(vi) Body language goes a long way in improving the overall atmosphere in the organization. A resourceful manager can make very effective use of it.

Limitations of body Language : It is said that body language does not always serve the desired purpose because of the following limitations:

(i) Facial expressions, gestures, postures, etc., become ineffective if the listener is inattentive.

(ii) Use of body language is not very effective in large gatherings. It is effective in face-to-face situation, where there are just two or a small number of participants in the communication.

(iii) Body language may not always be taken seriously. Some people prefer verbal communication through words spoken or written.

(iv) People belonging to different cultural backgrounds use different body signals to convey their messages. They are, therefore, liable to be misinterpreted. One has, therefore, to be very careful in their use.

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(v) Body language can be misleading in case a person can hide his facial expressions effectively.

UNIT-III

Q.6 Write a letter M/s Mohan and Bros. on behalf of New Cotton Mills Ltd. asking them an extension of time for delivery. Develop necessary details. (12.5)

NEW COTTON MILLS LTD

Ahmedabad

june 29, 2015

M/s. Mohan & Bros.

Delhi

Dear Sirs,

We are extremely sorry to have to ask for an extension of time in the execution of your Order No. 235/49 dated 15th june, 2015.

The recent strike of the cotton operatives in our factory has completely discorganized our business for a time. As you know, perhaps, work has been resumed, and we are making strenuous efforts to fulfil our contracts. But, we are afraid that in spite of our best efforts it will not be possible for us to effect delivery on 1st September as arranged.

We are , however, confident that we will be able to effect delivery on 1 st October and hope that this course will meet your approval. We assure you that all orders will be handled in strict rotation and we shall do our best to expedite delivery.

We hope you will realise that the delay is due to circumstances beyond our control and we shall very much appreciate your allowing us the additional time for delivery of goods.

Yours faithfully,

India Cotton Mills Ltd.

OR

Q.7. How to make an impressive resume or CV?

Ans. Tips for preparing an Impressive Resume/CV

Resume is a tool with one specific purpose: to win an interview call. it should present you in the best light and convince the employer that you have what it takes to be successful in the new position or career. It should be so pleasing to the eye that the reader is entitled to pick up and read it. The following tips should be followed to prepare an impressive resume/CV:

1. Put the important things first. Arrange the information within each item with your career goals in mind.

2. Emphasize your skills, accomplishments and levels of responsibility attained.

3. Use reverse chronological order, meaning that when items are listed by date, the most recent should come first.

4. Mention any thing special that can add weightage to your candidature; e.g. special responsibilities entrusted rapid promotions, etc.

5. The contents of the CV should be completely factual and honest.

6. Do not crowd the page. Use a clear font (nothing too artistic) and a font size that is easy to read. The font size should not be too small or too large, the ideal font size whould be 11.

7. Ideally, a CV should not be more than two or three pages. It should be shorter for fresh graduates.

8. Abbreviation that may be understood in different ways should be avoided.

9. Overcrowding with inconsequential data should be avoided.

10. Exaggeration and flowery terms should not be used.

11. Remuneration – avoid the risk of cover-or under-pricing yourself by omitting such details. If specifically asked, deal with it in your covering letter.

12. References should be provided, if required.

Presentation of CV : The final step is to present your C V well to the prospective employer. It is worth the cost of getting it on a word processor and using a laser printer. Let it be professionally laid out., so that it is both neat and eye-catching. Every prospective employer should get a top copy typed on expensive paper, not a smudged photocopy.

UNIT -IV

Q.8. What are the common barriers to effective listening? Suggest some remedies too? (12.5)

Ans. Barriers To Effective Listening: An average person spends 70 per cent waking hourse communicating, and 45 per cent of those listening. The following could be some factors that create barriers to listening.

Content:

Listeners knowing too much: They feel that their knowledge is so extensive that there is little left to learn.

Listeners knowing too little: They tune out when faced with difficult intellectual or emotional content. They only listen to information that conforms to their beliefs.

Remedies

- Do not sit back passively and allow sound to enter ears.
- Develop a positive attitude towards the message.
- Anticipate the importance of the message content.
- Seek areas of interest in the message.
- Remind yourself that something of value can be learned.

Speaker

Delivery The speaker's accent, organization, clarity, speed, volume, tone, inflections, emotions and appearance affect the interpretation of the message.

Attitudes toward speaker Listeners are influenced more by their attitude towards the speaker than the information presented. if the listener likes the speaker, he/she is more likely to empathize and, therefore, comprehend the message.

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Remedy Concentrate on the 'what' of the message, not the 'who' or 'how'.

Medium

Distance and circumstances Listening requires least effort when the speaker is not visible. More effort is needed when the speaker is visible, but not physically present (e.g., a speaker on TV). Maximum effort is needed in face-to-face interactions. This happens because the amount and variety of both verbal and non-verbal stimuli increase. These stimuli can either help or hinder communication.

Remedy Realize the potential for better understanding, and increase listening effort.

Distractions

Extraneous stimuli Sound, light, odours, mannerisms, voice inflections, and moving objects can easily distract listeners. Psychological studies indicate that a listener's attention span is sometimes not more than two or three seconds. These stimuli can be categorized as environmental or physical, but most often psychological.

Remedies

- Identify and eradicate distractions.
- If distractions cannot be eliminated, increase concentration.
- Free yourself from preconceptions, prejudices, and negative emotions.

Listening speed

Rate The average speaking rate is 125-150 words per minute. The average listening capacity is 400-500 words a minute, leaving a lot of excess thinking time.

Think time Poor listeners use the excess time to daydream, often missing part of the message.

Remedies

- Use the excess time to outline messages.
- Identify the purpose and how it is supported
- Evaluate the soundness of logic; verify and integrate it with existing knowledge.
- Maintain eye contact to observe and interpret non-verbal signals.
- Formulate question to enhance and verify understanding and provide feedback.

Feedback

Inappropriate Often, the listener ends up giving premature comments or evolutions without a full understanding of the speaker's viewpoint. Such comments, which may be coloured with emotions of resentment, defensiveness, or suspicion, can hinder the speaker by confusing them or diverting them into tangents.

Remedy Supportive feedback can demonstrate can demonstrate interest through appropriate eye contact, smiling and animation, nodding, leaning forward, verbal reinforcements such as 'I see' or 'yes', and phrasing interpretations of the comments for verification. These must be timed so as to assist rather than hinder the speaker.

Language

Ambiguity Listeners rarely hear every word spoken and may attach different meanings to words than intended by the speaker.

Misinterpretation This can occur when the words used are imprecise, emotional, technical or overly intellectual. It occurs most often when listeners interpret words based on personal definitions,, established by background, education, and experience.

Remedies

- Realize that different words may have different meaning for different people.
- Evaluate the context in which the word is used.
- Remember that the meaning is in the mind, not in the word.

Mindset

Attitudes Attitudes are structured by a listener's unique physical, mental, and emotional characteristics. An individual's mindset can either magnify or diminish stimuli, distorting the message.

Remedies

- Strive to not let personal biases interfere with comprehension.
- Respect others' freedom of values and beliefs.
- Accept that attempting to understand another's viewpoint is not necessarily agreeing with it.
- Realize that there may be more than one acceptable point of view.

OR

Q.9. Explain different modes of a presentation delivery along with the advantages and disadvantages of each? (12.5)

Ans. ***Modes of Delivery*** **:** What is it that makes our presentation hold the attention and interest of the audience? Our manner of presentation, our vocal inflections, our prefectly timed pauses, our facial expressions and our gestures – all these are part of an expert delivery. Even a dull and drab topic will turn out to be more interesting if presented well, whereas a really interesting topic may appear to be dull because of poor delivery. So one thing becomes clear– *having something to say is not enough; you must also know how to say it.* Good delivery does not call attention to itself. It conveys our ideas clearly, interestingly, and without distracting the audience. Most audiences prefer delivery that combines a certain degree of formality with the best attributes of good conversation– directness, spontaneity, animation, vocal and facial expressiveness– and a lively sence of communication. The following discussion provides some suggestions so as to enable one to select the best mode of delivery for a presentation. There are four modes of delivery that can be used for making presentations:

- Extemporaneous
- Impromptu
- Manuscript
- Memorization

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Extemporaneous mode

Extemporaneous presentation is by for the most popular and effective method when carefully prepared. When speaking extempore we must prepare the notes beforehand and rehearse our presentation. There is no need to learn every word and line by rote. Our presentation will sound quite spontaneous to the audience, as after thorough preparation, we are speaking while thinking. Careful planning and rigorous practice enable one to collect the material and organize it meticulously. Let us look at some of the positive and negative aspects of this mode of presentation.

Advantages

• As we have enough time to prepare for the presentation, we work hard on the theme/central idea. We can present the theme in the best possible structured way.

• Thorough preparation on our part makes us feel secure and we carry out our responsibility with self-confidence and assurance. Adaptation is also possible if the need arises. In other words, the language of any written text does not bind us. We can be flexible in our use of language.

Disadvantages

• If preparation is inadequate, we can get lost and find ourselves uncomfortable.

• If we rely too much on note cards and start reading out from them instead of just consulting them for reference, then the speech will lose its spontaneity

Manuscript mode

In manuscript presentation, material is written out and we are supposed to read it out aloud verbatim. We are not supposed to memorize the speech and then recollect it. It is there in front of us to read. But, we should be wise enough not to attempt to read a speech untill we have become a proficient reader. Unfortunately most speakers are not good readers. They make it uninteresting by reading in a dull and monotonous way. However, we can overcome this problem with consistent efforts. We could may be rehearse with a friend or colleague.

Advantages

• It is a permanent and accurate record of whatever we have to say.

• There is no chance of tampering with the facts and figures.

• The material is organized systematically. We just have to keep in mind the step-by-step development of main points.

Disadvantages

• Since we will be reading from the manuscript, we get less time for making proper eye contact, which is essential to feel the pulse of our audience.

• Since we will be reading to the audience, we cannot talk to them. There is not much scope either for non-verbal communication.

• Adaptation is rather difficult, if the need arises, to give a different twist to our material.

Impromptu mode : The impromptu mode, as the word suggests, is what we use when we have to deliver an informal speech without preparation. For example , at as formal dinner party you may be invited to deliver a vote of thanks.

Support your points with whatever examples, quotes, and anecdotes you recall at that time. Then briefly summarize or restate your points and end with a smile. Remember, it is not difficult for you to anticipate certain occasions where you may be asked to speak a few words. Be as brief as possible during your impromptu presentations.

Advantages

• We sound very natural because we do not get enough time to make any elaborate preparation.

• We get a chance to express our thoughts irrespective of what others think or say about that particular topic.

• We are spontaneous as we say what we feel, not what we ought to say.

Disvantages

• The presentation lacks organized development of ideas because of the shortage of time.

• There is no supplementary material (no data, no statistics, no illustrations, no figures) to substantiate the speech.

• Chances of rambling are very high. Various points may hang loose.

• There is frequent use of vocalized pauses.

• The presentation may turn out to be a failure if the speaker has inadequate proficiency in the language he/she uses.

Memorization mode : This method of presentation is very difficult for most of us. Probably only a handful of us can actually memorize an entire speech. Usually we memorize only the main parts and are in the habit of writing key words on cards to help us out through the actual presentation. In some cases, If we wish to quote somebody or narrate an anecdote or a joke, it is better to memorize these for our presentations.

Advantages:

• It is very easy for such speakers to maintain an eye contact with the audience throughout the presentation.

• The speaker can easily move and make use of appropriate non-verbal communication to add extra value to the sppech.

• It is possible to finish the speech in allotted time.

Disadvantages

• Memorization requires too much of time.

• There are chances of making it a dull and monotonous presentation because we go exactly by whatever we have memorized.

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- Even our memory skills may fail us if we have not rehearsed adequately.
- No flexibility or adaptation is possible during the speech.
- The speaker gets flustered if he/she forgets a word, sentence, or a whole paragraph.

Among all the four modes of delivery, extemporaneous is the best because of its flexible nature and its effectiveness. Hence, it is always better to use this mode to make presentations more lively, effective, and memorable.

MODEL PAPER II
FIFTH SEMESTER (B.TECH)
END TERM EXAMINATION
COMMUNICATION SKILLS FOR PROFESSIONALS [ETHS-301]

Time : 3 hrs. **M.M. : 75**

Note: *Attempt any five questions. including question no. I which is compulsory*

Select one question from each unit.

Q.1.(*i*) Define communication. What are its a basic features? 8×2.5=25

Ans: The word 'communicate' comes from the latin verb 'communicare' that means to impart, to participate, to share or to make common.

Communication is essentially the ability of one person to make contact with another and to make himself or herself understood. Communication is the process by which meanings are exchanged between people through the use of a common set of symbols.

Q.1.(*ii*) What is the role of cover letter, accompanying a resume?

Ans: The covering letter accompanying the resume is as important as the application letter.The covering letter, simply because it is supposed to tell or inform the employer about the details/particulars enclosed is not supposed to be dull or lifeless note. On the other hand, a well drafted covering letter reflects the personality of the writer, attention to detail, communication skills & enthusiasm. Coupled with the resume it helps the prospective employer to decide whether to invite the applicant for an interview or not.

Q.1.(*iii*) What do you mean by 'Telephone etiquette'?

Ans: Telephone has become part of our life in modern world. Majority of communication takes place over the telephone. It is through the telephone that we project an impression of ourselves and the company we represent so it is extremely important that we master the etiquette necessary to communicate well over the telephone .Following are the telephone etiquettes –

(*a*) Be polite - Adding "please" always created a polite tone especially along with the conditional "could" & "would". 'Convenient' is the another word that adds politeness & consideration to our conversation.

(*b*) Be service minded - If a caller has a problem,let us know that it is our goal to solve it.For example as positive response might be "Yes, I understand the problem".

(*c*) Be informative- let us not force people to ask question .we should be forth coming . If we get a question we should give a complete answer.

Q.1.(*iv*) Describe the grapevine channel of communication.

Ans: Every organisation has an effective channel of communication that is the informal channel. It is not officially sanctioned and quite often is even discouraged or looked down upon .It has been given the name 'Grapevine' precisely because it runs in all directions- horizontal , vertical & diagonal .it flows around water coolers, down hallways , through lunch rooms and wherever people get together in groups .These gossips and small talks may carry some important information. It may even manufacture some peace of information and get the rumour mill working.

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Q.1.(v) Explain pure vowels and diphthongs sounds. With two examples each.

Ans: There are five vowels – a, e, i, o and u in English but indeed there are as many as twenty vowels sound in English. Out of there twenty vowel sounds, twelve are pure vowels and eight of them are diphthongal glides. A vowel sound whose quality does not change during the articulation is called a pure vowel. For example-

/i:/ - eat

/e/ - bed

When there is a glide from one vowel sound to another vowel sound, it is called diphthong. For example

/a?- Out, Mouth

[?][?] - Air, Dare

Q.1.(vi) Define proxemics. What kind of different space languages we deal with?

Ans : Proxemics is the study of space language, it means the study of how we communicate with the space around us. The distance between us & the people around us tells us about the relations, the nature & the importance of our communication. Distance wise the space language can be divided into four kinds-

1. Intimate : touch to eighteen inches

Only very special and very important persons enter are intimate space.

2. Personal : eighteen inches to four feet

It is usually reserved for our close friends and colleagues.

3. Social : four to twelve feet

Social space is best use for formal & official purpose.

4.Public : twelve feet to as far as we can see and hear

It is exclusively meant for announcement or formal meetings .

Q.1.(vii) State the differences between Abstract and summary.

Ans: Differences between abstract and excecutive summary are as follows:

Abstract	Executive summary
Very breif, i.e., not more than 300 words	More eleborate than an abstract
Relevant only when the report is meant for people from the same domain knowledge	Meant for readers also other than subject experts; hence, can relate to all
Presents only the essence of the report	Presents the entire report in a nutshell
Cannot help in taking decisions	Can help in taking quick decisions if required
Does not include illustrations	May include one or two illustrations

VII. ' Listening is an art'. Comment.

Ans: Listening Is an Art: *Research corroborates the view that human beings spend more time listening than speaking.* It is a skill most used by all of us, but we get little training in this. On the other hand, right from our school days, we are formally trained in all the other three language skills, namely speaking reading, and writing. It is

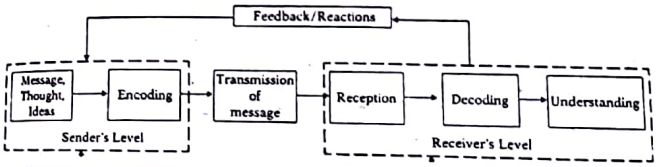
primarily so because listening is usually taken for granted. It is presumed that by making a child sit while being spoken to, we can also make him/her listen. So, the child sits, but does not listen to the teacher or the parent. While attending a leture or talk, some of the listeners just tune out, or get caught up in an internal dialogue trying to translate a specific word, or think of something more interesting happening somewhere else outside the room.

Considering listening as a potentially stressful business, many people sit through speeches fretfully and hence miss the mark by miles. This probably explains why listening is considerd as an art that makes successful listening all the more challenging–something which if ever to be conquered would require a lot of practice over a long period of time.

UNIT-I

Q.2. Explain diagrammatically the process of communication. Bring out the salient features (7C's) of communication. **(12.5)**

Ans. Communication is a process by which meanings are exchanged between people through the use of common set of symbols. A diagrammatic representation of this process is very much in order at this juncture, it can be shown as follows-



(*a*) *The sender's level*

(*i*) formulating/organizing thought, ideas, message;

(*ii*) encoding the message

(*b*) *The receiver's level*

(*i*) receiving the message;

(*ii*) decoding the received message;

(*iii*) understanding/interpreting the message.

(*c*) Transmission level where 'noise' occurs.

(*d*) The feedback/reaction level that is ncessary condition of the completion of the entire process.

The important 7 c's are –

1. Completeness : The communication must be complete. It should convey all facts required by the audience. The sender of the message must take into consideration the receiver's mind set and convey the message accordingly. A complete communication has following features.

- Complete communication develops and enhances reputation of an organization.
- A complete communication always gives additional information wherever required. It leaves no question in the mind of receiver.
- Complete communication helps in better decision-making by the audience/readers/ receivers of message as they get all desired and crucial information.

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• It persuades the audience.

2. Conciseness – Conciseness means wordiness, i.e, communicating what you want to convey in least possible words without forgoing the other C's of communication. Conciseness is a necessity for effective communication. Concise communication has following features:

• It is both time-saving as well as cost-saving.

• It underlines and highlights the main message as it avoids using excessive and needless words.

• Concise message is more appealing and comprehensible to the audience.

• Concise message is non-repetitive in nature.

3. Consideration: Consideration implies "stepping into the shoes of others". Effective communication must take the audience into consideration, i.e, the audience's view points, background, mind set education level, etc. Make an attempt to envisage your audience, their requirements, emotions as well as problems. Ensure that the self-respect of the audience is maintained and their emotions are not at harm. Modify your words in message to suit the audience's needs while making your message complete. Features of considerate communication are as follows:

• Emphasize on "you" approach.

• Empathize with the audience and exhibit interest in the audience. This will stimulate a positive reaction from the audience.

• Show optimism towards your audience. Emphasize on "what is possible" rather than "what is impossible". Lay stress on positive words such as jovial, committed, thanks, warm, healthy, help, etc.

4. Clarity : Clarity implies emphasizing on a specific message or goal at a time rather than trying to achieve too much at once. Clarity in communication has following features:

• It makes understanding easier.

• Complete clarity of thoughts and ideas enhances the meaning of message.

• Clear message makes use of exact, appropriate and concrete words.

5. Concreteness : Concrete communication implies being particular and clear rather than fuzzy and general. Concreteness strengthens the confidence. Concrete message has following features:

• It is supported with specific facts and figures.

• It makes use of words that are clear and that build the reputation.

• Concrete messages are not misinterpreted.

6. Courtesy : Courtesy in message implies the message should show the sender's expression as well as should respect the receiver. The sender of the message should be sincerely polite, judicious, reflective and enthusiastic. Courteous message has following features:

• Courtesy implies taking into consideration both viewpoints as well as feelings of the receiver of the message.

• Courteous message is positive and focused at the audience.

• It makes use of terms showing respect for the receiver of message.

• It is not at all biased.

7. Correctness : Correctness in communication implies that there are no grammatical errors in communication. Correct communication has following features:

• The message is exact, correct and well-timed.

• If the communication is correct, it boosts up the confidence level.

• Correct message has greater impact on the audience/readers.

• It checks for the precision and accurateness of facts and figures used in the message.

• It makes use of appropriate and correct language in the message.

Q.3. How are barriers to communication classified? What technique should be adopted to make communication effective? **(12.5)**

Ans. The barriers to communication are classified as–

A. Verbal barriers, B. Non-verbal barriers, C. Listening barriers D. Miscellaneous barriers

(A) Verbal barriers: There are some verbal barriers such as verbal attack, speaking loudly and using complex words & phrases. Similarly the following reasons may create verbal barriers in the communication environment

Lack of proper planing Too often, we find that people start talking or writing without thinking or planning. They do not clearly state the purpose of the message. This often results in miscommunication or partial breakdown in the communication process.

Selection of a wrong variety of language For various human interactions, we choose different varieties of expressions. In the convoluted world of communication, at times it is the selection of a wrong variety of language that leads to failure as the speaker fails to get the feedback of his/her own liking.

Badly encoded or wrongly decoded messages The sender may have clarity about the message that is to be conveyed, but it may still not reach the receiver because the message might have been improperly expressed. Choice of wrong words, absence of punctuation marks or wrongly-time pauses, poor organization of ideas, use of unnecessary jargon, etc. bring vagueness in message.

Semantic gap Semantic gap or distortion might be deliberate or accidental, for example, an advertisement saying. 'We sell for less, ' raises the question,' Less than what?' Is the product sold to less number of people or offered at a less price?

Thus, whenever there is a gap between the message sent and the message received, it might have arisen due to the language employed and the way it has been interpreted.

Differences in perception of a message Different people perceive a particular situation in different ways. This clearly means that all the people cannot perceive a single message in the same way. This is mainly because their perception levels are not the same.

Variation in language Sometimes certain words and idiomatic expressions are culture specific. If we do not use them appropriately in the respective cultural context, it might lead to miscommunication or non-communication. For instance, what is called *sidewalk* in the US, in Britain it is called *pavement*, whereas in India, it is called *platform*.

(B) Non-verbal Barriers

Apart from the basic aspects of communication stated earlier, one needs to keep in mind the non-verbal aspects too in order to be considered adept in communication skills.

Sometimes even flashing eyes, rolling eyes, quick movements of very slow movement, or avoiding eye contact may also cause *non-verbal barriers* to effective communication. *Raising eyebrows constantly suggests* that the speaker is not convinced about the information that he/she has shared.

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(C) Listening Barriers

Poor listening results in incomplete, incorrect, and inconsistent reponses. Sometimes people do not listen to other properly and patiently because rather than listenng to others' views, they may just be waiting anxiously for the speaker to keep quiet so that may articulate their own views.

(D) Miscellaneous Barriers

Besides the barriers discussed so far, there are other barriers too. For instance, an individual's subjective viewpoint towards issues/people may lead to a breakdown of the communication process.

Premature evaluation of message

Information overload

Distrust, threat and fear

Less time for orientation and for adjustment to change

Emotional reaction

The techniques that should be adopted to make communication effective are as follows:

(*i*) Understanding the process of communication, and the problems/barriers likely to arise in it is necessary for an effective communicator.

(*ii*) An effective communicator must be clear about what he wants to say. It can be done only by careful planning. Communication does not take place by chance.

(*iii*) Effective communication is the responsibility of all the people in an organization working towards a common goal.

(*iv*) Effective communication is based on the use a set of symbols mutally understand by the sender and the receiver. One must, therefore, use simple language and avoide jargon.

(*v*) The needs of the receiver must always be kept in mind.

(*vi*) Communication will not be regarded complete unless the sender gets feedback from the receiver.

(*vii*) For effective communication emotions should be kept under control.

(*viii*) Politeness is an indispensable ingredient of effective communication.

(*ix*) All efforts must be made to eliminate 'noise'.

(*x*) Assumptions mar communication.

(*xi*) The language of effective communication is simple, relying more on denotation than on connotations.

(*xii*) Communication can be effective only when both the sender and the receiver ar well informed about each other.

(*xiii*) A message must be complete leaving, as far as possible, no scope for guesswork

(*xiv*) Effective communication is concise and crisp.

(*ix*) Proper use of body language in necessary for effective communication.

UNIT II

Q.4. What are the elements of paralanguage? Why paralanguage considered as a language yet no language? (12.

Ans: Paralanguage literally means like language and it is a systematic study how a speaker verbalise. Mentioned below are the main elements of paralanguage.

(*a*) **Pitch variation:** Most of us introduce wide variations in pitch while speaking. It is necessary to catch the listener s attention and to keep him interested in us. Those who speak in monotones fail to keep the listener's attention. It has also a lot to do with one's state of mind. Most of us when excited speak in a high-pitched voice and express anger or anxiety in this way.

(*b*) ***Speaking speed:*** We do hewever, speak at different speeds on different occasions and while conveying different parts of message. As a general rule we should present the easy parts of a message at brisk pace because it is likely to be understood easily and soon. On the other hand, the difficult, complicated and highly technical part of information should be conveyed at a slower pace.

(*c*) ***Pause:*** The pace or speed of speaking is also accompaied by pause. We cannot and should not, go on speaking without pausing voluntarily or involuntarily. But the pauses have to be at the right moments. Incorrect use of pauses can create problems. But it must also be noted that frequent arbitrary pauses spoil the speech and distract listener's attention. It is, therefore, very important for a speaker to carefully monitor his pauses.

(*d*) ***Non-fluencies:*** Speech is not always a continuous string of meaningful words. There are as we have noted above, pauses scattered at intervals. These pauses are very often inserted with sounds /utterances like 'an', 'oh', 'uh', 'um', 'you know,' 'ok' etc. They are also sometimes inserted with laughing yawning or chuckling. They are called non-fluencies. It is rather interesting to see that carefully and sparingly used they add to the fluency of the speaker, give him time to breathe or relax, make the listener more alert and get the message conveyed overtly or covertly.

(*e*) ***Volume variation :*** We must speak loudly enough for all of our audience to hear, but not too loudly. The loudness of our voice should be adjusted according to the size of our audience. The simple logic is the that the larger the audience the louder our voice will be. But some speakers incorrectly believe that the only way to sound convincing is to speak louder and louder. But the fact is that we become more convincing by adjusting our volume form loud to soft.

Paralanguage is 'like' language, but not language. It is non-verbal part of communication. It, therefore, cannot be fully relied upon.

Specially what is said and how it is said must be blended. But very often it does not happen. It, therefore, requires extra care to get to the exact content of the message.

The voice quality and pitch of the speaker may unnecessarily prejudice the receiver of the message. The listener/receiver of the message has, therefore, to be very open-minded and patient.

Becauses of the reasons given above paralanguage may sometimes misguide or mislead.

As speakers belong to different speech communities, it is difficult to achieve uniformity in oral communication.

OR

Q.5 Describe the unique human speech mechanism with a labelled diagram.

Ans. Speech Mechanism: Physiological phonetics

• All sound which come form the mouth and nose are the result of interuptions and /or modifications of a stream of air moving form the lungs through:

– trachea

– larynx

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– pharynx
– oral cavity
– nasal cavity
• Airstream provides energy for speech productions
• Any constrictions which creats obstacles to free movement of air through larynx and/or above larynx create sound

A closer look

• **4 speech process**
– respiration
– phonation
– resonation
– articulation
• **Respiration**
• provides airstream /energy for speech
• organs of respiration
– trachea
– rib cage
– thorax
– abdomen
– diaphragm
– lungs
• **How it works**
• at rest, inhale and exhale with equal time
• speech begins with prepatory intake of air: 10/90%
• thoracic cavity expands secondary to lowered diaphragm
• lungs expand, creating negative pressure and air now available for speaking
• to speak lungs deflate and rib cage contracts forcing air out

Phonation/laryngeal system

• Occurs at laryngeal level
• primary structure is larynx - structure of cartilage and muscles situated atop the traches
• major structure of larynx is vocal folds/cords
• phonation results form rapid opening and closing of sapce [glottis] between vocal folds
• accomplished by vocal fold vibration

How it works

• when airstream enters larynx, sub glottic pressure builds up
• when pressure great enough, vf's are pushed apart
• air flows through glottis
• reduction of pressure pulls vf's back together
• aerodynamic principle related to pressure changes called Bemouli effect

How to identify phonation [also called voicing as a distinctive feature]

• place fingertips on notch in thyroid cartilage

• prolong "ZZZZ" then prolong "ssss"
• prolong "ffffff" prolong "vvvvvvvvv"
• phonemes that are phonated are voiced: those without accompanying phonation are voiceless
• all vowels are voiced: some consonants are voiced, some are voiceless

More works

• when vf are apart = abducted so opening is abduction
• when vf together = adducted
• during phonation, vf's alternate between abduction and adduction
• during breathing, vf's are

Articulation/Suprasegmental System

• structure of pharynx, nasal and oral cavity
• way of modifying airstream
• articulation = joining together of speech organs for production of phonemes

How it works

• lips - supported by maxilla [upper jaw] and lower jaw [man dible]
– Body function-receive and contain food
– speech function-varied movement: rounded, tensed obstruct air flow
• **Teeth**
– body function-cut and grind food
– speech function-anatomical obstacle for lips or tongue
• alveolar ridge [gum ridge of maxilla
– body function-none; houses teeth
– speech function-point of contact/constriction
• **Hard palate– bony structure posterior to alveolar ridge**
– body function– contain food in oral cavity
– speech function– point of contact; defines shape of oral cavity
• **Soft palate/velum– muscular structure posterior to hp**
– body function– separate oral cavity and nasal cavity
– speech function– direction of air flow–open/close vp port: point of contact
• **Tongue–major articulator/muscle and mobile**
– body function– direction food to back of oral cavity
– speech function– direction of air flow: contact other structures: approximates other structures; changes size of oral cavity
• **Mandible lower jaw**
– body function–chewing
– speech function–change size of oral cavity
• **Oral cavity– from mouth opening to posterior wall of pharynx (posterior pharygeal wall)**
– body function breathing, eating
– speech: channel airstream: contribution oral resonance

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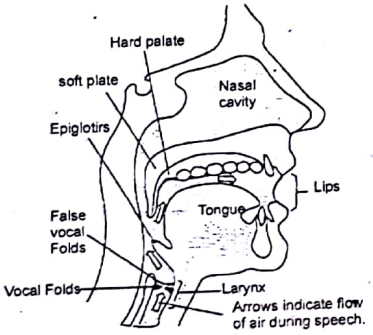
- **Nasal cavity–extends from nostrils (nares) to posterior Pharyngeal wall**
  - body function: breathing
  - speech contribute nasal resonance
- **pharynx– posterior portion of nasal cavity down through back of oral cavity to larynx**
- **Vocal cord/fold–in lateral wall of larynx**
  - body function: respiratory protection
  - phonation



UNIT III

Q.6. A comprehensive C.V. with a covering letter.

Ans.

Date .....

Sanjeev Kumar Singh
C/o Prof. Shrawan Kumar Singh
Flat Number 22, Ranjit Singh Block.
Asiad Village (Khel Gaon)
New Delhi. 110049
(Tel: 649 3036)

Sir,

Sub: Application **for the post of software Engineer**

Being given to understand that your organisation requires a few comput professionals. I wish to apply for the post of Software Engineer as I have earned t degree of Master in Computer Applications (MCA) from V.J.T.I., University of Mumb In this connection. I am enclosing herewith my bio-data for your kind perusal.

I hope to have a favourable consideration and I assure you that you will not regr your selection if I am given a chance to serve your firm.

Your faithful

(Sanjeev Kumar Sing

Curriculum Vitae

Personal Profile

Name	:	Sanjeev Kumar Singh
Date of Birth	:	September 13, 1980
Nationality	:	Indian
Sex	:	Male
Material Status	:	Unmarried
Contact Address	:	Flat Number 22, Ranjit Singh Block, Asiad Village (Khel Gaon). New Delhi 110049 (INDIA), (Tel 6493036).
Father's Name & Occupation	:	Dr. Shrawan Kumar Singh, Director, School of Sciences. Indira Gandhi National Open University. Maidan Garhi, New Delhi. 110068.

Academic Qualifications:

Certificate/ Degree	Board/University (Institutions)	Year of Passing	Division % of Marks
S.C.C	C.B.S.E (St. Xavier's School)	1996	1 (61.2%)
H.S.C	C.B.S.E (St.Xavier's School)	1998	1 (77.8% PCM)
B.Sc. (Hons.) Physics	University of Delhi (Shivaji College)	2001	(68.5%)

Passport Details

Passport Number	:	S-385628
Validy Date	:	29-01-2015
Place of Issue	:	Delhi

Professional Profile

Professional Qualification:

Certificate Degree	Board/ University	Year of Passing	Division/% of Marks
Master of Computer Applications (MCA)	Victoria Jublee Technical Institute (VJTI), University of Bombay	2003	1 (61.0%)

Professional Knowledge

Operating Environments	:	MS-DOS, SCO Unix Ver. 3.2., SCO Open Server 5.0 (Enterprise). Novell Netware Version 3.12. Windows for Workgroup Version 3.11, Windows 95.
Languages	:	COBOL. PASCAL., C
GUI Environments	:	MS-Windows. Power Builder Enterprise Version 4.0
Packages	:	Dbase III Plus. Clipper Summer 87, FOXPRO MS-DOS Ver. 2.5,
RDBMS	:	Ingres Version 6.4
Area of Interest	:	Artificial Intelligence, Data Communication and Network

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Industrial Experiences:

Company	Project Brifings	Duration	Designation
Parle Products Limited, Bombay.	Developed Sales Query System which deals mainly with – Sales Data Capture & Validation – Sales Releated Queries The system covered the following facts: * Provides the past and present information available of the sale and the marketing department quickly * To analyse the past information (data) in order to (a) Take future decisions regarding sales and marketing policies (b) for setting up future targets.	June 2003 April 2004	Project Trainee

Q.6 Write a letter to Twilight Brass fittings enquiring the prices, terms of sale discount etc. Also draft a suitable reply.

Bansal Construction co.
Tank Road Ghaziabad

20th May, 2010

Twilight Brass Fittings
Railway Road
Aligarh

Dear Sirs,

We are leading construction contractors and dealers in construction materials in this area. The demand for brass fittings is steadily increasing in this part and we have a larger number of enquiries and orders for them.

Kindly send us your catalogue and price list for wholesale purchases. Since our annual requirements in metal fitting of all kind are large, we would like to place regular orders with you. Hence please quote your most favourable prices and terms.

your faithfully,

Example. ¢ : Reply to letter No.5

Twilight Brass Fittings
Railway Road, Aligarh

Bansal Construction Co.
Railway Road
Aligarh

25th May 2010

Dear Sir,

We thanks you for your enquiry of 20th may and are glad to know that you are interested in our products.

You will be happy to know that Twilight Brass fittings items are approved by the ISI using our fitting will give you the satisfaction that you are using the finest fittings now available in the market and are getting the maximum value of your money.

The enclosed catalogue will give you all the necessary details about the handles hinges, door knobs, etc that you might be needing. You will find our prices. F.O.R. any place in India very competitive. In view of the large business promised, you will also get a special trade discount of 5 per cent on all order and an additional 5 per cent on all orders exceeding Rs. 25,000.

We assure you of our best services.

Your faithfully

Encl:one

OR

Q.7 KPMG, the largest professional service firms; seeks experienced software professional through an advertisement in newspaper. In response to the advertisement write a covering letter and a resume giving all necessary details and highlighting your strong point.

Ans.

Jagan Institute of Management Studies, Delhi	Analysed & Designed student Data base Management System. Maintains the master information of the enrolled student in the different courses. Semester wise, yearwise, paper wise queries can be done. Also maintain the student fees and other monetary transactions related with the student activities. Proposed Operating Platform: MS-DOS Version 6.2 Proposed DBMS: Power builder version 4.0	Sept. 2004 Apr. 2006	Private

Present Engagement

Company's Name : CMC limited (A Govt. of India Enterprise)
Shahpuri's Tirth singh tower. C-58, 6th Floor community center, janakpuri, New Delhi- 110058, India

Designation: : Executive- System integration:

Job profile: (Joined the firms on may 1, 2007) as member of the team of the core group; "Banking" (the objective of the group is to expertise in the area of banking software application at global and domestic level). Presently engaged in the Re-engineering process of the product 'BRANCH AUTOMATION: INFORMATION SYSTEM (BRAINS) Till today, I have re-engineered the following modules: Genrel Ledger. Remittances Transactions;

Employer's Profile : CMC Limited one of the top firms active in the field of software Hardware and Education & Training.

Other Engagements:

(1) Worked as Guest Faculty Lecture at Satyawati collage (Evening) University of Delhi: from May 2004 to august 2004.

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(2) Also as visiting faculty at jagan institute of management studies (JIMS), teaching "Management information system" to the third semester student of PGDBA.

(3) Presently also engaged in developing Academic software on operations Research using C language

(SANJEEV KUMAR JAIN)

UNIT IV

Q.8. What do you mean by a group discussion? While participating in a GD, What aspects of group dynamic will you keep in mind? Discuss in detail.

Ans. A GD is a formal discussion which involves six to fifteen participants who sit in a group to discuss a topic or a case given for this purpose. It is a methodology used by an organisation to gauge whether a candidate possesses certain personality traits and/ or skills that are desired of him/her

In GDs, the group members have to interpret analyse and argue, so as to discuss the topic or case threadbare as a team.

Group discussion (GDs) are now being used as an important a step in the selection of candidates both in private and government organizations. Regarded as an effective tool in the recruitment process besides job interviews a GD plays a pivotal role in selecting the best and most suitable candidates from many who apply for the same post. It is also used as a tell to study the behavioural and attitudinal responses of the participants.

Following are some of the point you should keep in mind to exhibit your positive group etiquette.

Being friendly and approachable: It is important that your co-participants find you approachable and easy to talk to People who are grumpy, haughty, or impassive are often left out in group activities.

Encouraging participation from co-participants: Only a cooperative and conducive environment will encourage healthy participation from the group members in a GD.

One should try and encourage the silent participant to presents his/her views.

Not hurting anyone. Humility is a virtue that is always appreciated. Even if you disagree with what a co-participant is saying, you should never rebuff or belittle the other person. Since such behaviour finds takers neither in GDs nor in real life, it is best to be humble though assertive.

Your presence of mind humility tranquility, tolerance and ability to adapt and respond to impromptu situations are also under a scanner in such group exercises

Not being dominative or dismissive. A GD is meant to test team skills and leadership qualities apart from other qualities it is good to support your ideas with facts figures data, and experiences. But do not try to dominate others or emphasize an idea beyond the point of tolerance. Also don,t dismiss another person's point of view to score points)

Avoding emotions: It is not desirable to overplay your emotions particularly in a GD. A surfeit of emotions makes a person irrational. It is best therefore, to stay calm even when provoked. Do not make any personal comments during GDs.

Leadership

Since in a GD no one walks in with designated tag to be the leader of the group anyone can emerge as the leader provided he/she showcases some such quality during the discussion.

(Some of these are as follows)

- Clarity
- Objectivity
- Discernment
- Expression
- Composure
- Erudition
- Maturity
- Amiability
- Patience
- Motivation

OR

Q.9. What are the traits of a good listener? Differentiate between a poor listener and effective listener.

Ans. The traits of a good listener are as follows–

1. 'Stop talking': Unfortunately, most of us are more prone to talking than listening. Generally we are more interested in what we want to say than in what we are being told. So we must stop talking before we listen.

2. 'Put the talker at ease': If the speaker/ talker is not at ease he will not be able to do his job satisfactorily. So it is very important for the listener/listeners to make the talker comfortable.

3. 'Show the talker that you want to listen': The talker must be given to understand that the listener/listeners are eager to listen. Hence it is important not to distract the talker by looking at your watch, reading some book or newspaper or looking away from him. Moreover you should give the talker the impression that you are listening to him to understand rather than to oppose.

4. 'Remove distractions': Certain activities like tapping with a open or pencil, shuffling papers or passing something along distracts the talker.

5. 'Empathize with the talker': True exchange of information can take place only if we place ourselves in the position of the talker. This way we will be able to appreciate his point of view and build up a climate conducive to communication.

6. 'Be patient': Patience pays. This saying holds good in every situation, we should give enough time to the talker. There are all kind of talkers. Some get to the point very quickly, while some take a lot more time. So we must give the talker enough time to come to his point in his own way. We must not be tempted to interrupt.

7. 'Hold your temper': Anger is the worst enemy of communication as it builds walls among the participants in the communication event. It hardens their positions and block their minds to others' words.

8. 'Go easy an argument and criticism': As Dale Carnegie has very succinctly said, you cannot win an argument. Argument and criticism do not lead anywhere . On the other hand, argument and criticism put the talker on the defensive and make him angry.

9. 'Ask questions': Putting questions shows an open mind, It shows that you are listening. It shows that you are getting the message and also giving the feedback.

10. 'Stop talking': This is the last as well as the first commandment. All other commandments or rules of listening depend on it.

The major differences between a poor listener and an effective listeners are as follows.

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Poor Listener	Effective Listener
Either tries to blame the speaker or considers the subject to be dry	Thinks and mentally summarizes, weighs the evidence, listens between the lines to the tone of voice and evidence
Gets distracted easily	Fights against distraction and knows how to concentrate
Finds it difficult to listen to complex material has the tendency to read light and recreational materials	Keeps listening on a regular basis, not averse to listening to matter which requires critical listening
Tends to enter into unnecessary arguments	Takes notes and organizes important information
Resists new ideas	Listens for ideas
Pays too much attention to appearance and delivery	Pays attention to the body language] tone and style along with the message being conveyed by the speaker.
Waits for his/her turn to speak	Patiently listens to the speaker and responds as and when required.

MODEL PAPER III
FIFTH SEMESTER (B.TECH)
FIRST TERM EXAMINATION
COMMUNICATION SKILLS FOR PROFESSIONALS [ETHS-301]

Time : 1 hrs. **M.M. : 30**

Note: *Attempt any three questions. Question No. 1 is compulsory.*

Q.1 Write short notes on the following **5 x 2=10**

(a) Intrapersonal communication

Ans. Intrapersonal Communication : This implies individual reflection, contemplation, and meditation. So, whenever communication takes place within one's own self, it is termed as intrapersonal communication. One example of this form of communiction is transcendental meditation. It is also believed that this type of communication encompasses communicating with the divine and with spirits in the form of prayers and rites and rituals.

Q.1. (b) Personal space language

Ans. Personal space language : While in intimate space we mostly speak in whisperes, monotones or at a low pitch, in the personal space that extends from 18 inches to 4 feet we have normal conversation with close friends, colleagues, associates and visitors. Here we rise above the closed circle of intimacy around us. Although communication in this circle is also mostly personal in nature it is relaxed and casual for most of the time It permits spontaneous unprogrammed talking or discussion. However, certain important decisions may be taken in this circle.

Q.1. (c) Phonetic Transcription

Ans. Transcription: There are standard sounds in English, these are put together with standard symbols. These symbols are called the *international Phonetic Alphabet* symbols or in short IPA. They are used in dictionaries for indicating the correct pronunciation of words. Using standard symbols for standard sounds is known as transcription.

Q.1. (d) Diphthongs

Ans. There are as many as twenty vowel sounds in English. Out of these *twenty vowel sounds, twelve are pure vowels and eight of them are diphthongal glides.* It means that out of these twenty vowel sounds, eight are a combination of two vowel sounds. In phonetics, when there is a glide from one vowel sound to another vowel sound, it is called a *diphthong.*

For Example

/eɪ/ bait, mail, fail, train great, waste, date

/ɑɪ/ ice, fine, pipe, nice, files, high, might, rise

Q.1. (e) Communication Cycle

Ans. Communication is a process whereby information is encoded, channelled, and sent by a sender to a receiver via a medium. The receiver then decodes the message and

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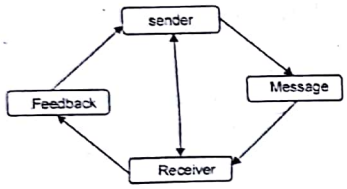
gives the sender a feedback. All forms of communiction require a sender, a channel, a message, a receiver, and the feedback that effectiviely winds up to the process. Communication requires both the sender and the receiver to have an area of communicative commonality.



Q.2. (a) Explain the 7c's of communication. **(4)**

Ans. The important 7 C's are –

1. Completeness: The communication must be complete. It should convey all facts required by the audience. The sender of the message must take into consideration the receiver's mind set and convey the message accordingly.Complete communication helps in better decision-making by the audience/readers/receivers of message as they get all desired and crucial information.

2. Conciseness: Conciseness means wordiness, i.e, communicating what you want to convey in least possible words. It is both time-saving as well as cost-saving. It underlines and highlights the main message as it avoids using excessive and needless words.

3. Consideration: Effective communication must take the audience into consideration, i.e, the audience's view points, background, mind-set, education level, etc. Modify your words in message to suit the audience's needs while making your message complete. Emphasize on "you" approach.

4. Clarity: Clarity implies emphasizing on a specific message or goal at a time, rather than trying to achieve too much at once.It makes understanding easier. Complete clarity of thoughts and ideas enhances the meaning of message.

5. Concreteness: Concrete communication implies being particular and clear rather than fuzzy and general. Concreteness strengthens the confidence.It is supported with specific facts and figures. It makes use of words that are clear and that build the reputation.

6. Courtesy: Courtesy in message implies the message should show the sender's expression as well as should respect the receiver. The sender of the message should be sincerely polite, judicious, reflective and enthusiastic. Courtesy implies taking into consideration both viewpoints as well as feelings of the receiver of the message. It makes use of terms showing respect for the receiver of message.

7. Correctness: Correctness in communication implies that there are no grammatical errors in communication. The message is exact, correct and well-timed. Correct message has greater impact on the audience/readers. It checks for the precision and accurateness of facts and figures used in the message. It makes use of appropriate and correct language in the message.

Q.2. (b) Discuss the relevance of emotional intelligence for organizational communication. **(3)**

Ans. Relevance of Emotional Intelligence

In this connection Daniel Goleman has said, "Emotional intelligence, the skills that help people harmonise should become increasingly valued as a workplace asset in the years to come." Social scientists are incresingly uncovering the relationship of Emotional intelligence (EI) to other phenomena, viz leadership group performance. individual perfomance, inter-personal exchange, managing change, conducting perfomance evaluations, self-analysis, employee-employer relationship and so on.

Here it is also worthwhile to note that Emotional intelligence emergees broadly in the following four ways:

(a) Appraisal and expression of emotion

(b) Emotional direction of thinking.

(c) Observing and analysing emotions

(d) Helping emotional and intellectual growth

All this shows that thinking, feeling, appraisal and organization are inextricably interlinked. No organization can be run succesfully without ensuring the emotional health of the employees, dispassionate self appraisal, weeding out discordant elements and working towards overall harmony.

Q.2. (c) 'A resourceful manager can put the grapevine to great use.' Comment. **(3)**

Ans. Effective use of the grapevine

A tactful manager has to take some positive measures to get the best out of this informal channel of communication. Given below are a few important points in this regard:

1. In the first place a tactful manager will keep the employees well informed about organizational policy matters, plans and prospects. This will check the tendency of speculation that can sometimes assume dangerous proportions because of the elements of fear and anxiety on the part of the employees.

2. Fruitful group activities that enchance self-worth and update knowledge should be held as frequently as possible. This will not only boost the morale and self confidence of the workers but also check their inclination to indulge in small talk.

3. The manager should, as far as possible, have an open-door policy without giving the impression of cheap popularity or favouritism.

Q.3 (a). Transcribe the following words into phonetic script using IPA symbols. **(4)**

(a) Daughter (b) Explain (c) Dominate (d) Guide
(e) Dictionary (f) advance (g) arrange (h) picture

daughter	/dɔ:tə/	dictionary	/dikʃənri/
explain	/ik'splein/	advance	/əd'va:ns/
dominate	/'domineit/	arrange	/ə'reindʒ/
guide	/gaid/	picture	/pik'tʃə/

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Q.3. (b) What is the difference between a vowel and a constant sound? Give two examples each. (3)

Ans. A vowel is a sound in spoken language, such as the English 'Ah!' [a] or oh! [0], pronounced with an open vocal tract so that there is no build-up of air pressure at any point above the glottis. This contrasts with consonants, such as English 'Sh!' [ʃ], where there is a constriction or closure at some points along the vocal tract.

A consonant is a speech sound that is articulated with complete or partial closure of the vocal tract. Examples are /p/, pronounced with the lips; /t/, pronounced with the front of the tongue; /k/, pronounced with the back of the tongue; h, pronounced in the throat.

(c) What is the importance of pitch variation in non-verbal communication? (3)

Ans. Pitch variation is necessary to make one's speech effective.

Most of us introduce wide variations in pitch while speaking. It is necessary to catch the listener's attention and to keep him interested in us. Those who speak in mounotones fail to keep the laster's attention. That is why the word 'monotonous' has come to be used as synonym for 'boring' Many speakers are not aware of this weakness on their part. Once they become aware of it, the problem can be solved.

One good way to improve one's pitch variation is to observe others speaking and to invite suggestions from other It has been observed that people in authority speak in a high pitched voice while those in a subordinate position speak in monotones. But it has also a lot to do with one's state of mind. Most of us. when excited speak in a high-pitched voice and express anger or anxiety in this way. A situation like this sperks off a heated discussion in which we hear voices at different pitch levels. Quite often we hear "Raising your voice is not going to convince me "or" You can'nt convince me by your shouting." It is equally important to keep up a pitch at which the listener gets our points comfortably.

Q .4. (a) Discuss any four barriers to communication. (4)

Ans. Noise: Unfortunately communication is very often affected/distorted/blunted by noise that occurs primarily at the transmission level. Literally the word 'noise' means "interference that occurs in a signal and prevents you from hearing sounds properly." It is, therefore, the first major barrier to communication. In a factory, for example, where there are machines and engines making a constant noise, oral communication becomes difficult

Cultural barriers: Cultural difference often cause communication problems. The same category of words, phrases, symbols, action, colours mean different things to people of different countries/cultural background. For example, in Western countries black colur is associtaed with death and mouring while in the Far East white is the colour of mourning.

Socio-psychological barriers: The attitudes and opinions, place in society and status-consciousness arsing from one's position in the hierarchical structure of the organization, the state of one's relations with peers, seniors, juniors, family background all these factors deeply influence one's ability to communicate both as a sender and receiver. Status-consciousness is widely known to be a serious communication barrier in organization. A man high up in an organization often builds up a wall around himself that the people below find it difficult to break through. In the same way one's family background formulates one's attitudes and communication skills.

Emotions: Encoding and decoding of messages depends to quite some extent on one's emotional state at a particular time. Extreme emotions, like jubilation or depression, are likely to hinder effective communication. Anger is the worst enemy of communication. A message received when one is angry is likely to be interprated in a very different manner than when one is calm and composed. Stress may also lead to building up of negative emotions, further leading to communication breakdown.

Q.4. (b) Define 'proxemics' and show how it is important for communication. (3)

Ans. Proxemics is the study of space language any successful communicator makes effective use of it. The distance between us and the people around us tells us about our relations and the nature of our communication.

'Proxemics' is the study of how we communicate with the space around us. In the same way, we communicate to others by means of the importance we attach to time or by sending out signals regarding time. Regarding the importance of physical enviroment for our own happiness and sending out signals to other man has always been very conscious. It is, therefore, important to consider these factors for our purpose.

Q.4. (c) 'Ethics and values are of paramount importance in communication.' Comment. (3)

Ans. Ethics and values have widerspread social implications all because all communication is based on role relationships. Every organization is a society in itself. There are elders and youngers, seniors and juniors, bosses and subordinates with each one of them having his/her place and role well defined. In dealing with each other as well as justifying their own position, they have to follow a well spelt out code of conduct. Their relationship, at bottom, are rather delicate and it is unethical to cause a hurt and falling from the expected standard if they don't observe courtesy that is a priceless value. In the same way there are other values like honesty, integrity and loyalty to the organization. They have to be carefully cherished and promoted. No organization can flourish in their absence.

It necessarily brings in the question of being right or wrong and keeping up a certain standard. Hence, ethics and values are inextricably linked up with communication.

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MODEL PAPER III
FIFTH SEMESTER (B.TECH)
SECOND TERM EXAMINATION
COMMUNICATION SKILLS FOR PROFESSIONALS [ETHS-301]

Time : 1 hrs. **M.M. : 30**

Note: *Attempt any three questions. Question no.1 is compulsory.*

Q .1. Write short notes on the following **5 × 2 =10**

(a) Covering letter.

Ans. The covering letter accompanying the resume is as important as the application letter. The covering letter, simply because it is supposed to tell or inform the employer about the details/particulars enclosed is not supposed to be dull or lifeless note. On the other hand, a well drafted covering letter reflects the personality of the writer, attention to detail, communication skills & enthusiasm. Coupled with the resume it helps the prospective employer to decide whether to invite the applicant for an interview or not.

Q.1. (b) Minutes of meeting.

Ans. It is very important for any business organization to keep records of meetings where company policy is laid down. where future planning and control are worked out and where decisions are taken. It is also important that those who take part in such meetings know that there is a strict record kept of who said what and how the meeting was conducted. The minutes are kept over a period of years so that can be referred to at any future date, if required.

The compiling of minutes also involves many of the techniques used in making summaries. It is the tone and sense of what was said which are important, not the actual words used.

Q.1. (c) Bibliography

Ans. ***Bibliography*** Bibliography is an alphabetically arranged list of all the sources such as websites, newspapers, books, magazines, journals, documentaries, manuals, reports, movies, etc. consulted by the author for writing the report. It also includes the sources not visited by the author but are deemed to be useful for such studies.

Q.1. (d) Group discussion

Ans. *AGD* is a formal discussion which involves six to fifteen participants who sit in group to discuss a topic or a case given for this purpose. It is a methodology used by an organization to gauge wheter a candidate possesses certain personality traits and/or skills that are desired of him/her.

Group discussions (GDs) are now being used as an important step in the selection of candidates both in privates and government organization. Regarded as an effective tool in the recruitment process besides job interviews, a–GD plays a pivotal role in selecting the best and most suitable candidates from many who apply for the same post. It is also used as a tool to study the behavioural and attitudinal responses of the participants.

Q.1. (e) Letter of recommendation

Ans. Letter of Recommendation

This type of letter is written to recommend a person for a job position or admission in a higher degree or a specialized kind of study programme. The letter simply states

the positive aspects of the applicant's personality, required skills, and how he/she would be an asset to the organization. Sometimes, a letter of recommendation is even used for promoting a person in an organization. We normally structure according to the full block form format.

Q.2 (a). Explain the process of listening. **(4)**

Ans. Essentially a congnitive process, listening involves the following stages.

Sensing: At this stage, the listener has physical hearning of the message because the sound waves fall on the eardrum, as a result of which he/she perceives the sounds.

Recognizing: After hearing the physical sounds, the listener indentifies and recongnizes the pattern of sounds. After this, sounds are recognized in a specific context. Here, the listener makes a conscious effort to recognize the word symbols that he/she hears.

Interpreting : Now the listener starts decoding the message. As he/she listens, he/she employs his/her own values, beliefs, needs, ideas, etc. to interpret the speaker's message. Since he/she also pays attention to non-verbal messages, the accuracy of his/her interpretation of the message also increases.

Evaluating: After he/she understands what the message actually means, he/she critically evaluates it. He/she assesses its strengths and weaknesses its accuracy, reliability, and feasibility.

Responding : At this stage, the listener is ready to respond and react. He/she shows his/her rejection or acceptance, or understanding or confusion, or even indifference through his/her non-verbal cues/.

Remembering or memorizing: This is the final stage of listening. Good listening enables the listener to ratain the information for future reference. In order to increase the retention, you need to make conscious efforts by taking down proper notes, organizing the matter sequentially or retaining the information by using analogies or other associated visual symbols.

Q.2. (b) State the difference between Abstract and summary. **(3)**

Ans. Differences between absrtact and executive summary are explained below:

Abstract	Executive Summary
Very brief, i.e., not more than 300 words	More elaborate than an abstract
Relevant only when the report is meant for people from the same domain knowledge	Meant for readers also other than subject experts; hence, can relate to all
Presents only the essence of the report	Presents the entire report in a nutshell
Cannot help in taking decisions	Can help in taking quick decisions if required
Does not include illustrations	May include one or two illustrations.

Q.2. (c) What are the different types of GD? **(3)**

Ans: GD's are of two types:

1. Topic-based

2. Case-based

Topic-bassed GDs can be divided into three types:

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(*i*) Factual topics

(*ii*) Abstract topics

(*iii*) Controversial topics

Factual topics: Mostly groups are given topics which are factual in nature. These are related to day-to-day socio-economic facts or environmental issues. For example, Growth of Tourism in India and Higher Education in India are factual topics.

Abstract topics: Abstract topics are given at the higher level. These are usually intangible in nature. You need to approach these topics with innovative and lateral thinking. For example topics such as Blue is Better than Green. All are Equal but some are more Equal than others. Money makes you poor. etc are some abstact topics.

Controversial topics : These topics are controversial in nature, Participants are bound to have divided opinions. These topics are given so as to observe the maturity level of participants on such issues. You should not lose your temper or give a narrow interpretation of issues being discussed. For example, you may be asked to discuss debatable issues such as Reservation should be Abolished in India of Women are Unfit for Defence Services.

Case studies-based discussion: These are real-life simulated situations. Usually, these involve some kind of problems which are to be resolved. The key to such topics is that there is no right or wrong answer, but your approach to the solution is highly important.

Q.3. (*a*) Write an acknowledgement letter to Ms Sakshi Gupta, an event manager, on behalf of Footsteps incorportions Ltd. For successful organization of a three day workshop on 'Advertising: Possibilities and Perspectives'. (4)

Footsteps Incorporations Ltd

12, Winners Enclave, Jaipur

Phone: 0141-27354661-69; Fax: 0141-27354660

RJP/T/29

1 October 2010

Ms Sakshi Gupta

Event Manager

340, Nehru place

New Delhi - 110019

Dear Ms Gupta

We write this to appreciate the committed support and help we received from you in organizing a three-day workshop on advertising: Possibilities and Perspectives from 28-30 september, 2010, in Jaipur, Throughout the event, your suggestion and guidance helped us organize the workshop in a systematic and methodical way. Everybody appreciated your commitment, positive approach, and professionalism with which which you managed the event. What particulary stood out was your cheerful disposition and team sprit that helped the other members in the team use their acumen and ingenuity in trying circumstances,

We look forward to more such associations in the time to come.

Thanks and regards

Yours sincerely

Alok Rastogi

Coordinator

Q.3. (*b*) State the difference between hearing and listening. (3)

Ans. Listening Vs Hearing: Hearing takes place when something disturbs the atmosphere, and that disturbance takes the form of pressure waves that strike our eardrums as sound. For example, a truck rolling by on the road in front of our house would be just heard and not listened to.

Listening is different. It expands on hearing when we pay attention to the meaning of what we hear. Therefore, listening is all about consciously, actively and systematically processing information. Listening demands perfect coordination between the ears and the brain, which results in decoding the speaker's message aptly. Regular practice and consistent efforts are required if we want to improve our listening skills.

Q.3. (*c*) Explain three different types of reports. (3)

Ans. Routine/periodic reports: Routine reports are also known as periodic reports. These reports are submitted annually, quarterly, monthly, weekly, or at any other prescribed intervals in the routine of business affairs. Usually, in these reports, some columns are given in a proforma where some ticks are to be put or if anything is to be written, it is very briefly written.

Progress report: A progress report informs the reader about the status or the progress of a particular project undertaken by an organization during a specific period. It gives an account of the various stages of the project in chronological order along with the details of the work completed till date and the amount of work yet to be completed.

Laboratory report: Laboratory reports are those reports which are written by scientists and students of engineering, science, psychology, biology, and those who work regularly in laboratories. These scientists and students record their experiments in a pro forma mentioning various datails related to the experiment. This provides a step-by-step account of the process to be followed in completing a certain task.

Q.4. (*a*) Mention the general etiquettes for the interview:

Ans. A successful interview is one in which both the parties-the interviewer and the interviewee-actively participate. The interviewer asks certain vitally important questions arranged according to his plan. The interviewee, on his part, gives satisfactory answer to all of them

Following are the etiquettes for the interview:

(*i*) **Be prepared for the interview:** Just as the interviewer has to plan out the event in advance so has the interviewee to be prepared for it. As he has no control over the event he has to be more careful at every step. He has to face an interviewer or a board of interviewers. He must, therefore, be very clear about the purpose of the event. If it is going to be a job interview he has to be well prepared for questions on his area of interest, his present position, the position he has applied for, the nature of the organization its history, its current activities etc. His knowledge on all such question will impress the interviewers However he must be prepared for the unexpected.

(*ii*) **Have a presentable appearence:** Everybody appreciates a pleasant personality. As in the case of a presentation, so in an interview the concerned person;s appearance is a part of the message. Since an interview is a formal occasion the interviewee must be formally dressed. Anyone having conventional standards of neatness is likely to have a definite advantages over one casually dressed for an interview.

(*iii*) **Show Interest by making effective use of body language :** Keeping eye-to-eye contact with the interviewer at once shows that the interviewee is genuinely interested in the event and keen to participate in it. He should also sit in a correct, confident posture, straight, balanced and not stiff in the chair offered. The hands should be neatly locked on the lap or comfortably placed on the arms of the chair.

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(*ii*) **All the question must be correctly and completely answered** . Since the primary aim of an interview is to exchange information it should be done effectively

(*c*) If the interviewee is not clear about a suitable answer to a question, there is no harm in admitting it One must **never try to bluff**. Be honest

(*vi*) **Be polite** Politeness is indispensable in every situation.

(*vii*) **Avoid talking too much**; or making boastful statements. The interviewer is intelligent enough to find out the interviewee's intelligence and suitability for the job.

(*viii*) **Avoid criticism** : Of the previous employer or anybody else. Negative statements are looked down upon

Q.4. (*b*) What are the essential elements of a job application? (3)

Ans. Since our immediate goal is to obtain an interview by writing Our application letter and resume, it is better to keep the following points in mind

1. Catch the reader's attention favourably.
2. Convince the reader that you are a qualified candidate for the job.
3. Make a request for an interview.

The job application letter should include the following elements of information:

1. Mention the job position for which you wish to apply and let the recipient know how you came to know about it
2. Sum up your qualifications for the job specifically talking about your work experience, activities that show your leadership skills, and your educational background.
3. To call attention to your strengths as a candidate, state your objective directly at the beginning of the letter
4. Include the information that is not included in your resume but is pertinent to the job.
5. Give references of people who can support your credentials and qualification for the post.
6. Emphasize the qualification that the prospective employer would like to seek in you.

Q.4. (*c*) Why audience analysis is important for any presentation? (3)

Ans. Before making a presentation it is of utmost importantce to understand for whom it is meant. An audience is not just a gathering of individuals at one place It has a collective personality of its own. We must also see the size of the audience that is likely to influence how formal or informal the presentation in going to be The age, sex educational background, experience, nationality is to know whether one is going to make a presentation before an all-male, all female, or a mixed audience It will influence our choice of words, tone need for details and illustration and so on. It will also give us an idea of their expectations and their likely reactions to what we are going to say If we know any of them personally it will make the presentation more effective That is why it is quite advisable to try to meet the audience before the presentation

This is not enough. Audience analysis should continue during the presentation. The reaction of the audience is writ large on their faces as we speak and illustrate. Their body language immediately gives us to much needed feedback. For this purpose we have to keep our own eyes and ears open. Their smiles, stares – whether blank or excited, silence or whispers or lip movements give us ample idea of their reactions, and guide us through our speech.

MODEL PAPER III
FIFTH SEMESTER (B.TECH)
END TERM EXAMINATION
COMMUNICATION SKILLS FOR PROFESSIONALS [ETHS-301]

Time : 3 hrs. **M.M. : 75**

Q.1. (*i*) What are the difference between intrapersonal and Interpersonal communication? (8 × 2.5 = 25)

Ans. Intrapersonal Communication: This implies individual reflection, contemplation, and meditation. So, whenever communication takes place within one's own self, it is termed as intrapersonal communication. One example of the form of communication is transcendental meditation. It is also believed that this type of communication encompasses communicating with the divine and with spirits in the form of prayers and rites and rituals

Interpersonal Communication: This is a direct, written, or oral communication that occurs between two or more persons. The oral form of this type of communication, such as a dialogue or a conversation between two or more people, is personal and direct, and permits maximum interaction through words and gestures.

Q.1. (*ii*) Write a short note on 'Upward communication'?

Ans. Upward communication: The main function of upward communication is to supply information to the upper levels about what is happening at the lower levels. It travels from the people at the bottom and reaches the upper levels of the organization structure Unfortunately, there is very little appreciation of this form of communication as it does not fit into the traditional concepts of organization behaviour according to which the right to communicate was supposed to have been vested in the higher ups only Upward communication is essentially participative in nature and can flourish only in democratic organizational enviroment And only in such an enviroment it can satisfy the need of the upper levels of management to know specifically about production performance, marketing information, financial data what lower level employees are thinking and feeling about the whole or part of the business.

In the words of Koontz, 'Typical means for upward communication-besides the chain of command - are suggestion system, appeal and grievance procedures, complaint system, counselling sessions, joint setting of objectives, the grapevine, group meeting, the practice of open door policy, morale questionnaires, exit interviews and ombudsperson".

Q. 1. (*iii*) What is meant by a Syllable?

Ans. A syllable is a basic unit of spoken language, which consists of an uninterrupted sound that can be used to make up words. In other words, a syllable always has one vowel sound So a word has as many syllables as there are vowel sounds. While denoting the syllabic structure of a word, 'C' is used for consonant sounds and 'V' is used for vowel sounds.

Let us look at the structure of a few words:

Train	/treɪn/
Cold	/kəʊld/

For example, 'man', 'code', 'eye', 'lead' 'strength', and 'sixths' are a few of many English words that have one syllable each.

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A-gu, ho-tel, free-dom, and a-gree are examples of words with two syllables.

Sy-la-ble, dic-tion-ary, and re-la-tion are example of words with three syllables.

Q.1. (ii) What do you understand by the term Received Pronunciation?

Ans. English is spoken as a first or second language by a very large number of people throughout the world. In some countries such as the UK, USA Canada, and Australia, English is the native or first language. In other countries such as India , Pakistan, Sri Lanka, Bangladesh, etc. English is spoken as a non-native or second language. As there is such a wide range of variation in pronunciation and accent, it is essential for us to follow a standard. One native regional accent that has gained social prestige is the Received pronunciation of English. RP for short. It is the pronunciation of the people of south-east England and is used by educated English speakers. It is now equated with the correct pronunciation of English.

Q.1. (v) what is the role of a memo in any organization?

Ans. A memorandum (known as memo in short form) is by definition, 'a written statement that you prepare specially for a person or committee in order to give them information about a particular matter.' In an organization it takes the form of 'a short official note that you write to a person or to several people, especially people who you work with.' It has been derived from the Latin word memorare , changed to 'memorandum' (notable, and means literally 'to mention or tell'.

Large companies need an efficient system by which colleagues can communicate with each other either in the same building office or often in departments or sections situated in different location. The telephone is no doubt an immediate method but it is often necessary to have some written records of requests, instructions, actions suggested or taken, etc. For this system of internal correspondence, memoranda of memorandum (memorandum in the singular) are used. They may be for the attention of one person only or in the form of a circular for the attention of several people, whose names will appear in the bottom left-hand corner. They are used for passing on or making requests on information, for requesting and reporting actions and for acknowledgements. They are not used for lengthy reports.

Q.1. (vi) Mention the major components of a research paper.

Ans. A research paper is a piece of written communication organized to meet the needs of a standard, vaild publication. It is therefore highly structured, with distinctive and clearly evident component parts, which are listed below:

- Title
- Authors, affiliations, and addreses
- Abstract
- Introduction
- Materials and methods
- Results
- Discussion
- Conclusion
- Acknowledgements
- List of symbols
- References or bibliography

When a research paper is published, it is properly formatted according to the style used by the journal publishing the article. The journal editor provides inputs to the authors on the various standard elements and format required by the journal. The author then submits the article in the required format.

Q.1. (vii) State any two major resons for poor listening

Ans. Reason For Poor Listening:

Listening training is unavailable: Most people are formally trained in the major communicative skills of writing, reading, and speaking. While listening is a skill all

we use most frequently, it is also a skill in which we have least formal training. While workshop and conference provide opportunites to improve writing and speaking skills, it is difficult to find training to sharpen listening skills.

Speed of thought is more than speed of Speech: Another reason for poor listening skill is that people can think faster than they can speak. Most of us speak at the rate of about 125 words per minute. However, we have the mental capacity to understand someone speaking at 400-500 words per minute.

Q.1. (viii) What is the importace of visual aids in presentation?

Ans. Spoken words are temporary, as soon as they come out of our mouth they evaporate into the air. Because of this limitation, speeches often eed strong visual support- handouts, chalk boards, Flip chart, overhead, slides, computers, chart, table, film, etc. If a picture is simple, clear, and appropriate to its purpose and audience, it will deliver its message more accurately and quickly than a verbal explanation. Ours is a visually-oriented society and an audience likes to hear a well as see information.

We should choose only those visual aids that suit the style and content of our presentations. We should use visual aids for any point that sounds vague and requires discussion is detail. However, they must be well designed and professionally generated. We should not use visual aids as a verbal crutch for the speaker.

UNIT-I

Q.2. Exaplain the complete structure of flow of communication in an organization. **(12.5)**

Ans. Flow of Communication: Information flows in an organization both formally and informally. Formal communication refers to communication that follows the official hierachy and is required to do one's job. In other words, it flows through formal channels-the main lines of organizational communication. Internal-operational and external-operational communication is formal. In fact, the bulk of communication that a business needs for its operation flows through formal channels.

Vertical Communication: Communication can flow in any direction in a organization. Vertical communication consists of communication up to down the organization's chain of command. Vertical communication can be classified as downward communication and upward communication according to the direction of its flow.

Downward communication: Downward communication flows from a manager down the chain of command. When managers inform, instruct, advise, or request their subordinates, the communication flows in a downward pattern. This is generally used to convey routine information, new policies or procedures, etc.

Upward communication: When subordinates send reports to inform their superiors, or to present their findings and recommendations to their superiors, communication flows upward. Upward communication keeps managets aware of the business operation as well as of how employees feel about their jobs, colleagues, and the organization in general. Managers also rely on upward communication for making certain decisions or solving problems concerning the organization.

Horizontal Communication: Horizontal or lateral communication takes place among peer groups or hierarchically equivalent employees, i.e., employees at the same seniority level. Such communiction is often necessary to facilitate coordination, save time, and bridge the communication gap among various departments. Occasionally, these lateral relationships are formally sanctioned. But generally, they are informally created to bypass the formal hierarchical and expedite action.

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Diagonal Communication: Diagonal or cross-wise communication flows in all direction and cuts across the various functions and levels in an organization. For example, when a sales manager communicates directly with the vice president (production), who is not only in a different division, but also at a higher level in the organization, they are engaged in diagonal communication. Though this form of comunication deviates from the normal chain of command, there is no doubt that it is quick and efficient.

In some situations, ignoring vertical and horizontal channels expedites action and prevents other employees from being used merely as messengers between the actual senders and receivers.

The increased use of email also encourages cross-wise communiction. Any employee can communicte via email with another employee, regardless of the receiver's function or status.

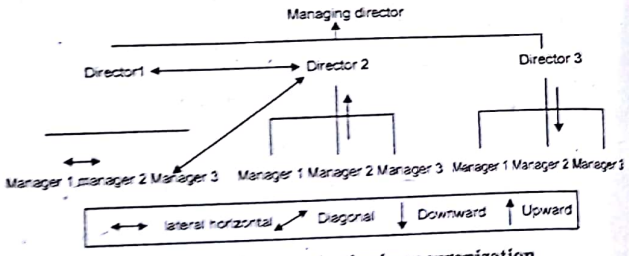

Fig. Flow of communication in an organization

OR

Q.3 What is SWOT analysis? Why it is essential in personal development? (12.5)

Ans. A SWOT matrix is a framework for analyzing one's strengths and weaknesses as well as the opportunities and threats that one faces. This helps people focus on their strengths, minimize weaknesses, and take the greatest possible advantage of opportunities available to them.

We are most likely to succeed in life if we use our talents to their fullest extent. Similarly, we'll suffer fewer problems if we know what our weaknesses are, and if we manage these weaknesses so that they don't matter in the work we do.

SWOT Analysis is a useful technique that helps in identifying these strengths and weaknesses, and analyzing the opportunities and threats that flow from them. If we look at ourselves using the SWOT framework, we can start to separate us from our peers and further develop the specialized talents and abilities we need to advance in our career and help us achieve our **personal goals**.

Personal development is an essential step for making ourselves more appealing to employers and customers. It also helps boost our self-image. People apply many different tactics to stand apart in this sea of candidates. They want to secure the top position but it not as easy as it sounds. Individuals often conduct the **SWOT analysis**.

SWOT is seen as an analytical framework which can help companies facing big challenges. It helps to find the most promising new markets.

Even though **SWOT was originally used for business**, it can help assess a person's Strengths, Weaknesses, Opportunities, and Threats too. This kind of simple analysis structure will provide guidance. It looks at internal and external factors.

Self-analysis is perhaps one of the most complicated things. But, it plays a very significant role in personal progress. The personal skills SWOT analysis helps us to learn more about ourselves . Carrying out a personal SWOT analysis is an important step towards **finding life and career direction.**

Dig deep and identify what our own contributions really are. The analysis entails finding out what we are good at and what we are terrible at. After we learn all the necessary details about ourselves, we can make an effort to make positive changes which will lead to new opportunities. Basically, SWOT analysis provides a better picture of all pros and cons we have.

The main purpose of a SWOT is to promote the identified strengths, reduce weaknesses, exploiting the opportunities and having contingency plans to minimize threats.

There are many benefits and advantages of using SWOT analysis for personal development. It is good for your success and betterment. Some of the most common benefits of conducting a personal SWOT analysis have been mentioned below.

- Helps to develops strategies to attain your goals
- You can be better than your friends and colleagues
- Shows where you currently stand on the path of success
- Measures your scopes of reaching desired goals
- Boosts your career, life and personality
- Helps to better understand who you really are as a person
- Maximizes your strengths and diminishes your weaknesses
- Explores and also enhances your soft skills and hard skills
- It helps you understand your preferences and personality traits.
- Focuses on your attitudes, abilities, skills, capabilities and capacities

UNIT-II

Q.4. What are the factors responsible for faulty pronunciation? Transcribe the following words. (12.5)

(a) find (b) low (c) speak (d) image (e) icon (f) English (g) language

(h) aim (i) excellent (j) chalk

Ans. Factors responsible for faulty pronunciation

There are certain factors that contribute to our faulty pronunciation. For one thing, we have already internalized the basic speech patterns of our mother tongue and naturally they interfere in our learning of a new language. Hence our English is branded as Tamilised, Hindi or Punjabi English. In other words, we speak English with our native accent. We can claim to have perfected our pronunciation if our listeners cannot guess our native state or caste by our speech and we adopt a pattern of pronunciation which does not cause any major difficulty to our countrymen or foreigners.

Two other factors which also effect our pronunciation, are related to the English language itself. In English, there is little correspondence between the symbol and the

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sound. In other words, English is not written exactly as it us spoken. For example, ch has three distinctly different sounds as in

chair	mechanic	machine
tʃ	k	ʃ

Another peculiarity of the English language lies in its stress and intonation patterns. There are no specific rules governing monosyllabic, disyllabic, trisyllabic, or polysyllabic words. Every stress rule has exceptions as well.

Engineers have to interact with other professionals. They may get a job outside their state, seek an appointment outside India or be sent abroad by the organisation where they are working. Under these circumstances, unless their speech is intelligible, there cannot be proper communication. For this purpose, engineers should aim at good pronunciation. This does not mean that they should speak like Englishman. The only objective should be to make their speech pleasing and acceptable to people around them.

Word	Phonetic transcription
find	/Faɪnd/
low	/lɔʊ/
speak	/spiːk/
image	/ɪmeɪdʒ/
iron	/aɪrən/
English	/ɪŋglɪʃ/
language	/laŋgwɪdʒ/
aim	/eɪm/
excellent	/eksələnt/
chalk	/tʃɔːk/

OR

Q.5. What is non-verbal communication? How can one manage any communication with non verbal cues? Discuss kinesics as part of nonverbal communication. (12.5)

Ans. Non-verbal communication refer to all communication that occurs without the use of words, spoken or written. It is concerned with body movement (kinesics), space (proxemics), and vocal (paralinguistic) features. It includes all unwritten and unspoken messages, both international and unintentional. Non-verbal cues, however, speak louder than words, as even though speech can be made up, bodily expressions can rarely be masked well enough to hide one's true feeling and emotions.

Kinesics: Kinesics is the study of the body's physical movement. It is the way the body communicates without words, i.e., through the various movements of its parts.

It is important to study body language because it is estimated that the verbal component of oral communication carries less than 35 per cent of the social meaning of the situation, while more than 65 per cent is attributed to body language. People react strongly to what they see.

Body language When a speaker present himself/herself, we see him/her before we start hearing him/her. Immediately, we begin developing impresions of his/her abilities and attitudes based on the non-verbal signals he/she sends. This is why body language is so critical in oral communication.

Body language includes every aspect of our apperance, form what we wear, how we stand, look, and move, to our facial expressions and physical habits, such a nodding the head, jingling change in the pocket or fiddling with a necktie. Our use of sapce and gestures are other key indicator.

Personal appearance: Peronal appearance plays an important role; people see before they hear. Just like we adapt our language to the audience, we should also appropriately. Appearance includes clothes, hair, accessories, cosmetics, and so on.

One's apperance may put the audience into a resistant or hostile attitude or induce in them a receptive mood. To be clean and well groomed, conforming to the need of the occasion, is of utmost importance. Apperarances communicate how we feel about ourselves and how we want to be viewed.

Posture: Posture generally refers to the way we hold ourselves when we stand, sit, or walk. One's posture changes according to the situation. If nervous, one would normally be seen pacing, bobbing the shoulders fidgeting with notes, jingling coins, moving constantly, or staying glued to the ground.

Gesture: Gesture is the movement made by hands, head, or face, Skillful and appropriate gestures can add to the impact of verbal communication. A well-timed gesture not only drives a point home but also enhances the value of what is being said. Similarly, an awkward gesture (like playing with a key chain or button) can mar the effectiveness of the message.

Gestures clarify our ideas or reinforce them and should be well suited to the audience and occasion. Gestures are more numerous than any other form of non-verbal communication.

Facial expression: Along with postures and gestures, facial expresions also play an important part in non-verbal communication. The face is the most expressive part of our body. A smile stands for friendliness, a frown for discontent, raised eyebrows for disbelief, tightened jaw muscles for antagonism, etc. Facial expressions are subtle. They can be used in a variety of ways to aid, inhibit, or complement communication. The face rarely sends a single message at a time. Instead, it send a series of messages– facial expressions may show anxiety, recognition, hesitation, and pleasure in quick succession.

Eye contact: Eyes are considered to be the windows of the soul. We look at the eye of a speaker to find out the truthfulness of his/her words, intelligence, attitude, and feelings. Eye contact is a direct and powerful form of non-verbal communication. We use our eyes to cull information. Eyes are also a rich source of feedback.

Looking directly at listeners builds rapport. Prolonging the eye contact for three to five seconds (without, however, giving the impression of a staring) tells the audience that the presenter is sincere in what he/she says and that he/she want us to pay attention. Eye contact is especially important when we start a conversation.

UNIT-III

Q.6 Rama stores, a dealer in cosmetics wish to place an order with unique biotique products, manufacturer of herbal cosmetic items for fresh supplies. Write a letter of order for then mentioning that the goods should be sent by passenger train, carriage forward to New Delhi. Mention also the method of payment. (12.5)

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RAMA STORES
16, Inner Circle, Connaught place
New Delhi

7th April, 2015

The Sales Manager
Unique Biotique products
16, Andheri (West)
Mumbai

Dear Sir,

Thank you for your catalogue and price list We are glad to place our first order with you for the following items.

Sl. No.	Product No.	Description	Quantity	Unit Price Rs.	Amount Rs.
1.	1047	Anti-wrinkle cream 50 gms.	500 pcc.	100	50,000
2.	6032	Moisturiser 100 ml.	500 pcc.	75	37,500
3.	4253	Almond cold cream	500 pcs	85	42,500
4.	5342	Undereye Gel 50 gms.	500 pcs	110	55,000
5.	4701	Shampoo normal hair 200 ml.	500 pcs	75	35,000
					R. 2,20,000

Since we require the above items to replenish our exhausted stock. we request you to kindly despatch them by passenger train carriage forward to New Delhi. We shall arrange for taking delivery of the goods at our end.

The R/R and the invoice, at 7% discount may be please be sent through Oriental Bank Ltd., New Delhi.

Yours faithfully.

OR

Q.7. Discuss in detail the front matter of a formal report.

Ans. Reports vary widely in length, structure, purpose, style, etc, there are various parts in a report that need to be well signposted in long formal reports and some of them are not essential in shorter reports. The various elements in a report can be mainly classified as follows:

1. Front matter 2. Main body 3. Back matter

Front matter

The front matter can include the following:

- Cover
- Title page
- Frontispiece
- Copyright notice
- Forwarding letter
- Preface
- Acknowledgements
- Table of contents
- List of illustrations
- Abstract (or summery or executive summary)

Cover: The formal reports customarily have a binding or hard cover. This hard cover of the reports contains important information like the title of the report, report number if any, name of the report writer and organization, and date. Usually, it is of white or neutral colour (soft).

An example of a cover is give below:

A Report
on
Fatal Road Accidents during 2001 – 2010
By
Sriram Raichuri
Senior Traffic Inspector
Department of Traffic and Signal Control, New Delhi
28 November 2010

Title page : This is the first right hand page of the report. A title page contains additional information along with what is given on the cover of the report. It tells the reader about the subtitle (optional) of the report, the name and designation of the authority for whom the report is written and approvals if any.

Frontispiece : Frontispiece is nothing but the window display of the whole report as it consits of artistic drawing, pictures, photographs, or maps. The sole purpose of giving a frontispiece is to ignite curiosity among the readers about the contents of the report. However, these are not normally used in technical reports.

Copyright notice: It is always placed on the inside of the title page. It actually indicates who has legal right of the document – whether it is with the publisher or with the author. This is the very reason that there is a small note at the bottom of every copyright notice. A sample is follows:

@ 2004 (Shalini R)

All right reserved. No part of this report may be reproduced in any form or by any means without written permission from the author (or publisher).

Forwarding letter: Forwarding letters forward a report to the primary recipient of the report. Forwarding letter can be 'covering' and 'introductroy' type. The former serves as a record of transmission of the report. It is not bound with the report. as it does not contain any important information.

Perface: The preface of the report introduces the report to its readers. In fact the preface tells the reader broadly what the report is all about. Since the last paragrph of a preface includes acknowledgements, it is not necessary to have separate acknowledgements in the report.

Acknowledgements: This is an element of the report that appears before the abstract of the report. It mentions the names of those people and sources that have helped the report writer to accomplish the task.

Table of contents: A table of contents (TOC) is an essential element in a long formal report as it has several sections and subsections. However, it is not needed if the report runs into four to five pages. TOC of a report includes the chapter heading and subheadings and their respective page numbers

See the example given below:

Table of Contents

	Acknowledgements	*ii*
	Abstract	*iii*
1.	Introduction	1
2.	An Overview of Empolyment Trend during Last five Years	3
	2.1 Electronic	4
	2.2 Softwares	6
	2.3 Pharmaceutical	9

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List of illustrations: When more than twelve illustration (maps. chart, graphs etc.) are used in a report, a list of illustration is prepared like a TOC. In this list, page numbers are also provided so that a reader may quickly locate a specific illustration that he/shc wishes to refer to.

Abstract: The abstract is a brief write-up which tells the reader what the report is all about and its accomplishments. An abstract captures the essence of the enitre report based on which the reader decides whether to go ahead with reading the report or not. It is very short in length, not generally exceeding 250 words. The abstract should contain relevant information such as main purpose, main design point, methodology, and some eye-catching results to show the significane of the report.

UNIT-IV

Q.8. Elucidate the important tips for effective presentation. (12.5)

Ans. Tips for Effective Presentations:

- Be clear with your purpose.
- Know your audience.
- Keep enough time for preparation.
- Develop interest in the topic; know more about it by reading books, newspapers etc., listening to and discussing with people.
- Collect adequate material and then select what to present according to the purpose and time given
- Organize and make an outline with the main points and sub-points.
- Structure your presentation into three parts: beginning, middle, and end.
- Prepare the Power Point slides with care keeping in mind the one minute, one slide rule.
- Keep animations to minimum.
- Prepare illustrations, such as graphs, maps, drawings, tables, etc., accurately. Ensure that they are visible to everybody in the audience.
- Familiarize yourself with the venue and the available equipment.
- Arrive early and check the arrangements and your Power Points slides.
- Be excited about your presentation. Think all positive qualities in you and feel confident.
- On reaching the stage, look at the audience for a few seconds before you start speaking.
- See to it that your introduction goes smooth. You have won half the battle if this is done.
- Use transitions effectively so as to provide a smooth flow to your speech.
- Give a feeling to your audience that you are not dictating but sharing information.
- Explain each slide adequately. Do not just flip slides. Give time for the audience to grasp its contents.
- Maintain eye contact with all sections of your audience.
- Exhibit your enthusiasm, excitement, sincerity, and interest through appropriate facial expressions.
- Use well-timed gestures to substantiate your points.
- Adopt postures that reveal your confidence. Avoid monotonous postures. Do not move excessively.

- If necessary you sit and present in front of a small group.
- If necessary distribute handouts (copy of your slides or any other material) at the right time.
- If you sit and present in front of a small group, adopt a straight posture on your chair and lean forward while presenting. Do not sit in a relaxed posture as it will reflect a casual attitude.
- Listen to questions carefully and answer them completely.

OR

Q.9. Explain the various types of interviews. (12.5)

Ans. Depending on the objective and nature, interviews can be categorized into the following types:

- Job
- Persuasive
- Evaluation
- Conflict resolution
- Termination
- Information
- Exit
- Counselling
- Disciplinary
- Media

Job interviews: In job interviews, the employer wants to learn about the applicant's abilities and experiences, and the candidate wants to learn about the position on offer and the organiztion. Both the candidate and the employer hope to make a good impression and to establish rapport. In the initial round, job interviews are usually formal and structured. But later, interviews may be relatively spontaneous as the interviewer explores the candidate's responses.

Information interviews: The interviewer seeks fact that bear on a decision or contribute to basic understanding. Information flows mainly in one direction: one person asks a list of questions that must be covered and listens to the answer supplied by the other person, e.g. doctor – patient, boss – subordinate, etc.

Persuasive interviews: One person tells another about a new idea, product, or service and explain why the other should act on his/her recommendations. Persuasive interview are often associated with, but are certainly not limited to, selling. The persuader asks about the other person's needs and shows how the product or concept is able to meet those needs. Presuasive interviewers require skill in drawing out and listening to others as well as the ability to impart suitable information, adapted to the situation and the sensitivites of the interviewee.

Exit interviews : In exit interviews, the interviewer tries to understand why the interviewee is leaving the organization or transferring to another department or division. A departing employee can often provide insight into whether the business and human resource is being handled efficiently or whether there is a considerable scope for improvement. The interviewer tends to ask all the questions while the interviewe provide answers. Encouraging the employee to focus on event and processes rather than on personal gripes will elicit more useful infomation for the organization.

Evaluation interviews: A supervisor periodically gives an employee feedback on his/her perfomance. The supervisor and the employee discuss progress towards predetermined standards or goals and evaluate areas that require improvement. They may also dicuss goals for the coming year, as well as the employee's long-term aspirations and gerneral concerns.

Councelling interviews: A supervior talks with an employee about personal problems that are interfering with work performance. The interviewer is concerned with the welfare of both the employee and the organization. The goal is to establish the facts,

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convey the company's concern, and steer the person towards source of help. Only a trained professional should offer advice on problems such as substance abuse, marital tension, and financial trouble.

Conflict – resolution interviews : In conflict - resolution interviews, two competing people or group of people with opposing points of view, such as Smith verus Jones, day shift verus night shift, General Motors verus the United Auto Workers., explore their problems and attitudes. The goal is to bring the two parties closer together, cause adjustment in perceptions and attitudes, and create more productive climate.

Disciplinary interviews : In disciplinary interview, a supervior tries to correct the behaviour of an employee who has ignored the organization s rule and regulations. The interviewer tries to get te employee to see the reason for the rules and to agree to comply. The interviewer alo reviews the facts and explores the person's attitude. Because of the emotional reaction that is likely, neutral observation are more effective than critical comments.

Termination interviews : A supervisor informs an employee of the reasons for the termination of the latter's job. The interviewer tries to avoid involving the company in legal; action and tries to maintain a positive relationship with employee. To accomplish these goals, the interviewer give reason that are specific, accurate, and verifiable.

Media interviews: Most of us might have watched programmes such a *Walk the Talk, Meet the Enterprenur, etc.*, as well as press conferences organized by the government/ businesses / industries on television. .k

FIRST TERM EXAMINATION [SEPT. 2015]
FIFTH SEMESTER [B.TECH]
COMMUNICATION SKILLS FOR PROFESSIONALS [ETHS–301]

Time : 1.30 hrs. **M.M. : 30**

Note: *Attempt three questions including Q.no. I which is compulsory.*

Q.1. (a) Explain Communication as a two way process **(2×5 = 10)**

Ans. The term 'communication' has been derived from "comrunis" (Latin Word) which means 'to share'. It is defined as, the process of sharing information; thought, ideas and feelings. It is essentially a two-way process since atleast two persons are involved, i.e. one sender and a receiver. The communication process consists of a message being sent and received. The message which is encoded by the sender is decoded by the receiver to give the response. Therefore it is a two way communication rather than one way process.

Q.1. (b) State the causes of wastage time.

Ans. Time is very precious in day to day life. Time management at workplace and home has to be maintained by an individual. Time cannot wait for anyone. The main causes of time wastage are:

(1) Procrastination: It means tendency to postpone things. One of the general characteristics of human beings is postponing things due to laziness and fear.

(2) Indecision: Inability to make a decision correctly.

(3) Improper Planning: Some of us lack proper planning for carrying out our day to day activities. Hence we waste time.

(4) Lack of organising skills: Irrelevent discussions due to insufficient homework for meetings and lack of effective organization as to how to conduct a meeting without an agenda lead to wastage of time.

Q.1. (c) Define Intonation, Phoneme, Dipthongs with examples.

Ans. *(i)* **Intonation:** When someone speaks, we can distinguish continual variations in the levels at which the voice is pitched. So there is a quality of melody or tune in our utterances when we speak. The voice fluctuates as per the mood of the speaker. Based on the attitude of the speaker the pitch may rise or fall. Without fluctutations of tone, speech would be dull and monotonous. Stress and intonation are inter-linked. They work together to give the effect of 'prominence' or accent. There are several tunes or kinds of intonation heard in real life. However, there are three kinds of intonation in a language.

They are: *(i)* Falling tone *(ii)* Rising tone and *(iii)* Falling-rising tone.

(ii) **Phoneme:** Phoneme is a smallest unit in the sound system of a language. It can be used to differentiate meanings. In minimal pairs like get, set, wet, met, let, yet, the sound differs only in one sound segment. All these sounds are indeed families of sounds associated with one another. These groups of sounds are called phonemes (e.g.) get set net etc.

(iii) **Diphthongs:** Vowel glides within a syllable are called diphthongs. It is described as a glide from one vowel to another. There are eight diphthongs in phonetic transcription. They are:

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S.No.	Diphthong	Phonetic Transcription	Word
1.	/eɪ/	/weɪt/	wait
2.	/aɪ/	/kaɪt/	kite
3.	/ɔɪ/	/bɔɪ/	boy
4.	/aʊ/	/haʊ/	how
5.	/əʊ/	/gəʊ/	go
6.	/ɪə/	/hɪə/	here
7.	/eə/	/ðeə/	dare
8.	/ʊə/	/pʊə/	poor

Q.1. (*d*) Explain the term Proxemics.

Ans. Proxemics is the study of how we use space around us to communicate. The space around us and its contents convey meaning. The distance between us and the people decide the importance of our communication. As per the distance the space language can be divided into four kinds. They are as follows:

1. Intimate – Physical contact to 18 inches. (Only very close circle)
2. Personal – 18 inches to 4 feet (close friends, relatives & colleagues)
3. Social – 4 feet to 12 feet (Formal and official)
4. Public – 12 feet to the range which we can see and hear. (formal meetings).

Q.1. (*e*) Define Personality.

Ans. Personality is a set of traits and characteristics possessed by an individual to create an impression among others. People are differentiated by their personality i.e. calm and quiet, aggressive or ambitious. It is understood as the charactersistic pattern of behaviour and modes of thinking that determine a person's adjustment of the environment. It is an integrating and organising agent between physiological and psychological facts of an individual. There are many factors that play a major role in personality formation and development. The major categories are: (*i*) Biological factors (*ii*) Family and social factors (*iii*) Situtional factors and (*iv*) cultural factors.

Q.2. (*a*) What socio-psychological factors cause barriers to effective communication.? **(5)**

Ans. Socio-Psychological Barriers: It is one of the major barriers of communication. People have personal feelings, desires, fears and hopes, likes and dislikes, attitudes, views and opinions. They form a sort of emotional filer around the mind and influence the way they respond. Factors like the time, the place and the circumstances of a particular communication also influence our understanding and response.

(*a*) **Self-Centred attitudes:** We always tend to see and hear everything in the light of our own interests and desires. Due to these we don't pay enough attention to those messages which do not interest us. Self-centred attitudes may prevent us from seeing the point of view of others. If we look at everything from the point of view of our own interests and desires, we miss some useful information and develop narrow ideas.

(*b*) **Group Identification:** We have the tendency to get along with some group by which our values and opinions are influenced. All people have a sense of belonging to a group, like family, the larger family of relatives, people of our locality or city, age group, language group, religious group and so on. The disagreement between parents and children is based on the difference in age group. There are differences of opinion between male and female due to gender values and attidues.

(*c*) **Self-image:** We tend to project an image of ourselves in the society. Self-image is our idea about what we are, what we look like and what impression we make. It is a mixture of truth and exaggeration.

(*d*) **Selective Perception:** Based on our needs, motivations, background, experience and other personal characteristics, we see, read or hear. We project our expectations into the communication as we interpret the message. We may perceive the real content of the message.

(*e*) **Filtering:** It is the process of reducing the details of a message. A person who passes an information to another may not be the same when the second person passes on to the rest. What happens is, in the role of a sender we may curtail some information or some information is changed and lost in this way. At each level, the information gets edited according to what the person thinks is important for the boss The more the levels of hierarchy in an organisation, the greater is the filtering and loss of information.

(*f*) **Status Block:** A person who is in senior position in an organisation is always conscious of his/her status and is not willing to receive any suggestions from subordinates. Such people often develop a feeling that they know everything about how to run the business. They don't agree that even the juniors may have good ideas. Due to status consiousness the good ideas of workers are unheard or unnoticed.

(*g*) **Poor Communication Skills:** Lack of skill in writing and in speaking prevents a person from framing the message properly. Oral communication is ineffective when a person has nervousness or inhibitions to face the audience.

(*i*) **Organizational barriers:** In an organization, the rules and regulations, prescribing the different sub-matter along with formal communication may restrict the flow of messages and act as hindrance in the communication process.

Loss of distortion of information: When the information is passed on in downward movement, it may be misinterpreted or some important information is neglected which causes the loss of information. Studies have shown that in downward communication the information is filtered from upper level to the lower level. The employess at the lowest level receive only 20% of the information that they should get. It occurs in upward communication also.

(*b*) **Lack of understanding:** Circulars, bulletins, notices and even letters are not always read carefully by the employees. Many employees are unable to read and understand long messages. Even educated persons at higher levels do not always give proper attention to all written communication.

(*c*) **Communication gap:** The relationships between boss and subordinates in an organizational structure also restricts the free flow of communication specially in upward communication. The greater the difference in hierarchical position, the greater is the communication gap between employees and executives. In such cases the employees are expected to contact their immediate bosses. In such circumstances the upperlevel management is portrayed either with exaggerations or understatements by the middle level bosses. This leads to distrust and disappointment among employees and disruption of the congenial communication environment.

Q.2. (*b*) Describe the four quadrants of Johari window self-awareness process. **(5)**

Ans. Johari window Model is a simple and useful tool for understanding and training self-awareness, personal development, group development and inter-group relationships. It was developed by American psychologists Joseph Luft and Harry Ingham in 1950's. This model is also known as 'disclosure/feedback model of self awareness.'

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This model emphasizes on the influence of soft skills and behavioural skills of an individual. It classifies behaviour in a matrix form. The four perspective are called 'regions' or 'areas' or 'quadrants'. Each quadrant contains the information-feelings, motivation etc. in terms of whether the information is known or unknown by the person, and whether the information is known or unkown by others in the team.

The following is the standard representation of Johari. Window:

		Self	
		Known	Unknown
Others	Known	1 Open/Free Area	2 Blind Area
	Unknown	3 Hidden Area	4 Unknown Area

The four quadrants consisting of Johari window model are: (*i*) Open (or) Public (*ii*) Blind (*iii*) Hidden (or) Private (iv) Unknown.

(*i*) Open (or) Public: This quadrant displays behaviour, attitude, feelings, knowledge, views etc, known by one self and by others. The type of communication is well-known for its openness. This open free area represents the space where good communication and cooperation occur without any distractions, conflicts and misunderstanding.

(*ii*) Blind: It displays behaviour, attitude, views and feelings known to others in the group, but is unknown by the person. (himself/herself). In this form of communication, the individual is well aware of others but not about himself or herself. In other words they are ignorant about oneself. It is not an effective or productive space for individuals or groups. Unknowingly, the individual may create problems to others. Others too feel scared to convey this aspect since they feel they may hurt his or her feelings. To reduce the blind, hidden or unknown areas the members of the group should strive to increase their open free areas.

(*iii*) Hidden: It indicates behaviour, feelings, attitude, motivation etc, known to self and unknown to others. It represents information and feelings, of a person is not revealed to others but kept hidden from others. It is because of the individual fears, hidden agendas, sensitivities, the true attitudes or feelings of the individual may remain a secret from other.

(*iv*) Unknown: It displays feelings, behaviour and attitude unknown to self and unknown to others in the group. The individual does not know himself or herself and does not know about others. This can be prompted through self-discovery or observation by others or through natural discovery.

Q.3. (*a*) Transcribe the following words. **(5)**

Pleasure, Academic, technological, Communication, Information

Ans.

(*i*) Pleasure – /pleʒə/

(*ii*) Academic – /ækə'demɪk/

(*iii*) Technological – /teknə lodʒɪkl/

(*iv*) Communication – /kə mju nɪ'keɪʃn/

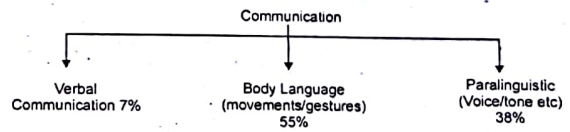
(*v*) Information – /ɪnfə'meɪʃn/

Q.3. (*b*) Explain the importance of non-verbal communication. **(5)**

Ans. Communication: Non-verbal communication is communication without using words. Communication conveyed through signs and gestures is called non-verbal communication.

Non-verbal communication methods may be visual or auditory (aural). Visual methods are represented through signs, pictures, colours etc,. We can say that visual methods are the methods those are seen; auditory methods are those who are heard (e.g.) bells, horns, whistles etc.,

While conveying a message orally, we tend to use non-verbal communication quite often. The different aspects of communication in terms of percentage is given below:



Therefore, non-verbal communication, requires serious consideration.

It is the reflection of our thought, feelings and position

Importance of Non-verbal Communication: As Paul Ekman, Psychologist opines, we talk with our vocal cords but we communicate with our facial expressions, our tone of voice, our whole body". The non-verbal methods auditory as well as visual have instant effect based on the quick perception by the receiver of the message. For instance the time taken to have a look at a picture for understanding is comparatively lesser than converying through words.

Non-verbal methods are used to convey speedy and quick conveyance. Some of them are discussed below:

(*i*) Visual representation such as charts, pictures, tables, graphs etc, are used to convey ideas related to geography, maps, economy etc. One picture will represent abundant material which might require several pages to convey in language.

(*ii*) Non-verbal communication is essential especially for traffic signs and signals since people do not have time to read instructions. It is the colour red or green, that tells the driver whether he has to stop or proceed . Horns or whistles help the pedestrains to be alert while crossing roads.

(*iii*) Any one will get attracted by the colours, pictures or sounds and respond at once compared to any language. For instance, watching cricket in TV is more interesting and effective than on the radio.

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(*iv*) Even symbols like danger, a skull and cross-bones are used for warning which is understood by the illiterates. Hence these methods are used to convey messages to those people who may not read and write.

Q.4. Explain the characteristics of effective leadership. **(10)**

Ans. Leadership is the quality of leading a group by persuading others to achieve group goals. The actual leader gives guidance or directions to the group members to achieve the target. He has the capacity or ability to lead others. He helps to create and shape the organization on scientific lines by assigning appropriate roles to individuals as per their capabilities. His role is to have good nexus with the management and the workers.

Characteristics of leadership:

(1) Leadership involves the process of guiding and motivating: An actual leader initiates, guides and motivates the team to achieve the organizational goals.

(2) Promotes interest in work: The actual leadership lies not only leading the team but motivates and encourages subordinates to take active participation and interest in the work assigned to them and give the best reults.

(3) Dynamic and continuous Process: Leadership is continuous and dynamic process. It is a continuous activity of guiding and encouraging subordinates for improving their performance and contribution towards organizational objectives.

(4) Goal-oriented: Leadership is goal oriented. It is the process of influencing the group to achieve the goals in a given situation.

(5) Situational: An ideal leadership is always situational. The duty of the leader is to study the prevailing situation and provide opportunities to his subordinates for appropriate leadership.

(6) Interaction: Leaders have to interact with their subordinates to influence them. Unless a leader has proper communication with his/her subrodinates, the task/ work cannot be done by them.

(7) Role - model: A Leader is always inspired by the followers. An actual leader accepts his failures and responsibility to his subordinates, at the time of crisis. Such leaders are considered as role-models by the followers.

SECOND TERM EXAMINATION [NOV. 2015]
FIFTH SEMESTER [B.TECH]
COMMUNICATION SKILLS FOR PROFESSIONALS [ETHS–301]

Time : 1.30 hrs. **M.M. : 30**

Note: *Attempt three questions including Q.no.1 which is compulsory.*

Q.1. (*a*) Differentiate between Memo and Letter. **(10)**

Ans. 'Memo' is a short form of memorandum which refers to a reminder or a notification of an important item. Memos are often informal, with less attention to structure, formatting, grammar and quality of paper. Letters are more formal and sent outside the company. They can include request for information or classfication; responses to customer complaints or queries; proposals to vendors etc. A letter is usually written on a letter head with the data, the address of the recipient and salutation such as "Dear sir/ Dear Mr. Sam". A memo states the purpose of communication in the first sentence followed by information on addressing the who, what, where why, when and how of the contents. A letter starts with the reason for writing and then addresses the reason. A letter provides more data/than a memo.

Q.1. (*b*) What is stress interview.

Ans. Stress interview is a legitimate and effective way to predict a candidate's performance at work. The candidate who handles stressful interviews with confidence and grace will handle work stress in a similar fashion. The purpose of this interview is to put candidates on the defensive.

Types of Stress Interview Tactics:

1. Aggressive Questions: The interviewer may ask questions such as "Why were you fired?"

2. Unexpected Interview behaviour: The interviewer may irritate the candidate by asking the same question several times, pretending as if he did not understand your answer.

3.Puzzle interviews (or) brain teasers: They may ask question like "what is before you?" and they offered the candidate coffee. The candidate said 'tea' (the alphabet '*t*' comes befor '*u*').

4. Case interviews: It tests the knowledge of case analytical skills, communication skills etc.,

Q.1. (*c*) Explain Listening as five step process.

Ans. (*a*) **Sensing:** The listenser physically hears the message because the sound waves fall on the ear drum, as a result he/she perceives the sounds.

(*b*) **Recognizing:** The listener tries to recognize the sounds in a specific context. The listener, with full concentration, focus his attention by trying to anticipate the speaker's utterances.

(*c*) **Interpreting:** In this process the listener starts decoding the message. As he/ she listens, he/she applies his/her own values, beliefs, needs, ideas etc, to interpret the speakers message. The listener tries to interpret the non-verbal messages too, so the accuracy of the interpretation of the message also gets increased.

(*d*) **Evaluating:** After understanding the message, the listener evaluates it critically. The listener assesses its strengths and weaknesses, its accuracy, reliability and feasibility.

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(e) Response: The listener is ready to react and respond for the messages that he got from the speaker. At this stage the listener can accept, understand or even reject the speaker's message due to indifference.

Q.1. (d) Define GD and its purposes.

Ans. The term 'group discussion' refers to an oral communication in a group to discuss some important issues. The groups may be in small number (maximum 8). The purpose is to get the views of the participants to arrive at a consensus. Group discussion is also used to find out the ability of a candidate for a job. GD is conducted to judge team spirit and capability of a candidate. It helps to find out analytical thinking and leadership quality of a candidate.

Q.2. (a) Draft a resume along with a cover letter for the post of a software engineer. (10)

Ans.

14, M.G. Road
Bangalore - 43
12.5.2015

The Manager
Cognizant Technology Solutions
Hyderabad – 500 012.
Dear Sir/Madam

Sub: Application for the post of Software Engineer.

With reference to your advertisement dated 6th May 2015, in "Hindustan Times," I would like to apply for the post of Software Engineer.

I am a post graduate and have 5 years of experience as per the requisite. I wish to say that I am also one of the university rank holder.

Herewith I enclose my resume for your perusal and consideration. If I am selected, I assure you that I will do my best.

Yours faithfully
a b c
Encl: Resume

RESUME

Name	:	Mr. Patil
Age	:	28 years
Gender	:	Male
Date of Birth	:	5th may 1986
Address for communication	:	56, K.G. Marg. Phase - 1 New Delhi - 22 Mobile No : 9996912310 E-mail ID : Patil @ gmail. com

Educational Qualification:

Degree + Subject	Year of Passing	%	Institution University
B.Tech CSE	2006	86%	IP University
M. Tech CSE	2008	82%	Punjab University

Experience:

Name of the company	Post	Duration	Years
TCS Bangalore	Software Engineer	2009 – 2012	3 years
Infosys Bangalore	Software Engineer	2012 – 2014	2 years

Training:

Year	Post	Company
2008 – 2009	Trainee	ABC Software Limited Gurgoan, Harayana

References:

1. Dr. Ramesh Sharma
   Director
   Indian Institute of Technology
   Kharagpur – 721301
2. Dr. S.P Das
   Managing Director
   ABC Software Limited
   Gurgoan, Haryana – 23.

OR

Q.2. (b) Give an example of full block style standard format of business letter. 10

Ans. Complete-block style: All parts of the letter except the printed letter head, are aligned with the left margin. A letter in this form saves more time because indentation is not required for any part. An example of this style is given below:

KALRA ENGINEERING WORKS
5/44, Bhagat Singh Marg, Ludhiana-141001

14 September, 2001
The Financial Manager
National Development Corporation
22 Mahatma Gandhi Road Mumbai – 400055

Dear Sir

Thank you for your letter No. TR-43/30008 of 5 September, 2001. Your cheque No. P4387 of 4 September, 2001 is for Rs 1959.00 whereas our Bill No. KLW 10057 of 20

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August, 2001 was for Rs 1995.00. It appears to be a copying mistake; the wirter of the cheque has reversed the last two digits.

I am sorry to bother you for a small amount but you will appreciate that we have to account for the goods supplied. I, therefore, hope you will not mind sending another cheque for the correct amount. I am returning your cheque No. P4387.

Yours faithfully

B.C. Tandon
Materials Manager
BCT/lg
Encl:I

Q.3. (*a*) What is audience analysis. Describe three phases of audience analysis. **(5)**

Ans. Audience analysis is the process of examining information about your listeners. This type of analysis makes you to adopt your message as per the audience.

For example, if you had gone for a party the night before, you would explain the party differently to your friends and family. If you are reporting to your mother, you might say, "I had fun with my friends" To your best friend you might say "we had fun and frolic throughout night and there were thousands of people". In each of these situations, you are adapting your message to your listening audience.

There are three phases in audience analysis: (*i*) adaptation before (*ii*) during and (*iii*) after the speech.

(1) Adapting to your audience before you speak

When we analyze our audience, there are three ways to do this: (*i*) demographic analysis (*ii*) attitudinal analysis and (*iii*) environmental analysis.

(*i*) **Demographic analysis:** It involves age, gender, culture ethnicity, race, religion and educational level. Before delivering any speech to the audience, there are certain factors to be considered. One of the main factors is '***age***'. We need to analyse the level of audience. Only through the factor of '**age**' we can stoop down to their level. 'Gender' is another factor. We have to consider the ratio of men and women in the class. Also we have to make sure that we do not use any gender biased language, stereotypes or make jokes about gender. Another sensitive subject is '**religion**'. We have to be very careful when we speak about different religions because people feel very strongly about their beliefs. And finally, the education background of your listeners can help your choice of vocabulary, language style, and your use of examples.

(*ii*) **Attitudinal analysis:** It addresses the audiences' attitudes, beliefs and values.

- An **attitude** defines what a person likes or dislikes. Whenever we chose a topic for speech, we have to find out the audiences, attitudes towards the subject.
- A **belief** is what you believe to be true or false. You may believe that movies destroy the minds of young teenagers.
- A **value** is "a person's" beliefs or standards". It is very important to find out before your speech the attitudes of the people about your subject.

(*iii*) **Environmental Analysis:** It is an analysis on the seating arrangement, the number of people likely to attend and the room lighting.

(2) Adapting to your audience as you speak

While delivering speech if you feel that your audience is not paying attention, you can use the following tips to grab their attention.

- To get positive response from your audience:
- Try to talk more to the audience
- Tell a story
- Use examples and illustrations.
- Pause for dramatic effect
- Motivate the listeners
- Use appropriate humour
- Ask for feedback or ask questions.

Some non-verbal audience cues are:

- Eye contact – Whether the audience is looking at you
- Facial Expression – Whether are they responsive?
- Restless movement – Are they restless?
- Non-verbal responsiveness– Do they respond by nodding or shaking their heads

(3) Analysing your audience after you speak

After the speech, you can analyse the audience through the following ways. They are: (*a*) nonverbal (*b*) verbal (*c*) survey and (*d*) behavioural responses.

Q.3. (*b*) Visual aids make presentations elaborative. Explain. **(5)**

Ans. The use of visual aids, coupled with good public speaking skill will make presentations effective. While designing the presentation, establishing the objectives, planning and organizing the material, using appropriate visual aids are the essential ingredients.

Visual, aids help reaching audience through clear pictures. They multiply the audiences level of understanding of the material presented. This will not only reinforce the message but also clarify points and create excitement.

Visual, aids add impact and interest to a presentation. They enable to increase the audiences understanding and retention level. With pictures, the concepts or ideas will be clear to the audience.

Visual aids are prepared to reinforce the major points, stimulate the audience and work well in the physical setting of the presentation.

Visual aids and audio-visuals include a wide variety of communication products, including flip charts, overhead transparencies, slides, audio-slide shows and video tapes. If visual aids are poorly selected or inadequately done, they will distract from what you are saying. Following are some of the tips on preparing visual aids.

Tips on Preparing Visual Aids:

- Start with an outline.
- Each visual slide should contain only a single message.
- Do not read straight from your visuals.
- Give handouts to participants of various graphic aids used in the presentation.
- Use charts and graphs to support the presentation of statistical data.

Q.4. Describe the structure of technical report. **(10)**

Ans. The structure of a report and the purpose and contents of each section is given below.

The first ten elements are collectively termed as front matter because they appear before the main body. The last five are knwon as the back matter, because they follow the main body.

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Front Matter

1. Cover
2. Forntispiece
3. Title page
4. Copyright Notice
5. Forwarding Letter
6. Preface
7. Acknowledgements
8. Table of contents
9. List of illustrations
10. Abstract and summary.

The title page consists of the title of the report, name and submission date.

An abstract tells in concentrated form what the report is about, whereas a summa gives the substance of a report. The table of contents consists of list of numbe sections in report and their page numbers.

Main Body

11. Introduction
12. Discussion (or) Description
13. Conclusions
14. Recommendations

The introduction deals with an outline of reports' structure. The body deals wi heading and sub-headings which reflect the contents of each section. It includ information on method of data collection (if applicable), the findings of the report a discussion of findings in light of theory.

The conclusion states the major inferences that can be drawn from the discussi and recommendations.

Back Matter

15. Appendices
16. List of References
17. Bibliography
18. Glossary
19. Index

The back matter consists of list of reference material consulted during research l report. Appendices give information that supports your analysis, in the form of tab questionaires etc.

END TERM EXAMINATION [DEC. 2015]
FIFTH SEMESTER [B.TECH]
COMMUNICATION SKILLS FOR PROFESSIONALS [ETHS–301]

Time: 3 Hrs. **MM : 75**

Note: *Attempt all question as directed. Internal choice is indicated.*

Q.1. Write short notes on any five of the following: **(5×5=25)**

Q.1. (a) Attributes of a good essay

Ans. A good essay should give a complete and honest picture of the topic. It should be written within the length requirements. It should be written in such a way that it motivates the readers. It should have an opinion statement. It should consist of clear ideas, a purpose or focus, specific ideas and details. It should have a beginning, middle and an end and be well ogranized and easy to follow. Our writing should connect with the audience. Good essay should have specific nouns, verbs and proper word choice. Sentences should vary in length with a variety of sentence beginnings. The writing should flow smoothly from one sentence to another. The topic should be stated clearly. Provide facts, examples and quotations for support. Use simple and polished language. It should create a main impression-an overall effect, feeling (or) an image about the topic among readers. Finally it should be edited for grammar, punctutation and spelling so that the writer's ideas can be easily understood by the readers.

Q.1. (b) Speech mechanism

Ans. The steady stream of air as we exhale is the energy source for speech production. Sounds which come from our mouth, or even our nose, are the result of interruptions of a stream of air moving from the lungs through:

- Trachea
- Larynx
- Pharynx
- Oral cavity
- Nasal cavity

The speech process itself consists of 3 structures:

(1) Structure of respiration.

(2) Structure of resonation

(3) Structure of articulation

The first structure, **structure of respiration,** is the structure which is our power source to speak.

The organs involved in respiration are the trachea, rib cage, thorax, abdomen, diaphragm and lungs.

The second structure, structure of resonation, is the structure which vibrates/makes sound. The organs invovled in this structure are the larynx and the vocal cords/folds. The vocal cords are part of the larynx. The vocal cords are the organ responsible for sound.

The third structure, structure of articulation, is responsible for creating different sounds of speech. The joining together of speech organs for production of speech sounds is called articulation. The organs involved in this structure is everything from the lips

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upto the vocal cords. This includes the lips, teeth, tongue, alveolar ridge, soft/hard pallate, and jaw.

Q.1. (c) Emotional Intelligence

Ans. Emotional intelligence is the ability to identify and manage your own emotions and the emotions of others. It helps us to identify, use, understand and manage our emotions in positive ways. to relieve stress, to communicate effectively with other and to overcome challenges. This ability allows us to recognize and understand what others are experiencing emotionally. It is commonly defined by four attributes:

(i) Self-awareness: The ability to recognize our emotions, thoughts and behaviour. It helps us to know our strengths and weaknesses and have self-confidence.

(ii) Self-management: The ability to control impulsive feelings and behaviours, manage emotions in healthy ways, take initiative and adapt to changing circumstances.

(iii) Social awareness: The ability to underestand the emotions, needs and concerns of other people.

(iv) Relationship management: The ability to maintain and develop good relationships communicate clearly, inspire and influence others, work well in a team and manage conflict.

Q.1. (d) Barriers to communication.

Ans. There are many obstacles and barriers to communication and these may occur at any stage in the communication process. The use of jargon may lead to confusion among the receivers. While communicating it is better to avoid unfamiliar and over-complicated terms. The main barrier is 'noise' which exists in the channel. It can occur in visual, audio-visual, written (or) physical forms. Technical noise refers to the network or technical problems in the phone or any electronic gadgets. Semantic barriers reflect in the form of language differences and difficulty in understanding.unfamiliar accents. Other important barriers are lack of attention, interest, distraction or irrelevance to the receiver. Expectations and prejudices of the people may lead to false assumptions, stereotyping, or incorrect conclusions. Communication varies greatly in different cultures. For example, the concept of personal space varies between cultures and between different social settings.

Q.1. (e) Voice modulation in presentation.

Ans. Voice modulation fine tunes the pitch or tone that helps the audience clearly hear and understand the lecture or presentation, delivered by the speaker. If you want to become a successful speaker, you have to work on voice modulation and variation. The speech organs lips, jaws and tongue help us modulating the voice. One of the important exercises is to read aloud everyday for a few minutes. This will help us to correct and improve our voice modulation. We can also record our speech on a device and listen to it later for any flaws. When we attend a meeting besides listening to the lecture, we should note carefully how effective speakers vary the pitch of their voice to match the thoughts, ideas and feelings they convey. While consulting a dictionary for meaning we need to know the correct pronunciation also. On every occusion wherever you speak practice the following tips:

- Try to use every opportunity to speak; practice and experience will give you the cofidence and power.
- Never deliver the speech in monotone; always use pitch variation and tempo.
- Speak normally at about 125 to 150 words per minute, don't be too fast.
- Pronounce words properly, putting stresses at the right syllables.
- Don't repeat phrases such as , "you see," I mean "what I meant,' Understand', okay? etc.

Q.1. (f) Feed-back

Ans. The purpose of giving feedback is to improve the situation or performance. We can't accomplish this by being harsh, critical or offensive. It doesn't mean that we should always be positive. Based on the context and situation negativity plays a role.

- **Be Timely:** Timely remark has to be made on the output or results.
- **Be Specific:** Try to come to the point. Avoid words like "never" "all" and "always" because the person will get defensive. Always discuss the direct impact of the behaviour and dont get personal or seek to blame.
- **Criticize in Private:** If you want' to criticize someone look for a safe place to talk about it.
- **Positive approach:** Start talking about the positive points first which help the person to feel comfortable and at ease.
- **Provide Suggestions:** Give suggestions to help the person grow and develop. Feedback is a two way process. One should know to give it effectively and how it can be receiverd constructively.

Q.1. (g) Routine Report

Ans. Routine Reports are prepared at short intervals. It is also known as periodic reports. All that the report writer has to do is to put a tick mark against certain items listed in the form or wirte very brief remarks against them. These reports are written usually for recording routine matters at regular intervals, e.g., confidential reports on employees, periodic reports on the progress of projects and report on inspection of equipments. Routine reports are further divided into many types. They are as follows:

- Progress reports
- Laboratory reports
- Inspection reports
- Inventory reports

Progress report: The frequency of progress reports depends upon the practice followed in an organization. They may be written and circulated at the end of each phase or a specified period of time or completion of a stage of work. If they are prepared at regular intervals, they are called periodic reports. They contain the following information:

- Data, Total work to be completed
- Work completed presently, work to be completed.

Laboratory reports: A laboratory report is an account of various steps, findings and conclusions put together in a logical order.

- Heading, Experiment No.
- Date
- Statement of analysis
- Appartus used
- Findings
- Conclusion.

Q.2. 'Soft skills are essential for the employee as well as the employer'. Discuss. (10)

Ans. Soft skills are certain skills possessed by the employees to be recruited in a company. Soft skill refers to:

- Professionalism (or) work ethic

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- Oral and written communication.
- Team work and collaboration skills
- Critical thinking or problem solving skills.

The above competencies are the key to success of young workers in 21st century workplace.

Classfication of soft skills: Soft skills can be classified into two broad categories

Personal Traits	Interpersonal Traits
• Time Management	• Team work and interpersonal skills
• Attitude	• Communication and networking
• Responsibility	• Empathy and listening skills
• Ethics, integrity and values	• Problem solving, trouble shooting and speed reading.
• Self confidence and courage	• Leadership.
• Consistency and predictabitity	

Time Management: Time management skills are very important for freshers and critical for their career growth. It is the skill of doing more in a given time. This is done by planning, organizing and scheduling one's time by looking ahead.

Parkinson's Law expostulated by cyril N. Parkinson (1958) states that work expands to fill the time available for its completion. This principle has profound influence on time management. As a direct implication of this, one must carefully assess and limit the amount of time needed for a job.

Attitude: Attitude exposes the true colour of the person. The reaction of a person in good and bad situations, in calmer, waters and stromy ones, are keenly observed by the management. Therefore it is crucial for the employee to keep a positive and professional attitude and demeanor at all circumstances.

Responsiblity: People those who can take full responsiblity of a task or an assignment and offer no excuses are seen as being dependable, by the employer. Due to the behaviour of an employee he has been given full ownership of any task by the management.

Ethics, Integrity, Values and Trust: The employee's ethics, integrity, values and trust worthiness are not taken lightly by the management of any company. Once if someone crosses the limits, he or she will be dismissed by the employer without any concern. So having a strong professional ethics is an important soft skill that reflects one's degree of professionalism at work. Business etiqutte and work ethic go hand in hand for employers. Following are some of the tips when once you are employed in a company:

- Dressing Properly for the work setting
- Punctuality at work place
- Using computers only for work-related tasks.
- Speaking to supervisors, peers and customers in a respectful manner.
- Don't gossip about office with your co-workers.

Self-confidence and courage: Self-confident and courageous leaders are easily identified by senior management of companies and are encouraged to solve complex tasks.

Consistency and Predictability: These two are the key terms in softskills. If a professional is not consistent in his communication, people will not belive him. This label makes him get away from the company by the employers. Something is with predictability too. If any team or an individual is classfied as being unpredictable in execution, the management will get disappointed.

Communication and networking: Networking involves talking with family members, friends and others about the employement goals, interests and desires. Networking is essential to find the right job. According to Cornell University's Career Centre, 80 percent of available jobs are not advertised. Therefore if someone is not connected to people, he or she may miss out many job opportunities.

Teamwork and interpersonal skills: Working on a team allows you to build closer relationship with your co workers, which can make any job more interesting. When working in a team, make sure that the workload is shared and that everyone is communicating. Positive interpersonal skills not only enhances the all-round productivity of an organization, but also creates a positive ambience in the organization. Interpersonal skills reduce stress and conflict and enhance intimacy and understanding.

Problem solving and critical Thinking: It refers to the ability to use knowledge, facts and data to effectively solve workplace problems. Employers are usually appreciative when new employees are able to offer insight and fresh perspective into better and more efficient ways of doing things.

OR

Q.2. How are 'self-assessment' and 'self-esteem' significant in personality development? **(10)**

Ans. Self-esteem: The term 'self-esteem' in psychology is used to describe a person's overall sense of self-worth or personal value. Self-esteem is one of the personality traits which involves a variety of beliefs about the self, such as the appraisal of one's own appearance, beliefs, emotions and behaviours.

Characteristics of Self-esteem: According to Braden (1969), there are three key components of self-esteem.

(1) Self-esteem is an essential human need that is vital for survial and normal healthy developement.

(2) Self-esteem arises automatically from within based on a person'a beliefs and consciousness.

(3) Self-esteem occurs in conjunction with a person's thoughts, behaviours feelings and actions.

As per Maslow's theory people need both esteem from other people as well as inner self-respect. There are different factors that can influence self-esteem. Genetic factors that help shape overall personality can play a role, but it is often our experiences that form the basis for overall self-esteem

Self-assessment: The term personality refers to a person's patterns of thinking, feeling and acting. Some aspects of personality are assessing oneself about career development.

Four themes for describing personality have been developed from the work of psychologist Carl Jung in a model and tool called the Myers-Briggs Type Indicator (MBTI). The model describes four areas of personality, with two possible preferences in each area. People have a natural preference in each area. These preferences are NOT about knowledge, skills or abilities, and there is no right or worng preference.

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Extraversion				**Introversion**
Preference for focusing on the outer world of people and activities.	⇐	Where you focus your attention and get energy	⇒	Preference for focusing on the inner world of ideas and experiences.
Sensing				**Intuition**
Perference for taking in information on specific facts and what is actually happening.	⇐	How you prefer to preceive information	⇒	Preference for the "big picture". Focused on the relationships and connections between facts.
Thinking				**Feeling**
Preference for deciding based on the logical consequences of a choice or action.	⇐	How you prefer to make decisions	⇒	Preference for deciding based on what is important to self and others.
Judging				**Perceiving**
Prefers a planned, Orderly approach in which things are settled.	⇐	How you orient youself to the outer world	⇒	Prefers a flexible spontaneous approach.

The combination of a person's preferences in these four areas comprises thier personality type.

Q.3. Discuss the significance of paralanguage in communication. **(10)**

Ans. Paralanguage: The term paralanguage refers to wide range of vocal characteristics like tone, pitch, speed of delivery, the use of pauses, stress etc.

Tone: There are three different types of tone used in a conversation. They are (*i*) Falling tone (*ii*) Rising tone and (*iii*) Fall-rise tone.

(*i*) **Falling tone** is used in an unfriendly manner. For instance, when a student comes late to the class, the teacher uses falling tone to show his anger.

(*ii*) **Rising tone** is used in a friendly manner

(*iii*) **Fall-rise tone** denotes insinuation.

2. Pitch: Pitch variation is used to attract the listeners. Generally newsreaders use variation in pitch to read different situational news.

3. Speed of Delivery: One should not speak so fast. If one speaks very fast, most of the words will not be intelligible to the receiver. One should speak slowly with proper use of stress and pauses.

4. Pauses: Punctuations like comma, semicolon, colon, full stop (period) are used to denote break of words/sentences in written communication. In oral communication, pauses are used to give break-ups. Newsreaders are the best example for giving pauses when they read different news items.

5. Stress:

(*i*) In words consisting of two or more syllables, some syllables are stressed to suggest change in meaning. In Nouns and adjectives the first syllable is stressed while in verbs the second syllable is stressed.

'increase (noun)	in'crease (verb)
'absent (adj)	ab'sent (verb)
'permit (noun)	per'mit (verb)

(*ii*) In a conversation, the important words are stressed to show the importance of the message (e.g) 'I have done the assignement (I myself)

I have' done the assignement, (I have completetd).

I have done' the assignement. (Completed only the assignment and nothing else.)

6. Speech Breakers: Normally in an utterance we find people using 'oh' er', you know', 'I mean' to express the state of the mind while speaking. Sometimes they fumble since they don't get the right words at the right place. They are used as fillers in a conversation.

OR

Q.3. Transcribe the following words and mark stress on them; 'coffee,' 'systematic', 'corpus', 'thread', 'breathe', 'engineer', 'chef', 'introduction,' 'employee' and 'brunette'. **(10)**

Ans.

(1) Coffee- /kɒfi/

(2) Systematic _ /sɪstə'mætɪk/

(3) Corpus – /kɔ:pəs/

(4) thread – /θred/

(5) breathe – /bri:ð/

(6) engineer – /endʒɪ'nɪə/

(7) chef – /ʃef/

(8) introduction – /ɪntrə'dʌkʃn/

(9) employee _ \emplɔɪ'i:\

(10) brunette – /bru:'net/

Q.4. Prepare a cover letter and resume for a candidate applying for the post of Assistant Engineer in a construction company. **(10)**

Ans.

Covering Letter

20, M G Road
Gandhi Nagar
Gujarat – 31
27-3-2016

The Manager
L & G Construction Company
Mumbai - 54

Dear Sir,

Sub: Application for the post of "Assistant Engineer"

Ref: Advertisement dated 25th March 2016, in "Times of India"

I read your advertisement for the post of "Assistant Engineer" dated 25th March 2016, in "Times of India" and I wish to apply for the same.

I am a post-graduate in civil Engineering, from Nirma university. I have three years of experience in the same field.

Here with I enclose my resume with full details of my educational qualification and experience for your perusal and consideration. Also I assure you that I will do my best if I am selected.

Yours sincerely

Ram Patil

Encl: Resume

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RESUME

Name	:	Ram Patil
Address	:	20, M.G. Road Gandhi Nagar Gujarat - 31 Telephone: 09910234516
Gender	:	Male
Marital Status	:	Unmarried
Languages known	:	Hindi, Gujarati, English and French
Religion	:	Hindu

Educational Qualification:

M. Tech Civil Engineering	:	Completed in 2013 From Nirma University. Percentage obtained : 82%
B. Tech Civil Engineering	:	Completed in 2011 from DTE, Delhi. Percentage obtained: 79%

Work Experience:

Name of the company	Post	Duration	Year
1. XYZ Company, Gujarat	Junior Engineer	2013 – 2014 July July	1 year
2. ABC Company, Delhi	Assistant Enjineer	2014 – till Aug date	2 years. (approx)

References:

1. Dr. V.K. Gupta
   Joint Secretary
   Gujarat Promoters.
   Gujarat – 26002
2. Sri Barun Mitra
   General Manager
   M and T company
   Delhi – 110056

OR

Q.4. Discuss the structure of a formal report. **(10)**

Ans. The report is divided into 3 parts. They are;

(1) Front matter; (2) Main body and (3) Back matter

The Front Matter consists of the following:

1. Cover; 2. Frontispiece; 3. Title page; 4. Copyright notice; 5. Forwarding letter; 6. Preface; 7. Acknowledgement; 8. Table of contents; 9. List of illustrations; 10. Abstract and summary.

Main Body:

11. Introduction; 12. Discussion or Description; 13. Conclusions; 14. Recommendations

ack Matter

15. Appendices
16. List of References
17. Bibliography
18. Glossary
19. Index

The title page consists of the title of the report, name and submission date. The mmary gives an overview of subject matter, methods of analysis, findings and commendations. The Table of contents is a list of numbered sections in report and eir page numbers.

Introduction gives an outline of the report. The body consists of headings and sub-adings which reflect the contents of each section. It includes information on method of ta collection, the findings, and discussions.

The conclusion states the major inferences that can be drawn from the discussion d makes recommendations.

The back matter consists of list of reference material consulted during resarch for port. Appendices consist of some supplementry materials.

Q.5. Discuss the 'dos' and 'don'ts' of a good presentation. **(10)**

Ans. Do's:

(1) Proper Preparation: For any sort of presentation proper presentation is a st. One should make sure of the working condition of the equipments, irrespective of HP (Over Head Projector) or power point projection. One should prepare notes legibly d should practice/rehearse at least 2 or 3 times before the original presentation front of the audience.

(2) Introducing oneself: This is an ice-breaking activity. One should give short, levant introduction even if some of the audience know him/her personally.

(3) Eye-contact: Maintaining eye contact shows your confidence in what you are ying, and helps to build rapport with your audience. If you feel uncomfortable, look ay for a few seconds or glance around the room. Around 10 seconds of good eye contact a time is a good guideline. Just try not to concectrate on one person in particular.

4. Encourage Participation: The most effective presentation usually involves a r amount of audience participation. Try to make them involve by asking some estions. Also introduce visual aids in presentations such as graphs,charts and other ormation which is better represented with imagery.

5. Have a back-up plan: Sometimes physical barriers play a vital role while senting. So, it is Better to write some hints on 'cue' cards as a back-up plan if ything goes wrong with your equipment.

6. Voice mudulation: Work on your intonation Don't be monotonous while presenting. ange your modulation of speech using falling tone, rising tone or fall-rise to grab the ention of the audience. Keep the newsreaders as role-models.

Dont's:

(1) Don't get Panic: The very first step is to avoid any dry-mouth moments, always e a drink along with you. Don't be nervous. You should learn as to how to control your rvousness. Even if you are nervous, don't explicitly show it to the audience. You can e the podium to avoid your inhibitions. Other tips include taking deep breaths, pausing th for dramatic effect and for you to gather your thoughts), and smiling.

(2) Don't read from a script: Proper presentation and proper eye-contact is portant to engage the audience thoroughly. The best way to demonstrate both of se is to have learnt exactly what you are going to say before hand. The screen should

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be used as a point of reference only. Avoid reading from the slides. Keep a few bulle points on flash cards apart from the slides. It gives good impression amongst th audince.

(3) Don't speak too fast: No one can follow your speech if you are too fast. Wit that in mind, always be aware of your pacing. Give necessary pauses and stress th important points.

(4) Avoid repetition: Lack of preparation makes you look unprofessional. Don repeat the points again and again. It clearly shows that you have made a bad powe point slides, Don't expose your ignorance. Avoid cut, copy and paste work. Show th audience that you are a knowledgeable person and stuff-worthy.

(5) Avoid Crowding of words and Materials: Don't keep too many material infront of you. You may get puzzled; which one to start first. Avoid crowding of words i slides. Make it simple, short and clear. Use proper backgrounds while preparing slide It is better to have light colour background and dark colour fonts.

OR

Q.5. What are the essentials of good listening? (10

Ans. There are ten important principles of effective listening

1. 'Stop talking' Unfortunately, most of us are more prone to talking than listenin Generally we are more interested in what we want to say than in what we are being tol So we must stop talking before we listen.

2. 'Put the talker at ease' If the speaker is not at ease he will not be able to do h job satisfactorily. So it is very important for the listener/listeners to make the talke comfortable.

3. 'Show the speaker that you want to listen.' The speaker must be given t understand that the listener/listeners are eager to listen. Hence it is important not t distract the speaker by looking at your watch, reading some book or newspaper o looking away from him. Moreover, you should give the speaker the impression that yo are listening to him to understand rather than to oppose.

4. 'Remove distraction' Certain activities like tapping with a open or penc shuffling papers or passing something along distracts the speaker.

5. 'Empathize with the speaker' True exchange of information can take pla only if we place ourselves in the position of the speaker. This way we will be able t appreciate his point of view and build up a climate conducive to communication.

6. 'Be patient,' Patience pays. This saying holds good in every situation. We shoul give enough time to the talker. There are all kinds of talkers. Some get to the point ver quickly, while some take a lot more time. So we must give the speaker enough time t come to his point in his own way We must not be" tempted to interrupt.

7. 'Hold your temper' Anger is the worst enemy of communication as it build walls among the participants in the communication event..It hardens their positio and blocks their minds to other's words.

8. 'Go easy on argument and criticism' As Dale Carnegie has very succinctl said, you cannot win an argument. Argument and criticism do not lead anywhere. On th other hand, argument and criticism put the speaker on the defensive and make hi angry.

9. 'Ask question' Putting question shows an open mind. It shows that you a listening. It shows that you are getting the message and also giving the feedback.

10. 'Stop talking' This is the last as well as the first commandment. All oth commandments or rules of listening depend on it.

Q.6. Describe 'inside citation' and 'bibliography'. Give two examples in appropriate format. (10)

Ans. Bibliography: A bibliography is an alphabetical list of the sources–books, magazines, newspapers, CD–ROMs, Internet, interviews- that have been consulted in preparing the document. This list is used to acknowledge and give credit to the sources of words, ideas, diagrams, illustrations, quotations borrowed, or any materials summarized or paraphrased, give the readers information to identify and consult the sources, and provide the readers an opportunity to check the sources for accuracy. The section may be named as *References* or *Sources* if it includes works consulted but not mentioned in the report. The section may be called *Works Cited* if only the works that are mentioned in the report have been included. The details that are required to prepare a bibliography are:

- Author names
- Place of publication
- Date of publication
- Title
- Publisher's name
- Page number(s) (for articles from magazines, journals, periodicals, newspapers, encyclopaedia, or anthologies)

Besides providing a bibliography, some writers prefer to cite reference in the text. Acknowedging the source in the text manifests the extent of research done in developing the document and helps build credibility among the readers. Many writers mention a creditable source's name several times to persuade their audience.

Citing Works within the text: To cite sources, the author's name year of publication, and the page number of the source are usually cited in parentheses at the end of the sentence, before the final period:

Thus acquiring skills in composition enhances one's proficiency in language; (Thomas 1997, 101-102).

If the author's name is used in the sentence, only page numbers can be mentioned As Thomas (1997, 101-102) observes, 'Thus acquiring skills in composition enhances one's proficiency in language.

If the whole work is referred rather than a specific section, any reference in parantheses can be omitted.

According to Thomas, acquiring skills in composition enhances one's language proficiency.

Apart from the author-date-page number style, reference can be cited in the form of footnotes or parenthetical numbers.

OR

What are the characteristics of an effective professional writing? (10)

Ans: The following are the principles of good communication

(1) COMPLETENESS:

(*i*) Your business message is complete when it contains all the facts, the reader or listener needs for reaction you desire.

(*ii*) Communicators-senders and receivers differ in their mental filters, they are influenced by their backgrounds, viewpoints, needs, experiences, attitudes, status and emotions.

(*iii*) Because of these differences, communication senders need to assess their messages through the eyes of receivers to be sure they have included all relevant information.

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(*iv*) Provide all the necessary information like WHO, WHAT, WHERE, WHEN, WHY, HOW?

(*v*) Answer all questions asked.

(*vi*) Give the extra information when desired.

(2) CLARITY:

(*i*)It means getting the information from your head of your reader accurately.

(*ii*)The message should be put in simple terms to ensure clarity.

(*iii*)Words must mean the same thing to the receiver as they do to the sender.

(*iv*)The complex messages must be compressed into themes, slogans in order to ensure the clarity.

(3) CONCISENESS:

(*i*) Conciseness is saying what you have to say in the fewest possible words without sacrificing the other C qualities.

(*ii*) Eliminate wordy expressions.

(*iii*)Include only relevant material *i.e.* stick to the purpose of the message.

(*iv*)Avoid unnecessary repetition because it leads to dullness.

(4) CORRECTNESS:

(*i*) At the core of correctness is proper grammar, punctuation, and spelling.

(*ii*) However, a message may be perfect grammatically and mechanically but still insult or lose a customer.

(*iii*) The term "CORRECTNESS" as applied to business messages, also means the following three characteristics i.e. use the right level of language, check accuracy of figures, facts, and words and maintain acceptable witting mechanics.

(*iv*)Transmission of incorrect information to the superiors will lead to incorrect decision making.

(5) CONCRETENESS:

(*i*) It is an essential requirement of effective communication

(*ii*) Communicating concretely means being specific, definite, and vivid rather than vague and general.

(*iii*) Often it means using denotative (direct, explicit, often dictionary based) rather than connotative words (ideas or notions suggested by or associated with a word or phrase).

(6) CONSIDERATION:

(*i*) It means preparing every message with the message receiver in your mind.

(*ii*) You are considerate when you do not lose temper, you do not accuse, you do not charge them without facts.

(*iii*) The sender should adopt the human approach and understand the sentiments and emotions of the receiver.

(*iv*) The socio psychological background of the receiver must be understood.

(7) COURTESY:

(*i*) It involves being aware not only of the perspective of others, but also their feelings.

(*ii*) Knowing your audience allows you to use statements of courtesy.

(*iii*) Be sincerely tactful, thoughtful and appreciative.

(*iv*) Use expressions that show respect.

(*v*) Choose non-discriminatory expressions.

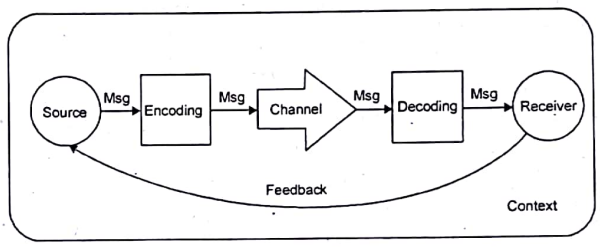
FIFTH SEMESTER [B.TECH.]
FIRST TERM EXAMINATION [SEPT. 2016]
COMMUNICATION SKILLS FOR PROFESSIONAL
(ETHS–301)

Time : 1.5 hrs. **M.M. : 30**

Note: ***Attempt any three question carry equal marks***

Q.1. (*a*) Describe the elements of communication cycle? **(10)**

Ans.



The communication Process

Communication may be defined as a process concerning exchange of facts or ideas between persons holding different positions in an organisation to achieve mutual harmony. The communication process is dynamic in nature rather than a static phenomenon.

Communication process as such must be considered a continuous and dynamic interaction, both affecting and being affected by many variables.

Seven major elements of communication process are:

(1) Sender: The person who intends to convey the message with the intention of passing information and ideas to others is known as sender or communicator.

(2) Ideas: This is the subject matter of the communication. This may be an opinion, attitude, feelings, views, orders, or suggestions.

(3) Encoding: Since the subject matter of communication is theoretical and intangible, its further passing requires use of certain symbols such as words, actions or pictures etc. Conversion of subject matter into these symbols is the process of encoding.

(4) Communication Channel: The person who is interested in communicating has to choose the channel for sending the required information, ideas etc. This information is transmitted to the receiver through certain channels which may be either formal or informal.

(5) Receiver: Receiver is the person who receives the message or for whom the message is meant for. It is the receiver who tries to understand the message in the best possible manner in achieving the desired objectives.

(6) Decoding: The person who receives the message or symbol from the communicator tries to convert the same in such a way so that he may extract its meaning to his complete understanding.

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(7) Feedback: Feedback is the process of ensuring that the receiver has received the message and understood in the same sense as sender meant it.

Q.1. (*b*) Explain Terminal and Instrumental values.

Ans: Values are of two types, both in the personal and organizational domains.

The two types of values are:

(*a*) Instrumental Values (*b*) Terminal Values

(*a*) Instrumental Values

Instrumental Values are **core values, permanent in nature**, comprise personal characteristics and character traits. Instrumental Values refer to preferable modes of behaviour and include values like honesty, sincerity, ambition, independence, obedience, imaginativeness, courageousness, competitiveness, and also some negative traits too. Organisations also have Instrumental Values (which can be ascertained from the organizational culture) and these are permanent in nature and difficult to change.

For example, the instrumental values of a PSU will differ from that of an MNC though both may be in the same business.

Instrumental Values are difficult to change.

(*b*) Terminal Values

In our personal lives, Terminal Values are those things that we can work towards or we think are most important and we feel are most desirable – terminal values are desirable states of existence.

Terminal Values include things like happiness, self respect, family security, recognition, freedom, inner harmony, comfortable life, professional excellence, etc

In a nutshell, **Terminal Values** signify the **objectives** of the life of a person – the ultimate things the person wants to achieve through his or her behaviour (the destination he wants to reach in life) whereas **Instrumental Values** indicate the **methods** an individual would like to adopt for achieving his life's aim (the path he would like to take to reach his destination).

This applies to organisations as well, and organizations too exhibit Terminal Values. However, Terminal Values can be changed and this can be seen when there is a change of top management or CEO.

Q.1. (*c*) Explain Grapevine as a channel of communication.

Ans: Informal communication is also known as grapevine communication because there is no definite route of communication for sharing information. In this form of communication, information converges a long way by passing from one person to another person leaving no indication from which point it started. This is quite similar to the vine of grapes. It is also difficult to find out the beginning and the end of the grapevine.

(1) Single Standard:

In this form of communication, a person says something to a trustworthy person who, in turn, passes on the information to another trustworthy person and in this way a chain starts moving.

This creates a sort of chain which has been shown in diagram. The signs of cross shown at the top and bottom of the diagram show that the chain can move up and down both ways up to any extent.

(2) Gossip Chain: In this form of communication, a person communicates something to a number of persons during the course of a gossip. A particular person in an organisation knows something specific that happens to be interesting. He tells this thing to all the members of his group and some other people also. Normally, such information is not related to the job.

For example, two employees of the organisation are going in for a love marriage and some particular person has got this information, he passes on this information to a large number of people. Gossip chain has been shown in diagram. In this diagram, Mr. A' is passing on his information to B, C, D, E, F, G, H, I, etc.

(3) Probability: In this form of communication, a person remains indifferent about the fact as to whom he should pass on the information. There are numerous people around him. He passes on the information randomly to somebody around him. Those who get the information also have many people around them.They also pass on the information randomly to somebody else. In this way, this chain moves. The diagram shows that A has four persons around-F, B, D and J but he passes on the information to F and D only.He has not deliberately chosen F and D but it happens as a matter of chance. The same is the position of F and D. F is passing on the information to K and G while D is passing on the information to H. This chain will continue to move in this manner.

(4) Cluster: In this form of communication, a person tells something to selected individuals. Those who receive the information further pass it on to another set of selected individuals.In this way, this chain moves on. In every organisation some people have good liaison with other persons. Such people pass on the information to persons of their choice with the purpose of getting some favour from them.

Cluster has been shown in diagram. This figure makes it clear that A passes on the information received to B, C and D. B and C do not tell it to anybody else but D tells it to E, F and G. Similarly, E and F do not pass it on to anybody else but G passes it on to H and I. In this way this chain moves on.

Q.1. (*d*) Describe active and passive articulators in speech mechanism.

Ans: In articulatory phonetics, articulators are the speech or vocal organs (above the larynx) that take part in articulation or production of sound. Articulators are divided into two types:

(a) Active articulators

(b) Passive articulators

Consonant sounds are produced when there is an obstruction of the airflow somewhere in the vocal tract. This obstruction is the point of contact between an active articulator and a passive articulator.

As the name suggests, active articulator is that organ which "moves" and passive articulator is that organ which that remains "stationary" or passive during articulation. Hence, during articulation, the active articulator moves towards the passive articulator and causes complete or partial obstruction of the flow of air in the vocal tract.

The tongue can be called as the main active articulator because the tip, the front, the back and the root of the tongue act as active articulators in the production of most of the sounds. For example, the tip of the tongue touches the alveolar ridge during the production of alveolar sounds like /t/, /d/, etc. Lower lip can also act as an active articulator during the production of bilabial sounds like /p/, /b/, /m/, etc. and labio-dental sounds like /f/, /v/, etc. Passive articulators occur in continuum in the vocal tract. Examples of passive articulators

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are alveolar ridge, soft palate, hard palate, etc. The speech sounds are mainly named after the passive articulators.

Q.1. (e) Define Emotional Intelligence.

Ans: In its simplest and most concise form emotional intelligence (referred to as EI or *EQ*) can be defined as the ability to perceive, assess, and manage one's own, as well as the emotions of others. There is, however, disagreement amongst psychologists as to the scope and depth that emotional intelligence encompasses.

For example, according to psychologist Dr. John D. Mayer, who has published extensively on emotional intelligence and co-developed a four branch model of it with Dr. Peter Salovey, the concept of emotional intelligence is frequently claimed to be many things it is not. Current popular EI literature often inaccurately equates it to other personality traits.

Perceiving Emotion - The capacity to accurately perceive emotions in the faces or voices of others. It provides the starting point for more advanced understanding of emotions.

Using Emotion to Facilitate Thought - The capacity to utilize emotion in guiding cognitive processes. A good system of emotional input helps in the contemplation of important matters. Emotions are also essential for creativity.

Understanding Emotions - Emotions convey information, therefore understanding emotional messages and the actions associated with them are central to this skill.

Managing Emotions - Emotions can be managed. Once the information behind the emotion is gathered and understood, it can be regulated and managed.

While the definitions of emotional intelligence vary in scope and depth, many believe that it is at least as important as traditional IQ which is why many companies now use EI testing to hire new staff. Here are some ways in which a high EI quotient is beneficial:

- Helps you relate well and cooperate with others in the workplace (understanding other people's emotions and motives)
- Helps you achieve your goals (cooperation with others, emotion management, maturity)
- Maintain satisfying personal relationships (by managing and balancing your emotions)
- Live a more balanced lifestyle (personal and emotion management)
- Respond to others with empathy and compassion
- Allows you to be more playful and creative (in touch with your emotions)
- Resolve conflict more easily.

Q.2. (a) Describe the objectives of downward communication. (5)

Ans: Definition of downward communication, when communication message flows form a superior to a subordinate, it is called downward communication. The managing director communicating with the departmental heads, a manager giving instructions to an assistant manager or a supervisor-all are engaged in the process of downward communication. The common purpose of **downward communication** is to give instructions and information to the subordinates.

Definition of downward communication

According to Dr. Urmila Rai, "Messages which go from the higher authority levels to the lower level are downward communication."

In the opinion of Newstrom and K. Davis, "Downward communication in an organization is the flow of information from higher to lower levels of authority."

Objectives of Downward Communication

The main objectives of **downward communication** are to send instructions and information to the subordinates. It is also used for some other purposes. The objectives of downward communication are discussed below-

- **To Give Direction:** Downward Communication is widely used to give directions to the subordinates by the supervisors. In most of the cases subordinates and junior staff are given instructions orally, individually or in groups.
- **To Explain Polices:** Downward communication is used to explain policies and organizational procedures to the lower level employees to make them completely understood.
- **To Distribute Workload:** Another important reason behind using **downward communication** is to distribute workload among the employees so that they can know their authority and the area of responsibility.
- **To Motivate the Employees:** Downward communication is used to encourage the employees to perform their job with sincerity so as to achieve organizational goals. Management uses it to motivate subordinates.
- **To Inform Job Rationale:** Downward communication is also used to give the subordinates information about the rationale of their job. It will help them understand the significance of their job in relation to the organizational goals.
- **To Appraise Performance:** Supervisors use **downward communication** to evaluate the performance of the employees so that they can know their forthcoming promotion or demotion.

Q.2. (b) Self awareness is one of the most important skills for career success. Elaborate. (5)

Ans: Self-awareness skills, as the term indicates, refer to one's ability to be aware of or to recognize his emotions, behaviors, beliefs, motivations and other characteristics such as strengths and weaknesses, such that it enables him to identify and understand himself as a separate entity.

Having self-awareness skills not only enables you to understand your own personality but also helps you apprehend other people, their perceptions about you, and your response to their actions. Apart from enabling you to understand, it also helps you to change your own thoughts and interpretations in an effort to alter some unwarranted emotions.

Why is self-awareness important

Developing self-awareness skills is important for learning about yourself and discovering your true capabilities, which may be vital for a successful career. Following are some of the most significant implications of self-awareness skills:

- **Improves emotional intelligence.** Developing self-awareness skills is the key to developing emotional intelligence as a skill. The self-analysis that you conduct will help you be aware of your own values which, if touched by any event or action, will generate certain emotional responses. When you have a better understanding of the problem, you can take more effective actions to address it.

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- **Gives a direction to your efforts.** Knowing your strengths enables you to utilize them more effectively and in appropriate situations. Whereas, knowing your weakness helps you figure out when you need to draw on the strengths of others. Also, acknowledging our weaknesses prevents us from reacting inappropriately at any point in time and from making disastrous decisions.

How to improve self-awareness skills

Knowing the importance of self-awareness skills for a successful career, you can try to improve them in the following ways:

- **Take personality tests.** Taking some free or paid online personality tests will give you a deeper insight into the person that you really are and will help you understand your own behaviors better. Some of these may also give you recommendation about the changes you can make in order to improve your performance at work.
- **Write a journal**. That's right. Keep a track of all your feelings and thoughts regarding day to day experiences. This process can be very enlightening since it makes you think about your true thoughts and feelings.
- **Ask for feedback actively.** Always encourage honest suggestions and feedback from your friends, family, colleagues, as well as your boss. It makes you aware of how others perceive you. Listening to all such feedback and correcting yourself is very important. Otherwise, you will be responsible for letting your weaknesses limit how far you can take yourself.

Q.3. (*a*) Transcribe the following words:

Quite, Academics, foundation, cheer, comfortable.

Ans:

Word	Transcribe
Quite	/'kwaɪt/
Academics	/ˌækə'demɪks/
foundation	/faʊn'deɪʃən/
comfortable	/'kʌmfətəbəl/
cheer	/'tʃɪə/

Q.3. (*b*) Explain the role of non-verbal communication in making verbal communication effective. **(5)**

Ans: Communication is very important as people spend about 75 % of their waking hours communicating of which about 80 % happens non-verbally by understanding and sending non-verbal cues. Failure to act or silence is also a way of communication, but the only difference is that results you get are not as you intend. Actions are not always so parallel to words spoken. Thoughts, ideas, emotions and feelings are shared by people with expressions and movements. Even environmental factors can be taken as non-verbal communication. Wordless communications are mostly true and are not faked. Verbal and non-verbal communication occur simultaneously.

People interpret messages according how you react, listen, look, etc. at the time of communicating. Things like if you care for something or not and if you are reacting as required or not. When verbal and non-verbal signals do not match, it creates distrust, unclear message, misunderstandings and confusion. Non-verbal communication is more impactful than verbal communication.

Convey empathy and emotions: Non-verbal communication is used to show emotions like happiness, anger, sadness, interest, curiosity, hurt, annoyance, anxiety, embarrassment, pleasure, hope, etc. People show these emotions unconsciously most of the times. They express their empathy through non-verbal communication too. People do not unconsciously fake non-verbal communication but only sometimes do it deliberately. When you communicate, you must compliment what you say with your gestures and body language. You should also work to notice the non-verbal cues of the people you are interacting with.

Proper interpretation: Interpretation of non-verbal signals us not very easy at all times as it differs from person to person and culture to culture as well as non-verbal communication does not have fixed meanings and is different according to contexts. But noticing and interpreting it properly gives you an advantage over the other person. We learn to do it since childhood and we try to interpret consciously when we need it. Misinterpretations can destroy relationships and creates problems.

Instinctive nature: As non-verbal communication is based on instinct mostly, people speak truth. We should believe non-verbal massages more than verbal messages if there is a conflict between two people. They show non-verbal cues as an instinct and accompany verbal communication. Non-verbal communications are mostly natural like crying or laughing or having a personal space. Not only humans, some animals also show this kind of behavior.

Workplace Efficiency: Non-verbal communication makes work in offices better. It can also help in interviews and businesses. Many other professions like teachers, journalists, lawyers, doctors, etc. need to communicate in regular basis. If their non-verbal communication is not up to the mark, then their work will suffer. For example, eye contact in interviews and meetings show confidence and interest. While eye contact shows those things, it can also show over confidence. It also shows trustworthiness and accuracy of intentions.

Understanding: Non-verbal communication increases understanding of messages. When verbal and nonverbal communication are similar, it establishes better perspective on the message being sent. The sender of message as well as receiver gets what is the intended meaning of the message and can act accordingly. Process of sending and receiving of message is successful and gets desired results.

Effects of Non-verbal communication: These are the 5 effects of non-verbal communication

Repetition: Non-verbal signs are important as it puts more emphasis and reinforcement to the things being said. When you are angry and your body language also shows you are, then the person who is being scolded will feel afraid. If body language is different, then the scolding won't work.

Contradiction: Non-verbal signals can be contradictory to what is being said. At those times, non-verbal signals are true mostly. For instance, when you ask someone and he/she says that they are fine but are crying or having sad expressions. Contradiction in verbal and non-verbal communication is also sometimes important to know emotions of the people involved.

Substitution: Many times, non-verbal communication take place instead. Sometimes silence also communicates better than words and it is contextual. Traffic signals can make people do things without words. Similarly, signals in games also denote different things which are established and everybody understands.

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Complementing: Non-verbal communication mostly works complimentary to verbal signals. For example, people in pain say that they are in pain whereas their expressions and gestures also say the same thing. Gestures add and accompany words which have similar meanings.

Accenting: Non-verbal cues can act as a way to emphasize certain points in a conversation. Non-verbal communication acts stronger than verbal communication in most cases. If you want to point or underline a specific part of message, then you use some signs which show that you mean it. For example, you can pound a fist on table to show it is said with power or anger.

Therefore, non-verbal communication is more important than verbal communication in many situations. So, its importance is situational and contextual but without it communication is incomplete. Sometimes, non-verbal communication can stand alone and gives out important messages.

Q.4. (a) Explain the importance of effective leadership in group communication. (10)

Ans: One of the areas to study leadership is considered a functional approach, because it focuses on how particular communication behaviors function to create the conditions of leadership. This last approach is the most useful for communication scholars and for people who want to improve their leadership skills, because leadership behaviors (which are learnable and adaptable) rather than traits or situations (which are often beyond our control) are the primary focus of study. Any group member can exhibit leadership behaviors, not just a designated or emergent leader. Therefore leadership behaviors are important for all of us to understand even if we don't anticipate serving in leadership positions.

The communication behaviors that facilitate effective leadership encompass three main areas of group communication including task, procedural, and relational functions. Although any group member can perform leadership behaviors, groups usually have patterns of and expectations for behaviors once they get to the norming and performing stages of group development. Many groups only meet one or two times, and in these cases it is likely that a designated leader will perform many of the functions to get the group started and then step in to facilitate as needed.

Leadership behaviors that contribute to a group's task-related functions include providing, seeking, and evaluating information. Leaders may want to be cautious about contributing ideas before soliciting ideas from group members, since the leader's contribution may sway or influence others in the group, therefore diminishing the importance of varying perspectives. Likewise a leader may want to solicit evaluation of ideas from members before providing his or her own judgment. In group situations where creativity is needed to generate ideas or solutions to a problem, the task leader may be wise to facilitate brainstorming and discussion.

This can allow the leader to keep his or her eye on the "big picture" and challenge group members to make their ideas more concrete or discuss their implications beyond the group without adding his or her own opinion. To review, some of the key leadership behaviors that contribute to the task-related functions of a group include the following:

- Contributing ideas
- Seeking ideas
- Evaluating ideas
- Seeking idea evaluation

- Visualizing abstract ideas
- Generalizing from specific ideas

Leadership behaviors that contribute to a group's procedural-related functions help guide the group as it proceeds from idea generation to implementation. Some leaders are better at facilitating and managing ideas than they are at managing the administrative functions of a group. So while a group leader may help establish the goals of the group and set the agenda, another group member with more experience in group operations may step in to periodically revisit and assess progress toward completion of goals and compare the group's performance against its agenda. It's also important to check in between idea-generating sessions to clarify, summarize, and gauge the agreement level of group members. A very skilled and experienced leader may take primary responsibility for all these behaviors, but it's often beneficial to share them with group members to avoid becoming overburdened. To review, some of the key leadership behaviors that contribute to the procedural functions of a group include the following:

- Goal setting
- Agenda making
- Clarifying
- Summarizing
- Verbalizing consensus
- Generalizing from specific ideas

Leadership behaviors that contribute to a group's relational functions include creating a participative and inclusive climate, establishing norms of reflection and self-analysis, and managing conflict. By encouraging participation among group members, a leader can help quell people who try to monopolize discussion and create an overall climate of openness and equality. Leaders want to make sure that people don't feel personally judged for their ideas and that criticism remains idea centered, not person centered. A safe and positive climate typically leads to higher-quality idea generation and decision making. Leaders also encourage group members to metacommunicate, or talk about the group's communication. This can help the group identify and begin to address any interpersonal or communication issues before they escalate and divert the group away from accomplishing its goal. A group with a well-established participative and inclusive climate will be better prepared to handle conflict when it emerges. Remember that conflict when handled competently can enhance group performance. Leaders may even instigate productive conflict by playing devil's advocate or facilitating civil debate of ideas. To review, some of the key leadership behaviors that contribute to the relational functions of a group include the following:

- Regulating participation
- Climate making
- Instigating group self-analysis
- Resolving conflict
- Instigating productive conflict

OR

Q.4. Suggest some appropriate steps to overcome socio-psychological barriers. (10)

Ans: Socio-psychological barriers can also be considered as one of the offshoots of the personal barriers, akin to the perceptional barriers. We need to study it as a subcategory of personal barriers because a person's attitude is shaped not only by his instincts and

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emotions, but also by his approach towards and his interaction with the people around him, and hence the need for this fine distinction between the personal, the perceptional and the socio-psychological barriers.

(a) Status Consciousness: To begin with, the consciousness of one's position in an organization has an effect on the two-way flow of communication. A vertical channel of communication is present in every organization, but its efficacy is heavily influenced by the relationship between the superiors and the subordinates. Though many organizations are now becoming accustomed to the open door policy, the psychological distance between the superiors and the subordinates still prevails. Status consciousness is thus one of the major barriers to successful communication.

(b) Difference in Perception: Moreover, in a communication situation, the communicators have to deal with two aspects of the reality- the one as they see it and the other as they perceive it. The mind filters the message i.e. the words/symbols/ signs and attributes meaning to them, according to individual perception.

Each individual has his own distinctive filter, formed by his/her experiences, emotional makeup, knowledge, and mindset which s/he has attained over a period of time. Because of this difference in perceptions, different individuals respond to the same word/symbol/ sign based on their own understanding of the situation and ascribe meaning to it on the basis of their unique filter.

At times, this difference in perception causes communication gap, i.e. distortion, in the message. In face-to-face communication, this gap can be easily eliminated as there is immediate feedback. But in written communication, the semantic gap between the intended meaning and the interpreted meaning remains unidentified, as the feedback is delayed or sometimes there is no feedback at all.

(c) Prejudices: Besides, a person with deeply ingrained prejudices is very difficult to communicate with. He is not responsive to discussion or to new ideas, information, viewpoints and opinions. He has a closed mind and tends to react antagonistically, thus ruling out all possibilities of communication. An unreceptive mind can, hence, be a great barrier in communication. To overcome this barrier, people should be receptive of new ideas and must learn to listen considerately with an open mind.

(d) Halo/Horn Effect: Also, sometimes the listener may be too much in awe of or may completely distrust a speaker. In both these situations, the chances of success of the communication are very less.

(e) Information Overload: Furthermore, information overload leads to poor retention and causes information loss. So, whenever there is some important information to be conveyed, the communicators must use the written channel of communication.

On the basis of the above discussion, we may thus conclude that the socio-psychological factors do have a profound impact on the effectiveness of communication.

CULTURAL BARRIERS

Culture is "the totality of socially transmitted behavior patterns, arts, beliefs, institutions, and all other products of human work and thought. Culture is learned and shared within social groups and is transmitted by non-genetic means." (American Heritage Dictionary, 2005)

From this definition, we can infer that culture is the sum total of ideas, customs, arts, rituals, skills, etc. of a group of people. It is handed down from generation to generation in the form of conventions, traditions, rules, codes of conduct, etc. To put it simply, culture is "the shared ways in which groups of people understand and interpret the world." (F.

Trompenaars, Riding the Waves of Culture: Understanding Diversity in Global Business; 1994)

Each group, categorized on the basis of nationality, ethnicity, race, religion, etc. has its own distinctive culture. Thus, there are varied subcultures that co-exist within a major culture. Such immense cultural diversity plays a very crucial role in communication as it has an extensive influence on both verbal and non-verbal communication and may therefore create barriers to effective communication.

Cultural differences give rise to a great deal of complexity in the encoding and the decoding of messages not only because of the difference in languages, but also because of plenty of culture-specific assumptions at work in the mind of the sender as well as the receiver.

People belonging to different cultures may attach different meanings to words, symbols, gestures, and behaviour or they may perceive each others' social values, body language, attitude to space distancing and time, social behaviour and manners, etc., i.e. the entire culture in general, very differently depending upon their own standards, attitudes, customs, prejudices, opinions, behavioral norms, etc., i.e. their own distinct culture.

Thus, cultural barriers arise when people belonging to different cultures insist on preserving their cultural identities and at times, judge the other cultures as inferior to their own.

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FIFTH SEMESTER [B.TECH.]
END TERM EXAMINATION [DEC. 2016]
COMMUNICATION SKILLS FOR PROFESSIONAL (ETHS–301)

Time : 3 hrs. **M.M. : 75**

Note: ***Attempt. All questions as firected. Internal choice is indicated.***

Q.1. Write short notes on any five of the following. **(5×5=25)**

Q.1. (*a*) Paralanguage in communication.

Ans. Paralanguage: The term paralanguage refers to wide range of vocal characteristics like tone, pitch, speed of delivery, the use of pauses, stress etc.

1. Tone: There are three different types of tone used in a conversation. They are

(*i*) **Falling tone** is used in an unfriendly manner. For instance, when a student comes late to the class, the teacher uses falling tone to show his anger.

(*ii*) **Rising tone** is used in a friendly manner

(*iii*) **Fall-rise tone** denotes insinuation.

2. Pitch: Pitch variation is used to attract the listeners. Generally newsreaders use variation in pitch to read different situational news.

3. Speed of Delivery: One should not speak so fast. If one speaks very fast, most of the words will not be intelligible to the receiver. One should speak slowly with proper use of stress and pauses.

4. Pauses: Punctuations like comma, semicolon, colon, full stop (period) are used to denote break of words/sentences in written communication. In oral communication, pauses are used to give break-ups. Newsreaders are the best example for giving pauses when they read different news items.

5. Stress:

(*i*) In words consisting of two or more syllables, some syllables are stressed to suggest change in meaning. In Nouns and adjectives the first syllable is stressed while in verbs the second syllable is stressed.

'increase (noun)	in'crease (verb)
'absent (adj)	ab'sent (verb)
'permit (noun)	per'mit (verb)

(*ii*) In a conversation, the important words are stressed to show the importance of the message (*e.g.*) I have done the assignement (I myself)

I have' done the assignement, (I have completed).

6. Speech Breakers: Normally in an utterance we find people using 'oh' er', you '*aw*', 'I mean' to express the state of the mind while speaking. Sometimes they fumble since they don't get the right words at the right place. They are used as fillers in a conversation

Q.1. (*b*) Soft skills

Ans. Soft skills: Non-verbal cues, in a conversation with anyone, can say more than the actual words. Managing the cues to create a better situation requires the use of soft skills. In a work environment, there are two types of skills: hard and soft.

Hard skills are the technical skills you use each day to perform your job. Some examples would be your computer skills or procedural knowledge you apply in your job.

Soft skills, the topic of this lesson, are the subtle behaviors and communication styles that help make a work environment or interaction with another person easier to manage. Soft skill examples include communication skills, such as voice inflection and gestures. They also include attributes such as adaptability and flexibility. Other soft skills include:

- Problem Solving
- Creative Thinking
- Conflict Resolution
- Time Management
- Self-Motivation

Applying Soft Skills

To see how soft skills apply, let's look at this scenario. Jay is a clothing store manager who receives a complaint from a customer, Mr. Adams. Mr. Adams brought back a shirt that he decided he did not want and requested a refund. He says the associate who helped him, Rick, would not take the shirt because he was one day past the 10-day return policy. Mr. Adams states Rick was rude and inflexible. Jay immediately apologizes for Rick's behavior and inflexibility. With a smile, he affirms that the information about the policy is correct, but because he is a longtime customer he is willing to offer the refund. He also assures the customer he will speak with Rick about the incident. In this instance, Jay uses the problem solving soft skill to let Mr. Adams know he can resolve the initial concern about the shirt and will address the issue with Rick. Taking quick decisive action with a smile is a subtle way to ease the customer's frustration and maintain customer loyalty. Jay will also use similar soft skills to maintain a stable work environment when confronting Rick.

This is not the only thing that Jay needs to discuss with Rick. Jay has also noticed Rick being late to work and Rick's co-workers have complained of Rick taking personal calls in front of customers. Jay will employ his communication and leadership skills to help Rick improve his adaptability and flexibility, personal accountability, and time management skills.

Q.1. (*c*) Body language

Ans. The distinctive features of body language are as follows:

(*i*) Body language is a self-acquired natural process

(*ii*) People learn body language through experience. They acquire and use body language unknowingly. However, some personality development programmes nowadays teach body language.

(*iii*) Body language is controlled by social norms. For example, even if you are happy on the death of your enemy, you will not smile before others at his last rites

(*iv*) Use of body language also depends upon the particular culture. For example, shaking hands with ladies is not acceptable in India but it is quite common in European countries.

(*iv*) The body language goes largely unnoticed, yet it has a considerable impact.

Advantages of Body Language : The role of body language in effective communication is as under:

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(*i*) Body language complements verbal communication. In face-to-face communication, no message can be completely sent across without the accompaniment of facial expressions and gestures. It helps in establishing rapport.

(*ii*) Body language can convey feelings and intentions. For example, facial expressions and gestures are reliable indicators of speaker's liking for the listener and *vica versa*.

(*iii*) Body language adds intensity to the process of communication. In the absence of any gestures and proper eye contact, any face-to-face communication will look uninspiring.

(*iv*) Body language is an easily visible aspect of communication. It, therefore helps the receiver of the message in decoding the message.

(*v*) Body language can be used to express intimacy between people. For example, touching and eye contact may indicate intimacy between two persons.

(*vi*) Body language goes a long way in improving the overall atmosphere in the organization. A resourceful manager can make very effective use of it.

Limitations of body Language : It is said that body language does not always serve the desired purpose because of the following limitations:

(*i*) Facial expressions, gestures, postures, etc., become ineffective if the listener is inattentive.

(*ii*) Use of body language is not very effective in large gatherings. It is effective in face-to-face situation, where there are just two or a small number of participants in the communication.

(*iii*) Body language may not always be taken seriously. Some people prefer verbal communication through words spoken or written.

(*iv*) People belonging to different cultural backgrounds use different body signals to convey their messages. They are, therefore, liable to be misinterpreted. One has, therefore, to be very careful in their use.

(*v*) Body language can be misleading in case a person can hide his facial expressions effectively.

Q.1. (*d*) Formal reports

Ans. The report is divided into 3 parts. They are;

(1) Front matter; (2) Main body and (3) Back matter

The Front Matter consists of the following:

1. Cover; 2. Frontispiece; 3. Title page; 4. Copyright notice; 5. Forwarding letter; 6. Preface; 7. Acknowledgement; 8. Table of contents; 9. List of illustrations;

10. Abstract and summary.

Main Body:

11. Introduction; 12. Discussion or Description; 13. Conclusions; 14. Recommendations

Back Matter

15. Appendices

16. List of References

17. Bibliography

18. Glossary

19. Index

The title page consists of the title of the report, name and submission date. The summary gives an overview of subject matter, methods of analysis, findings and recommendations. The Table of contents is a list of numbered sections in report and their page numbers.

Introduction gives an outline of the report, The body consists of headings and sub-headings which reflect the contents of each section. It includes information on method of data collection, the findings, and discussions.

The conclusion states the major inferences that can be drawn from the discussion and makes recommendations.

The back matter consists of list of reference material consulted during resarch for report. Appendices consist of some supplementry materials.

Q.1. (*e*) Abstract & summary

Ans. Differences between abstract and excecutive summary are as follows:

Abstract	Executive summary
Very breif, i.e., not more than 300 words	More eleborate than an abstract
Relevant only when the report is meant for people from the same domain knowledge	Meant for readers also other than subject experts; hence, can relate to all
Presents only the essence of the report	Presents the entire report in a nutshell
Cannot help in taking decisions	Can help in taking quick decisions if required
Does not include illustrations	May include one or two illustrations

Q.1. (*f*) Professional writing

Ans. (1) Completeness:

(*i*) Your business message is complete when it contains all the facts, the reader or listener needs for reaction you desire.

(*ii*) Communicators-senders and receivers differ in their mental filters, they are influenced by their backgrounds, viewpoints, needs, experiences, attitudes, status and emotions.

(*iii*) Because of these differences, communication senders need to assess their messages through the eyes of receivers to be sure they have included all relevant information.

(*iv*) Provide all the necessary information like WHO, WHAT, WHERE, WHEN, WHY, HOW?

(*v*) Answer all questions asked.

(*vi*) Give the extra information when desired.

(2) Clarity:

(*i*) It means getting the information from your head of your reader accurately.

(*ii*)The message should be put in simple terms to ensure clarity.

(*iii*)Words must mean the same thing to the receiver as they do to the sender.

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(*iv*) The complex messages must be compressed into themes, slogans in order to ensure the clarity.

(3) Conciseness:

(*i*) Conciseness is saying what you have to say in the fewest possible words without sacrificing the other C qualities.

(*ii*) Eliminate wordy expressions.

(*iii*) Include only relevant material *i.e.* stick to the purpose of the message.

(*iv*) Avoid unnecessary repetition because it leads to dullness.

(4) Correctness:

(*i*) At the core of correctness is proper grammar, punctuation, and spelling.

(*ii*) However, a message may be perfect grammatically and mechanically but still insult or lose a customer.

(*iiii*) The term "CORRECTNESS" as applied to business messages, also means the following three characteristics i.e. use the right level of language, check accuracy of figures, facts, and words and maintain acceptable witting mechanics.

(*iv*) Transmission of incorrect information to the superiors will lead to incorrect decision making.

(5) Concereteness:

(*i*) It is an essential requirement of effective communication

(*ii*) Communicating concretely means being specific, definite, and vivid rather than vague and general.

(*iii*) Often it means using denotative (direct, explicit, often dictionary based) rather than connotative words (ideas or notions suggested by or associated with a word or phrase).

(6) Consideration:

(*i*) It means preparing every message with the message receiver in your mind.

(*ii*) You are considerate when you do not lose temper, you do not accuse, you do not charge them without facts.

(*iii*) The sender should adopt the human approach and understand the sentiments and emotions of the receiver.

(*iv*) The socio psychological background of the receiver must be understood.

(7) Courtesy:

(*i*) It involves being aware not only of the perspective of others, but also their feelings.

(*ii*) Knowing your audience allows you to use statements of courtesy.

(*iii*) Be sincerely tactful, thoughtful and appreciative.

(*iv*) Use expressions that show respect.

(*v*) Choose non-discriminatory expressions.

Q.1. (*g*) Listening & hearing

Ans. Listening Vs Hearing: Hearing takes place when something disturbs the atmosphere, and that disturbance takes the form of pressure waves that strike our eardrums as sound. For example, a truck rolling by on the road in front of our house would be just heard and not listened to.

Listening is different. It expands on hearing when we pay attention to the meaning of what we hear. Therefore, listening is all about consciously, actively and systematically processing information. Listening demands perfect coordination between the ears and the brain, which results in decoding the speaker's message aptly. Regular practice and consistent efforts are required if we want to improve our listening skills.

Q.2. Discuss importance of communication in an organization. **(10)**

Ans. Effective Communication is significant for managers in the organizations so as to perform the basic functions of management, i.e., Planning, Organizing, Leading and Controlling.

Communication helps managers to perform their jobs and responsibilities. Communication serves as a foundation for planning. All the essential information must be communicated to the managers who in-turn must communicate the plans so as to implement them. Organizing also requires effective communication with others about their job task. Similarly leaders as managers must communicate effectively with their subordinates so as to achieve the team goals. Controlling is not possible without written and oral communication.

Managers devote a great part of their time in communication. They generally devote approximately 6 hours per day in communicating. They spend great time on face to face or telephonic communication with their superiors, subordinates, colleagues, customers or suppliers. Managers also use Written Communication in form of letters, reports or memos wherever oral communication is not feasible.

Thus, we can say that **"effective communication is a building block of successful organizations"**. In other words, communication acts as organizational blood.

The importance of communication in an organization can be summarized as follows:

1. Communication **promotes motivation** by informing and clarifying the employees about the task to be done, the manner they are performing the task, and how to improve their performance if it is not up to the mark.

2. Communication is a **source of information** to the organizational members for decision-making process as it helps identifying and assessing alternative course of actions.

3. Communication also plays a crucial role in **altering individual's attitudes**, i.e., a well informed individual will have better attitude than a less-informed individual. Organizational magazines, journals, meetings and various other forms of oral and written communication help in moulding employee's attitudes.

4. Communication also **helps in socializing**. In todayslife the only presence of another individual fosters communication. It is also said that one cannot survive without communication.

5. Communication also assists in **controlling process**. It helps controlling organizational member's behaviour in various ways. There are various levels of hierarchy and certain principles and guidelines that employees must follow in an organization. They must comply with organizational policies, perform their job role efficiently and communicate any work problem and grievance to their superiors. Thus, communication helps in controlling function of management.

An effective and efficient communication system requires managerial proficiency in delivering and receiving messages. A manager must discover various barriers to communication, analyze the reasons for their occurrence and take preventive steps to avoid those barriers. Thus, the primary responsibility of a manager is to develop and maintain an effective communication system in the organization.

Communication can be a tricky concept to master within an organization, particularly one with complex levels and multiple issues. When all parts of your organization

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communicate smoothly, it can improve workflow and overall productivity. By making an effort to improve your communication processes, you can build a stronger company that will have staying power in the market.

Employee Trust

Clear, open communication can create a sense of transparency in your organization, which builds trust between levels of employees. Where keeping employees in the dark can result in resentments, tension, and a feeling of low job security, strong communication can help them feel valued and trusted. Open communication can reduce feelings of uncertainty and cluelessness about the state of the company, which makes for a more positive work environment and staff who feel secure and safe.

Relationships

Communication is essential to building relationships between staff members and between levels of employees, both on a professional and social level. An atmosphere of open communication makes it safe for employees to express their ideas; as a result, you will have the benefit of your staff's combined experience in coming up with innovative solutions. Communication prevents employees from feeling isolated, builds teamwork, and creates a more collegial atmosphere in the office. When relationships are strong, employees are better able to trust one another and work together more effectively.

Clarity

In an organization, confusion and ambiguity can create negative feelings and a tense atmosphere. By making roles and responsibilities clear to everyone on staff, you can give your employees the information they need to get their jobs done; this is particularly important when your employees are dispersed or come from different backgrounds. Communication reduces misunderstandings and cuts the costs associated with mistakes.

Collaboration

Communication can help your employees collaborate effectively, which will make for a more productive team overall. When you have multiple departments who are working on different facets of the same project, communication can streamline the process and improve the end result. When your staff talks openly to each other, they can communicate potential needs, requirements and feedback that can make the result stronger. Communication can ensure that everyone is on the same page and prevent problems down the road.

OR

Q.3. Describe the role of emotional intelligence in an employee's career. (10)

Ans. The concept of emotional intelligence gained prominence in the 1990s, with the publication of Daniel Goleman's "Emotional Intelligence." In his book, Goleman described the findings of John D. Mayer, a professor of psychology at University of New Hampshire, and Peter Salovey at Yale University, who published an article together on emotional intelligence back when the majority discussion around intelligence and its link to success was still focused on IQ. After happening upon their article, Goleman investigated the idea of emotional intelligence further through studies and research of his own, and he discovered that emotional intelligence – that is, the ability to manage one's own emotions and perceive others' feelings – has an equally (if not more) powerful effect on career success as conventional intelligence. In fact, according to the University Consulting Alliance, Goleman found that 67 percent of all abilities associated with strong job performance were related to emotional intelligence.

Numerous studies have backed up Goleman's assertions. For example, a 2010 study conducted by Virginia Commonwealth University and published in the Journal of Organizational Behavior found that emotional intelligence was incredibly important to job performance. Another study by Multi-Health Systems and discussed in Inc. found that when stress negatively impacted employees' emotional intelligence, their job performance and career advancement suffered.

Why do emotions have such a powerful impact on our behavior and professional performance? The main reason, and one that you might not expect, is that even the decisions we believe are rational still have a strong emotional element. As Mark Craemer of the University Consulting Alliance explains, "What portion of the decisions you make at work are emotional versus rational? Most people say 20 percent or less. In fact, we decide 100 percent of everything emotionally and then spend hours, weeks or months underpinning these decisions with logical justifications."

Does the fact that emotions underpin pretty much all of our decisions mean that we can't make wise choices? Not in the slightest. In fact, if you can learn how to harness the power of your emotions and use them to enhance your thought processes and decision making, the result can be positive.

Emotional intelligence in the workplace

In his article for the Harvard Business Review, Goleman described the five key components of emotional intelligence he believes are essential to professional success: self-awareness, self-regulation, motivation, empathy and social skills. According to Goleman, while IQ and technical skills do matter as "entry-level requirements for executive positions," these five skills that constitute emotional intelligence are essential for leadership success. "Without it, a person can have the best training in the world, an incisive, analytical mind, and an endless supply of smart ideas, but he still won't make a great leader," he writes.

Below are the definitions of these essential elements of emotional intelligence and explanations on how you can foster these abilities in yourself.

- **Self-awareness** is the ability to recognize and comprehend one's emotions, motivations and changing moods, as well as the effect that one's emotions have on other people. Cultivating self-awareness can often begin with simply taking stock of how you feel and act throughout the day and also asking yourself how your actions and moods correspond to other people's reactions to you.
- **Self-regulation** is the ability to control – and in some cases even productively channel – negative and/or disruptive emotions and impulses. Self-regulation also necessitates thinking before acting and making a habit of suspending judgment on others in order to fairly evaluate the people and situations one encounters daily.
- **Motivation** is defined as the drive to work for reasons that transcend money or status. True motivation comes from a desire for wholly internal rewards, such as fulfillment from learning, pursuing a genuine interest or from positively impacting other people around you.
- **Empathy** is simply the ability to understand the emotions, moods and dispositions of other people and to tailor one's actions so as to optimize interactions with different individuals.
- **Social skill** is the ability to build and maintain social networks and strong individual relationships with others. This often entails having some of the other skills outlined above, such as empathy and self-regulation.

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Successfully managing one's emotions in the workplace does not mean suppressing these emotions. Doing so only results in an increased likelihood of an emotional outburst later down the road.

Instead of bottling up emotions, try acknowledging your feelings while reframing your thoughts to stay positive even in trying situations. For example, if you get reprimanded at work, acknowledge that you feel less than awesome, but also tell yourself truthfully that this situation is a great learning opportunity, not only in terms of your work product, but also in terms of navigating conversations with your supervisor. While you maintain optimism, try assessing how the emotions you feel relate to your interactions with other people. Do your most unpleasant interactions correspond to the days when you feel most stressed and/or resentful? Do people connect with you better when you have a more positive outlook on a given day?

Building this awareness can not only help you thrive in a corporate setting and enjoy happiness in the workplace, but also lead to a more effective and satisfying life in general.

Q.4. Discuss how knowledge of phonetics of English helps a student have his presentation skills. **(10)**

Ans. Speech is the most important means or medium of human communication.

The significance of speech is self-evident in that it is hard to imagine life without speech. Unfortunately, the moments when we become aware of speech often relate to problems and disorders in speech communication: we may experience voice problems and, occasionally, difficulties even in the production of certain speech sounds and also hearing problems may have an effect on our ability to understand speech.

Phonetics is the science where all aspects of speech are considered and investigated: how speech is produced using our speech organs, what are the properties of speech sounds in the air as they travel from the speaker's mouth to the ear of the listener, and, finally, how we perceive speech and recognise its structural elements as certain linguistic symbols or signs.

Phonetics yields useful theoretical and practical information for everyone working with spoken language, including students of languages and logopedics. Areas of application of phonetic knowledge include teaching of pronunciation in foreign language didactics, disorders of speech and language that are manifested in the speaking voice, clinical speech therapy in logopedics, and in technical subjects, speech signal processing.

Phonetics has many interfaces with other disciplines investigating speech and linguistic behaviour, including general linguistics, the study of individual languages, logopedics, psychology, cognitive science, language technology (automatic speech recognition, speech synthesis), anatomy, physiology, forensic phonetics (speaker identification), etc.

To emerge as a winner and stand apart from the crowd in today's fierce competitive world, an individual must have excellent communication skills. Communication is not only interacting with others but successfully conveying the message to the recipients and also get the appropriate feedback.

How do you capture the interest of the listeners? How will you ensure that the listener is with you till the end or not?

Communication is just not using complicated words or terminologies but is also to correctly pronounce them. It is commonly observed that our communication suffers due to our incorrect pronunciations. The alphabets and the words must sound correct to make the communication impressive.

How will one come to know that your pronunciation is correct or not? How will you find out whether you are sounding correct or not?

Here comes the importance of Phonetics.

Phonetics is a part of the English language which helps us to understand sounds of various alphabets. How an alphabet should sound is taught to us with the help of Phonetics.

How a word should sound depends on our tongue movements, vocal cords, lip movements and even our breath.

For example to pronounce the alphabet "B" both our upper and lower lip must touch each other, to pronounce the alphabet "G", our tongue touches our upper palate. For the correct sound of "O" both our lips should make a complete circle.

Phonetics has three divisions:

1.Articulatory Phonetics - It includes the movement of our sensory organs like tongue, lips as well as our vocal cords to pronounce a particular alphabet.

2.Acoustic phonetics - It is concerned with the frequency and wavelength of our speech.

3.Auditory phonetics - It depends on how our brain and ears perceive the sound.

Phonetics plays a very important role in improving our communication. All the alphabets and the words must sound correctly; else the content as well as our communication will lack lustre and sound unimpressive.

In the same way homophones also play an important role in communication.

Homophones are the words which have different meanings but are pronounced in exactly the same way.

Knew and new are Homophones, where knew is the past tense of know and new is the opposite of old.

"I knew you will fair well in your interview"

"I would prefer to wear my new dress for tomorrow's party"

Different meanings but exactly the same sound.

Peace and Piece are again examples of Homophones. The sound is exactly the same but there is a huge difference in their meanings. It is essential to understand Homophones for an effective written communication.

"I want a bread peace"

"My head is aching terribly and there is no piece here"

The wrong words have changed the meaning of the sentence completely and they fail to make any sense, however during verbal communication, the words hardly make any difference.

"Their is a bird sitting on the branch"

Peter and David are not serious with there careers"

Again a wrong usage of words. Although there and their have exactly similar pronunciations, but there meanings are completely the different. If an individual doesn't understand the correct usage of the words, the written communication will be completely screwed up.

There are some homophones which have different meanings but have similar spellings. **Such words are called Homonyms or Homographs**

Homophones which are spelled differently are called as heterographs. In the above example, peace and piece are heterographs. Bash and Bash are homonyms as

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their spellings are exactly the same but one bash refers to a good beating and the other means a Party. Rose also means a flower and also is the opposite of rise-another example of homonyms.

Phonetics and homophones are the basics of communication. Unless and until one is clear with phonetics and homophones, his written as well as verbal communication is bound to get hampered. It is important to understand properly what phonetics and homophones are for an effective and impressive verbal as well as non verbal communication.

OR

Q.5. Transcribe the following words: tube quarrel, inch, stain, etiquentte. determine, people, crescent and Australia.

Ans.

Sl.NO	Word	Transcription
1	Tube	tju:b
2	Quarrel	kwɒrəl
3	Inch	mtʃ
4	Life	laɪf
5	Stain	stem
6	Etiquette	etɪkét
7	Determine	dɪtɜ:ˈmm
8	People	pi:pᵊl
9	Crescent	kresᵊnt
10	Australia	ɒˈstreɪlə

Q.6. Write a resume for a B.Tech (software Engineer) candidate applying for a job in an MNC. **(10)**

Ans.

14, M.G. Road 5
Bangalore-43
12.5.2015

The Manager
Cognizant Technology Solutions
Hyderabad - 500 012.

Dear Sir/Madam

Sub: Application for the post of Software Engineer.

With reference to your advertisement dated 6th May 2017, in "Hindustan Times," I would like to apply for the post of Software Engineer.

I am a post graduate and have 5 years of experience as per the requisite. I wish to say that I am also one of the university rank holder.

Herewith I enclose my resume for your perusal and consideration. If I am selected, I assure you that I will do my best.

Yours faithfully
a b c
Encl: Resume

RESUME

Name	:	Mr. Patil
Age	:	28 years
Gender	:	Male
Date of Birth	:	5th may 1986
Address for communication	:	56, K.G. Marg. Phase -1 New Delhi-22
		Mobile No : 9996912310
		E-mail ID : Patil @ gmail. com

Educational Qualification:

Degree + Subject	Year of Passing	%	Institution University
B.Tech CSE	2015	86%	IP University

Experience:

Name of the company	Post	Duration	Years
TCS Bangalore	Software Engineer	2015 - 2016	1 years

Training:

Year	Post	Company
2016 - 2017	Trainee	ABC Software Limited Gurgoan, Harayana

References:

1. Dr. Ramesh Sharma
   Director
   Indian Institute of Technology
   Kharagpur- 721301
2. Dr. S.PDas
   Managing Director
   ABC Software Limited
   Gurgoan, Haryana - 23.

OR

Q.7. Discuss the significance, purpose & characteristics of diffrent types of reports. **(10)**

Ans. Report is a logical presentation of facts and information. It is the result of the researches, analysis, and investigations, which is present in a written form. It is the basic tool on which decisions can be based.The information present in the report is needed to evaluate progress and plan future action. Reports provide feed back to an organization to guide future course of action.According to C.A.Brown, "A report is a

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communication form of some one who has some information to some one who needs that information."

The goal of making reports is to make the information as clear and convenient and accessible as possible.

Reports vary widely in their purpose. They also differ with the type of audience they are written for.

Types of reports:

Based on the formality:-

(1) **Informal Report :-** This is usually in the form of a person to person communication. It does not follow any format and informally conveys the required information.

(2) **Formal Report:-** This is prepared in a prescribed form and is presented in the proper way to the prescribed authority. They can be a statutory.

Based on the frequency of issue:-

(3) **Periodic or Routine Reports:-** These are presented at routine intervals in the normal course of business. The time period could be annually, semi-annually, monthly, fat nightly, weekly, or even daily.

Generally, these reports are mere statement of facts. They do not go with a recommendation or opinion. For e.g. Progress report, monthly sales report, etc...

(4) **Special Reports:-** They are related and generated for a single occasion or situation. They deal with non-recurrent issues. An individual or a committee is appointed to investigate the situation and present its findings.

They give suggestions to the management to take decisions. For e.g. project report, feasibility study report, First information report [F.I.R] etc...

On the basis of FUNCTION

(5) **Informative Report:-**

This presents facts and information related to an issue or situation. For eg: a report presenting sales figures for a quarter.

(6) **Interpretive Report:-**This analyses the facts , draws conclusions and recommendations to solve the problem. For ex: if the report delves into the causes of low sales during a particular period, it becomes an interpretive or analytical report.

On the basis of Natural of the Subject

Problem determining report

Fact finding report

Performance report

Technical report

Few reports in detail:

⇒ **F.I.R or First Information Report:-**

This is required when there is a burglary, accident, theft, fire, building collapse, etc..the report has to give all the information, which is available immediately after the incident occurs,

A responsible person, who is present on the spot of the incident, prepares it. It is submitted to any office authority for information and further action. For e.g. regional office, police station, etc..the F.I.R also states the extent of damage on casual estimation.

⇒ **Progress Report:-** This gives information about the progress of a student, an employee, or a project. This report can be prepared as comments, or filled in a standard

format. Abridge construction, a road laying project, an employee training programme, a student progress throughout a year, etc. can be presented in a progress report.

⇒ **Inspection Report:-** This should be prepared after an inspection is complete. The supervisor, auditor, or any other expert in the field can prepare this report.

Printed forms can be used to record the comments or the inspectors can use their own techniques of report writing. Inspection reports can be prepared on a routine basis or after a surprise check.

⇒ **Performance appraisal report:** This is usually prepared for recording the performance of our employee and deciding his compensation, special incentives, promotion etc. Performance appraisals may also be present, if needed, to can be confidential or in consultation with the employee concerned. This depends on the organizational policies. After reading the performance appraisal report, an employee can get feedback about his performance in the managers of the organization, who wish to know about the employee.

⇒ **Project report:** A project report is written when a project has been completed and all the details have to be put in a written format. The project can be a live one or simulated. A project report helps in comparing the work done by different people. It may or may not follow a prescribed format. However, all project reports will contain some essential parts. It can be used to decide future course of action and may also list out the problems that are being faced in the project. It can be used for sanctioning finance, and as a planning tool. It is also used for convincing other relevant authorities.

⇒ **Annual report:** This is written as a requirement of companies Act, 1951. It details all the financial operations of a company during its financial year. It is normally written and printed once a year and is circulated to all members (owners) of a company. This is so that they are all aware of the happenings of their company.

The contents of an annual report are:

⇒ **FEASIBILITY REPORT:-**

A feasibility report can help on making Go/No go decision. It is invaluable for decision makers when they have a major project in their hand. People, who grant loans and funds for new projects, normally decide whether or not to go ahead, on the basis of the feasibility report. They normally cover all types of feasibilities. For ex: location feasibility, financial feasibility, marketing feasibility, technical feasibility, etc...

⇒ **SURVEY REPORT:**

A survey can be done for many reasons. The reasons may be academic or business, a specific person can commission the survey for a specific reason or an organization could sponsor it for expansion of databases. A survey report can help you to update existing statistics. A survey is normally carried out with the help of a questionnaire.

⇒ **PRESS REPORT:**

Press reports are scripts for publications in news papers or other periodicals. They are read by millions of people, from all walks of life and of all age groups. press reports are scientific messages, published to convey different opinions to the reading public.

They cover the development under different government regimes, the speeches of important proceedings and people, the programs of an election manifesto, changes in financial, stock and commodity markets and thousands of other events that take place in the complex world.

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Q.8. "GD plays an important role in assessing soft skills of a candidate" Comment.

Ans. Soft skills play a vital role towards employability, personal achievement and professional growth. It helps one stand out in a crowd of job seekers with even mediocre skill and talent. There is no denying the need for hard skill, i.e. knowledge. But with all the laurels people fail to corner a job. With all the knowledge people have only a short shelf life. And the onus lies with the soft skills. The most common traits asked by every prospective employer are positive work ethics, good attitude, and desire to learn and be trained. Good attitude cannot be taught as it is a behavioural skill. But consistent practice and training can instil that in a person. Right perspective and readiness to learn and turn the situation to a positive outcome, take responsibility of one's action with the capacity to take any challenge. So the job seekers must possess soft skill to attract the employer. To do so one has to redefine his body language, gesture, gait, and eye-contact.

THE 5 Cs OF BODY LANGUAGE

1= Consciousness- Appearance: cloth (that creates the first arresting external visual impact and sends a message), tone of voice

2 = Culture (sensitive to culture)- gesture, use of space, touch, silence, smile, eye-contact Use of proper register, that is appropriate to the situation and the relationship to the conversation partner.

3 = Clues to read body language in clusters, observe one or more signals and don't go just by a single action

4 = Changes – be observant of the changes in the body language/tone/words, by which the message is being communicated

5 = Congruence – make a final assessment of the body language, check for congruence between words, tone and body language.

Group Discussion (GD) is a group of persons sitting around a table to discuss an issue/topic/problem. In a selection process GD plays an important role by revealing a person's listening skill, speaking skill, objectivity, analytical capability, assertiveness, leadership capability and problem-solving capacity.

(a) Listening Skill Listening involves decoding the sounds, comprehending them and analysis. It needs careful and continuous practice to develop this skill. There are 4 approaches to listening: discriminating, comprehending, critical and active listening. Active listening is about being empathetic and encouraging the speaker. It also takes into account verbal and non-verbal behaviour of the speaker to analyse the speaker's personality and point-of—view.

(b) Speaking Skill Effective listening makes one a good speaker. But for that you need to improve your vocabulary with reading with understanding. A good speaker must be good at construction of sentences, sequential arrangement of ideas, coherence, giving proper stress on punctuation. Also as GD is a formal process, one must avoid using slang, abbreviations (e.g. Ya for yes). One also needs to take care of one's pitch, intonation and spontaneity. Problem-Solving Skill One must have problem-solving skill to win a discussion. It needs accurate analytical skill. One must avoid panic, over-confidence, but must have adequate data to give objective judgement.

Leadership Skill GD does not have a nominated leader. But someone with the following qualities will emerge as a leader: Knowledge about the topic Emotional composure Judicious and objective Democratic and totally non-fanatic Logical thinking and problem-solving capacity.

Possess skills to steer the discussion to a meaningful and acceptable conclusion. Interpersonal Skills One's success in the work place depends on one's inter-personal skills. It requires effective communication capacity such as Show of empathy and a pleasant facial expression. Good body language Proper eye contact Controlled pitch of the voice Diffuse conflict if any No favouritism No personal comment Ones you realise you know the topic, assimilate your thoughts within the given time. Write down the points in a piece of paper, arrange them logically. While presenting your ideas do not be in a hurry to present them all at once. Observe the flow of the agreement and present your point at the appropriate moment. If you feel inadequate with the topic, don't lead the discussion; observe the others, so you may come up with some ideas. While presenting an idea, it is essential to mention the relevance of your idea to the topic. Pay attention to the concept hidden in the topic through logical analysis of the key words. If the topic is about social issues, multiple perspective must be taken in to consideration; social, cultural, political. If the topic is a case-study, analyse the topic from all possible angles. It is generally related to some past action that led to the present situation; also suggest useful suggestion for a better future. Preparation Preparation for a GD can be divided in to two phases: first, before you enter the room, and second when you are about to participate in the GD.

In the first phase, you should read good magazines, newspapers, journals to develop your knowledge. Evaluate yourself constantly through available questionnaire. In the second category, pay attention to your appearance, be positive and have confidence. Participation Be ready to initiate the discussion Steer the discussion in a logical and convincing direction Identify your role, your supporters, and your opponents.

PERFORMANCE Your performance is a combination of all the above along with suitable non-verbal communication. Your posture and gesture speak louder than your verbal communication. So you need to observe carefully the following instructions.

EYE CONTACT While speaking, keep eye contact with all the members, as each member of the group is equally important. We have the tendency of looking at only one or two persons throughout a discussion or avoid eye contact altogether. This is a giveaway of your nervousness. A good eye contact, contrarily, reveals your attention and confidence.

FACIAL EXPRESSION GD is a formal forum, hence requires formal etiquette. Your facial expression will reveal your state of mind to the interviewee. Any negative signal of anger, irritation, and diffidence will be an alarm note. So wear a pleasant, warm and confident facial expression.

HAND MOVEMENTS During a GD do not lean too close to your opponent. Keep your hands off the table. Do not use a lot of hand gesture. So you should keep the hand gesture to the minimum and use it only in a relevant situation.

POSTURE Seat comfortably and show assertion in your posture. Do not be too relaxed or rigid. Sit straight with your head held erect. Do not lean on the table or to a side.

VOICE MODULATION PACE Speak slow and clearly. Speaking too fast will blur the clarity of speech, speaking too slow will make it boring PITCH You should fit the loudness of your voice looking at the size of the room and participants. Use a pleasant pitch. TONE Your tone reveals your attitude towards others and also to the process of the GD. You should be pleasant, polite and serious.

PRONUNCIATION You should use intelligible pronunciation as taught to you. Try and follow Standard English pronunciation.

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Q.9. What role clarity of sppech and voice modulation play in an effective presentation.

Ans. Perhaps one of the most important things while delivering a speech is confidence! And nothing reflects this better than your voice. Public speaking is one thing that gets a lot of people jittery and almost everyone might have seen that one person who completely froze up on stage and couldn't even speak one word.

Voice modulation is one of the most powerful weapons that you can have in your arsenal while delivering a speech. Not only does it reflect confidence but it also helps in convincing your audience about your beliefs or ideas. This is the power that voice modulation commands over people! Therefore, to become a master public speaker one must learn the art of voice modulation.

People in power like politicians and notable public speakers have been known to make use of voice modulation and even have dedicated speech coaches just to guide them! With the right practice you can also master the art of voice modulation. Here are a few tips:

- **The Pitch:** While delivering a speech, the pitch of your voice plays an important part. Try to lower your voice slightly because due to microphones shrill voices can cause a bit of annoyance.
- **Speak Slowly:** Another thing to be kept in mind is to speak slowly while delivering a speech! Speaking slowly helps get your point across to your audience. So remember to speak slowly and clearly.
- **Stress on certain Words:** To add a bit of impact in your speech, it's advised to stress on certain powerful words. You can even vary the intensity of your voice to add a powerful impact to your speech and grab the attention of your audience.

The use of effective voice modulation can mean the difference between a crowd pleasing speech and a boring speech! But, truth be told, modulation isn't easy. You need to practice, practice and practice even more, only then is it possible to truly master this art. Focus on how you speak to people, the shift in your pitch, then tone of your voice.

Another thing that you can do is to look at speeches of politicians, famous orators, celebrities etc. and see how they speak, how they change their tone, how they modulate their pitch etc.

Q.10. State the difference between reprences and their importance in writing a research paper.

Ans. People most of the time do not think that there is any difference between bibliography and references. They often mistake the two to be the same. However, they are different and used in different contexts with each essay or article or book.

Bibliography is listing all the materials that have been consulted while writing an essay or a book. References, on the other hand, are those that have been referenced in your article or book.

You might have consulted a lot of books, essays and websites for writing something. Though you might have referred to these while preparing a write up, the content of these might not have been included in the actual text. This is what refers to bibliography. References are those that are directly included in your actual text.

While references are cited directly in the text, bibliography is not cited directly in the text. While references can be used to support your statement or argument, a bibliography does not have such roles. As such references are used for establishing something in a more authoritative way. Readers could refer your references and evaluate the correctness of your statement. Meanwhile, bibliography does not support your argument but you only refer them in a personal way.

A bibliography will contain all research materials, including books, magazines, periodicals, websites and scientific papers, which you have referred. References contain source of material like quotes or texts, which has been actually used when writing an essay or book.

Both bibliography and references appear at the end of a document. But bibliography comes after the reference list. A bibliography may contain all those that have appeared in the reference list but it may also contain additional works.

Both bibliography and references are arranged alphabetically. But a Reference list can also be arranged in Numeric style, which means arranging the references according to the numbers in the text.

While writing a bibliography, you should have to include the authors last and first name, year of publication, name of the book, publication place and name of publishers. Well, a reference page can be called as a footnote where your just write the book or website and the year of publication or the date when you looked at the website.

Summary

1.Bibliography is listing all the materials that have been consulted while writing an essay or a book. References, on the other hand, are those that have been referenced in your article or book.

2. Bibliography is not directly included in the text. References are those that are directly included in your actual text.

3. Both bibliography and references are arranged alphabetically. But a Reference list can also be arranged in Numeric style,

OR

Q.11. Describe various types of interviews and give tips to prepare oneself for a job interview.

Ans. The various types of interview are listed below:-

Depending on the objective and nature, interviews can be categorized into the following types:

- Job
- Persuasive
- Evaluation
- Conflict resolution
- Termination
- Information
- Exit
- Counselling
- Disciplinary
- Media

Job interviews: In job interviews, the employer wants to learn about the applicant's abilities and experiences, and the candidate wa'nts to learn about the position on offer and the organiztion. Both the candidate and the employer hope to make a good impression and to establish rapport. In the initial round, job interviews are usually formal and structured. But later, interviews may be relatively spontaneous as the interviewer explores the candidate's responses.

Information interviews: The interviewer seeks fact that bear on a decision or contribute to basic understanding. Information flows mainly in one direction: one person asks a list of questions that must be covered and listens to the answer supplied-by the other person, e.g. doctor - patient, boss - subordinate, etc.

Persuasive interviews: One person tells another about a new idea, product, or service and explain why the other should act on his/her recommendations. Persuasive interview are often associated with, but are certainly not limited to, selling. The persuader asks about the other person's needs and shows how the product or concept is able to meet those needs. Presuasive interviewers require skill in drawing out and listening to others as well as the ability to impart suitable information, adapted to the situation and the sensitivites of the interviewee.

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Exit interviews : In exit interviews, the interviewer tries to understand why the interviewee is leaving the organization or transferring to another department or division. A departing employee can often provide insight into whether the business and human resource is being handled efficiently or whether there is a considerable scope for improvement. The interviewer tends to ask all the questions while the interviewe provide answers. Encouraging the employee to focus on event and processes rather than on personal gripes will elicit more useful infomation for the organization.

Evaluation interviews: A supervisor periodically gives an employee feedback on his/her perfomance. The supervisor and the employee discuss progress towards predetermined standards or goals and evaluate areas that require improvement. They may also dicuss goals for the coming year, as well as the employee's, long-term aspirations and gerneral concerns.

Councelling interviews: A supervior talks with an employee about personal problems that are interfering with work performance. The interviewer is concerned with the welfare of both the employee and the organization. The goal is to establish the facts, convey the company's concern, and steer the person towards source of help. Only a trained professional should offer advice on problems such as substance abuse, marital tension, and financial trouble.

Conflict - resolution interviews: In conflict - resolution interviews, two competing people or group of people with opposing points of view, such as Smith verus Jones, day shift verus night shift, General Motors verus the United Auto Workers., explore their problems and attitudes. The goal is to bring the two parties closer together, cause adjustment in perceptions and attitudes, and create more productive climate.

Disciplinary interviews: In diciplinary interview, a supervior tries to correct the behaviour of an employee who has ignored the organization's rule and regulations. The interviewer tries to get te employee to see the reason for the rules and to agree to comply. The interviewer alo reviews the facts and explores the person's attitude. Because of the emotional reaction that is likely, neutral observation are more effective than critical comments.

Termination interviews: A supervisor informs an employee of the reasons for the termination of the latter's job. The interviewer tries to avoid involving the company in legal; action and tries to maintain a positive relationship with employee. To accomplish these goals, the interviewer give reason that are specific, accurate, and verifiable.

Media interviews: Most of us might have watched programmes such a *Walk the Talk, Meet the Enterprenur, etc.,* as well as press conferences organized by the government/ businesses / industries on television, .k

General Interview Preparation

Here's a list of questions that you should consider your answers for when preparing...

- Why do you want this job?
- Why are you the best person for the job?
- What relevant experience do you have?
- Why are you interested in working for this company?
- What can you contribute to this company?
- What do you know about this company?
- What challenges are you looking for in a position?
- Why do you want to work for this company?
- Why should we hire you?
- What are your salary requirements?

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FIRST TERM EXAMINATION [MAY-JUNE 2017]
FIFTH SEMESTER [B.TECH]
COMMUNICATION SKILLS FOR PROFESSIONALS [ETHS–301]

M.M. : 30

Time : 1½ hrs.

Note: *Attempt any three questions including Q.1 is compulsory.*

Q. 1. Short Notes on the following: **(2)**

Q.1.(a) Significance of Time Management.

Ans. Whether we assign a dollar value to it or not, time is valuable to us. Think about it: How much of your typical work week do you spend stressed about not having enough time to complete a task or reach a goal?

There are lots of different ways to tackle the issue of time management — you can download apps, adjust your sleep time, create lists, etc. But if you don't fully understand why it's important for you to better manage your time, those apps and lists aren't going to help you. If you don't have the motivation to use them, you won't.

You have to first look at the big picture. Get a handle on why managing your time effectively is important, and what you stand to gain from it. You can get started by reviewing these **8 reasons time management is crucial:**

1. Time is limited.
2. You can accomplish more with less effort.
3. Improved decision-making ability.
4. Become more successful in your carreer.
5. Learning opportunities are everywhere.
6. Reduce stress
7. Free time is necessary
8. Self-discipline is valuable.

Q.1. (b) Role of Ethics in Business Communication. **(2)**

Ans. Ethical issues of business communication is the process by which individuals exchange information between other individuals or groups of people. Throughout the process, effective communicators try as clearly and accurately to convey their thoughts, intentions and, objectives to their receiver. Communication is successful only when both the sender and the receiver understand the same information. In today's business environments, effective communication skills are necessary due to the highly informational and technological era.

Regardless of context, communication involves choice, reflects values, and has consequences. For better communication, understanding the obvious and the subtle issues relating to communication is necessary. Any company that aims to be socially and ethically responsible must make a priority of ethical communication both inside the company and in its interactions with the public. In theory, many consumers prefer to do business with companies they believe are ethical which gives those ethical businesses an advantage in the market.

Some of the vital characteristics of ethical communication are discussed below.

- Conveying the point without offending the audience.
- Maintain a relationship with the audience.

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- Avoid with holding crucial information.
- Well organized value systems.
- Accuracy of information is necessary.

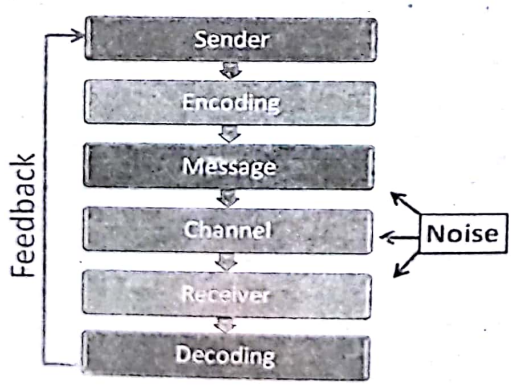
Q 1. (c) Process of Communication. **(2)**

Ans. The **Communication** is a two-way process wherein the message in the form of ideas, thoughts, feelings, opinions is transmitted between two or more persons with the intent of creating a **shared understanding.**

Simply, an act of conveying intended information and understanding from one person to another is called as communication. The term communication is derived from the Latin word **"Communis"** which means to share. Effective communication is when the message conveyed by the sender is understood by the receiver in exactly the same way as it was intended.

Communication Process: The communication is a dynamic process that begins with the conceptualizing of ideas by the sender who then transmits the message through a channel to the receiver, who in turn gives the feedback in the form of some message or signal within the given time frame. Thus, there are Seven major elements of communication process:

1. Sending
2. Encoding
3. Message
4. Communication channel
5. Receiver
6. Decoding
7. Feedback



Q. 1. (d) Importance of Self Awareness. **(2)**

Ans. We usually identify our existence with our position in society, our friends and family, the needs and desires of our body, and the emotional and intellectual expressions of our mind. For example: We might say 'I am a student studying economics, I have three

sisters and live in London'. We rarely take the time to contemplate the real nature of our existence; to ask the question, "Who am I?"

Self awareness is about learning to better understand why you feel what you feel and why you behave in a particular way. Once you begin to understand this concept you then have the opportunity and freedom to change things about yourself enabling you to create a life that you want. It's almost impossible to change and become self-accepting if you are unsure as to who you are. Having clarity about who you are and what you want can be empowering, giving you the confidence to make changes.

Self awareness is important because when we have a better understanding of ourselves, we are able to experience ourselves as unique and separate individuals. We are then empowered to make changes and to build on our areas of strength as well as identify areas where we would like to make improvements. Self-awareness is often a first step to goal setting. Self-awareness is being conscious of what you're good at while acknowledging what you still have yet to learn. This includes admitting when you don't have the answer and owning up to mistakes.

In our highly competitive culture, this can seem counterintuitive. In fact, many of us operate on the belief that we must appear as though we know everything all the time or else people will question our abilities, and then perhaps judge us. If you're honest with yourself, you'll admit that really the opposite is true. Because whether you acknowledge your weaknesses or not, everyone still sees them. So rather than conceal them, the person who tries to hide weaknesses actually highlights them, creating the perception of a lack of integrity and self-awareness.

Q. 1. (e) Qualities of a good leader. **(2)**

Ans. "A leader is one who knows the way, goes the way, and shows the way." Irrespective of how you define a leader, he or she can prove to be a difference maker between success and failure. A good leader has a futuristic vision and knows how to turn his ideas into real-world success stories. In this article, we take an in-depth look at some of the important leadership qualities that separate good leaders from a bad one.

1. Honesty and Intergrity.
2. Confidence
3. Inspire others
4. Commitment and passion
5. Good communicator
6. Decision-making Capabilities
7. Accountability
8. Delegation and Empowerment
9. Creativity and Innovation
10. Empathy

Conclusion: To become a good leader, you must have all these qualities but if you lack some of these qualities, then you might struggle to make the mark in the world of leadership. You will have to set a good example for others to follow. That is where your commitment, passion, empathy, honesty and integrity come into play. Good communication skills and decision-making capabilities also play a vital role in success and failure of a leader. Lastly, innovation and creative thinking, as well as the futuristic vision, are a couple of key traits which make a leader stand out.

Q. 2. (a) Briefly explain SWOT analysis and its usefulness in the organization. **(5)**

Ans. A SWOT (strengths, weaknesses, opportunities and threats) analysis can help you identify and understand key issues affecting your business, but it does not

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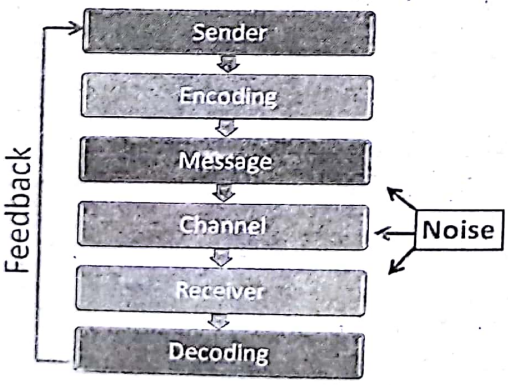

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necessarily offer solutions. You should be aware of the limitations as well as the benefits of a SWOT analysis before you decide to conduct one. Knowing what you can reasonably expect to achieve will make the SWOT analysis more useful for your business, and will save you time. Ultimately, you must be prepared to spend the time to review your SWOT analysis and use it to determine the best way forward in your business.

Benefits of SWOT analysis: The main advantages of conducting a SWOT analysis is that it has little or no cost - anyone who understands your business can perform a SWOT analysis. You can also use a SWOT analysis when you don't have much time to address a complex situation. This means that you can take steps towards improving your business without the expense of an external consultant or business adviser.

Another advantage of a SWOT analysis is that it concentrates on the most important factors affecting your business. Using a SWOT, you can:

- Understand your business better
- Address weaknesses
- Deter threats
- Capitalise on opportunities
- Take advantage of your strengths
- Develop business goals and strategies for achieving them.

Limitations of SWOT analysis: When you are conducting a SWOT analysis, you should keep in mind that it is only one stage of the business planning process. For complex issues, you will usually need to conduct more in-depth research and analysis to make decisions.

Keep in mind that a SWOT analysis only covers issues that can definitely be considered a strength, weakness, opportunity or threat. Because of this, it's difficult to address uncertain or two-sided factors, such as factors that could either be a strength or a weakness or both, with a SWOT analysis (e.g. you might have a prominent location, but the lease may be expensive).

A SWOT analysis may be limited because it:

- Doesn't prioritise issues
- Doesn't provide solutions or offer alternative decisions
- Can generate too many ideas but not help you choose which one is best
- Can produce a lot of information, but not all of it is useful.

Q. 2. (b) Define the terms:- (5)

(i) R.P:

Ans. Received Pronunciation (RP) is an accent of Standard English in the United Kingdom and is defined in the *Concise Oxford English Dictionary* as "the standard accent of English as spoken in the south of England",although it can be heard from native speakers throughout England and Wales.Peter Trudgill estimated in 1974 that 3% of people in Britain were RP speakers, but this rough estimate has been questioned by the phonetician J. Windsor Lewis.

Formerly, colloquially called "the King's English" RP enjoys high social prestige in Britain,being thought of as the accent of those with power, money, and influence, though it may be perceived negatively by some as being associated with undeserved privilege.Since the 1960s, a greater permissiveness towards regional English varieties has taken hold in education.

The study of RP is concerned exclusively with pronunciation, whereas *Standard English*, *the Queen's English*, *Oxford English*, and *BBC English* are also concerned with matters such as grammar, vocabulary, and style. An individual using RP will typically

speak Standard English, although the converse or inverse is not necessarily true. The standard language may be pronounced with a regional accent and the contrapositive is usually correct. It is very unlikely that someone speaking RP would use it to speak a regional dialect.

The introduction of the term *Received Pronunciation* is usually credited to Daniel Jones. In the first edition of the *English Pronouncing Dictionary* (1917), he named the accent "Public School Pronunciation", but for the second edition in 1926, he wrote, "In what follows I call it Received Pronunciation, for want of a better term." However, the term had actually been used much earlier by P. S. Du Ponceau in 1818. A similar term, *received standard* was by Henry C. K. Wyld in 1927. The early phonetician Alexander John Ellis used both terms interchangeably but with a much broader definition than Daniel Jones, having said "there is no such thing as a uniform education pron. of English, and rp. and rs. is a variable quantity differing from individual to individual, although all its varieties are 'received', understood and mainly unnoticed".

According to *Fowler's Modern English Usage* (1965), the correct term is "'the Received Pronunciation'. The word 'received' conveys its original meaning of 'accepted' or 'approved', as in 'received wisdom'."

RP is often believed to be based on the accents of southern England, but it actually has most in common with the Early Modern English dialects of the East Midlands. This was the most populated and most prosperous area of England during the 14th and 15th centuries. By the end of the 15th century, "Standard English" was established in the City of London.

(ii) Syllable:

Ans. A syllable is a unit of organization for a sequence of speech sounds. For example, the word *water* is composed of two syllables: *wa* and *ter*. A syllable is typically made up of a syllable nucleus (most often a vowel) with optional initial and final margins (typically, consonants).

Syllables are often considered the phonological "building blocks" of words. They can influence the rhythm of a language, its prosody, its poetic meter and its stress patterns.

Syllabic writing began several hundred years before the first letters. The earliest recorded syllables are on tablets written around 2800 BC in the Sumerian city of Ur. This shift from pictograms to syllables has been called "the most important advance in the history of writing".[1]

A word that consists of a single syllable (like English *dog*) is called a **monosyllable** (and is said to be *monosyllabic*). Similar terms include **disyllable** (and *disyllabic*; also *bisyllabl* and *bisyllabic*) for a word of two syllables; **trisyllable** (and *trisyllabic*) for a word of three syllables; and **polysyllable** (and *polysyllabic*), which may refer either to a word of more than three syllables or to any word of more than one syllable.

Syllable is an Anglo-Norman variation of Old French *sillabe*, from Latin *syllaba*, from Koine Greek συλλαβή *syllabē* (Greek pronunciation: [sylːaˈbɛː]). συλλαβή means "what is taken together", referring to letters that are taken together to make a single sound.

συλλαβή is a verbal noun from the verb συλλαμβάνω *syllambánō*, a compound of the preposition σύν *sýn* "with" and the verb λαμβάνω *lambánō* "take". The noun uses the rootλαβ-, which appears in the aorist tense; the present tense stem λαμβάν- is formed by adding a nasal infix (μ)(m) before the β *b* and a suffix -αν *-an* at the end.

3. Phoneme

Ans. A phoneme (/ˈfoʊniːm/) is one of the units of sound (or gesture in the case of sign languages, see cheireme) that distinguish one word from another in a particular

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language. For example, in most dialects of English, the sound patterns /θʌm/ (*thumb*) and /dʌm/ (*dumb*) are two separate words distinguished by the substitution of one phoneme, /θ/, for another phoneme, /d/. (Two words like this that differ in meaning through a contrast of a single phoneme form what is called a *minimal pair*). In many other languages these would be interpreted as exactly the same set of phonemes (i.e. /θ/ and /d/ would be considered the same).

In linguistics, phonemes (usually established by the use of minimal pairs, such as *kill* vs *kiss* or *pat* vs *bat*) are written between slashes, e.g. /p/. To show pronunciation more precisely linguists use square brackets, for example [pʰ] (indicating an aspirated *p*).

Within linguistics there are differing views as to exactly what phonemes are and how a given language should be analyzed in *phonemic* (or *phonematic*) terms. However, a phoneme is generally regarded as an abstraction of a set (or equivalence class) of speech sounds (*phones*) which are perceived as equivalent to each other in a given language. For example, in English, the *k* sounds in the words *kit* and *skill* are not identical (as described below), but they are distributional variants of a single phoneme /k/. Different speech sounds that are realizations of the same phoneme are known as allophones. Allophonic variation may be conditioned, in which case a certain phoneme is realized as a certain allophone in particular phonological environments, or it may be free in which case it may vary randomly. In this way, phonemes are often considered to constitute an abstract underlying representation for segments of words, while speech sounds make up the corresponding phonetic realization, or surface form.

Phonemes are conventionally placed between slashes in transcription, whereas speech sounds (phones) are placed between square brackets. Thus /pʊʃ/ represents a sequence of three phonemes /p/, /ʊ/, /ʃ/ (the word *push* in standard English), while [pʰʊʃ] represents the phonetic sequence of sounds [pʰ] (aspirated *p*), [ʊ], [ʃ] (the usual pronunciation of *push*). This is not to be confused with the similar convention of the use of angle brackets to enclose the units of orthography, namely graphemes; for example, ⟨f⟩ represents the written letter (grapheme) *f*.

The symbols used for particular phonemes are often taken from the International Phonetic Alphabet (IPA), the same set of symbols that are most commonly used for phones. (For computer typing purposes, systems such as X-SAMPA and Kirshenbaum exist to represent IPA symbols using only ASCII characters.) However, descriptions of particular languages may use different conventional symbols to represent the phonemes of those languages. For languages whose writing systems employ the phonemic principle, ordinary letters may be used to denote phonemes, although this approach is often hampered by the complexity of the relationship between orthography and pronunciation.

4. Word Accent:

Ans. An accent is a stress or emphasis on a particular part of something, usually a word. Pronounce the word "doofus" with the *accent* on the first syllable: DOO-fuss.

Accent comes from the Latin *accentus*, which means "the intonation of singing." We use *accent* for different kinds of emphasis in speech. In some foreign languages, the mark above a letter is an accent that signals how to pronounce it. If you accent something, like the "Ɪ" on the end of your name, you highlight it. In music, an emphasized note is accented. A regional accent is the particular way that people from that place speak.

5. Intonation:

Ans. In linguistics, **intonation** is variation of spoken pitch that is not used to distinguish words; instead it is used for a range of functions such as indicating the attitudes and emotions of the speaker, signalling the difference between statements and questions, and between different types of questions, focusing attention on important elements of the spoken message and also helping to regulate conversational interaction.

It contrasts with tone, in which pitch variation in some languages distinguishes words, either lexically or grammatically. (The term *tone* is used by some British writers in their descriptions of intonation but to refer to the pitch movement found on the nucleus or tonic syllable in an intonation unit.)

Although intonation is primarily a matter of pitch variation, it is important to be aware that functions attributed to intonation such as the expression of attitudes and emotions, or highlighting aspects of grammatical structure, almost always involve concomitant variation in other prosodic features. David Crystal for example says that "intonation is not a single system of contours and levels, but the product of the interaction of features from different prosodic systems – *tone*, *pitch-range*, *loudness*, *rhythmicality* and *tempo* in particular."

Most transcription conventions have been devised for describing one particular accent or language, and the specific conventions therefore need to be explained in the context of what is being described. However, for general purposes the International Phonetic Alphabet offers the two intonation marks shown in the box at the head of this article. Global rising and falling intonation are marked with a diagonal arrow rising left-to-right [↗] and falling left-to-right [↘], respectively. These may be written as part of a syllable, or separated with a space when they have a broader scope:

He found it on the street?

[hiː ˈfaʊndɪt | ɒnðə↗ ˈˈstɹiːtl]

Here the rising pitch on *street* indicates that the question hinges on that word, on where he found it, not whether he found it.

Yes, he found it on the street.

[↘ ˈjɛsɪ hi ˈfaʊndɪt | ɒnðə↘ ˈstɹiːtl]

How did you ever escape?

[↗ ˈˈhaʊdɪdjuː | ˈɛvɚ | ə↘ ˈˈskeɪpɪ]

Here, as is common with *wh-* questions, there is a rising intonation on the question word, and a falling intonation at the end of the question.In many descriptions of English, the following intonation patterns are distinguished:

- *Rising Intonation* means the pitch of the voice rises over time.
- *Falling Intonation* means that the pitch falls with time.
- *Dipping* or *Fall-rise Intonation* falls and then rises.
- *Peaking* or *Rise-fall Intonation* rises and then falls.

Q. 3. (a) Transcribe the word: **(5)**

Ans. a. Engineer: /ˌendʒɪˈnɪə/

b. Technology: /tekˈnɒlədʒɪ/

c. Discuss: /dɪˈskʌs/

d. Concept: /ˈkɒnsept/

e. Vision: /ˈvɪʒən/

Q. 3. (b) What are the Characteristics of good communication. **(5)**

Ans. Business revolves around successful communication, be it non-verbal, verbal, written, analogue or digital. Managers, leaders and salespeople all need to be skilled communicators in order to perform their roles effectively. Maguire Training provides a wealth of invaluable training courses and E-learning modules that are designed to develop effective communication skills and equip business leaders with the skills required to communicate confidently, powerfully and persuasively in a variety of the situations that they may encounter in the course of their duties.

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Good communication in business is vital to establishing relationships, influencing negotiations, successful selling, delivering presentations, problem solving and many other aspects of a manager's or salesperson's role. Whilst effective and practical training is an invaluable aid to improving business communication skills, the best communicators exhibit certain characteristics which enable them to hone and maximise their abilities. By adopting these traits, anyone should be able to communicate more confidently and effectively.

The five characteristics of successful business communicators are:

1. **Proactive participation:** Good communicators proactively seek out opportunities to develop their skills by, for example, appropriately contributing their opinions and knowledge in group discussions or meetings rather than simply sitting back and letting the conversation flow around them. Other opportunities might include volunteering to chair a meeting or steering group or to give a speech or presentation. Being proactive rather than waiting to be asked to contribute suggests a communicator that is both capable and confident in their abilities.

2. **Ability to learn from others:** Improving business communication is a journey rather than a destination; there are always effective skills and strategies that can be learned from others and adopted for an individual's own use. Successful business communicators are willing to be mentored by those with greater skills and experience, will seek out training and development opportunities and will actively further their knowledge by reading around the subject.

3. **Listening, rather than hearing:** Being a good listener is a hallmark of a successful communicator. Unlike simply 'hearing', listening involves taking in information, processing it, understanding its context and meaning and using these to form reasoned, intelligent responses. Often an unskilled communicator will only 'hear' what is being said and will second-guess the context and meaning in a bid to interject with a response. An inability or unwillingness to listen properly can lead to misunderstanding and a breakdown in business communications.

4. **Willingness to practice communication skills:** Every communicator can improve with practice, and the most successful communicators will practice every aspect of their daily communications from refining their telephone technique and manner to honing their public speaking or presenting skills to drafting and re-drafting documents and emails until the tone, style and content are optimal.

5. **Staying focused:** Communicating effectively in the typical work environment demands that you pay attention to whoever you are communicating with and don't lose focus as a result of distractions such as a ringing phone or incoming email. In group communication situations such as meetings or presentations, nerves or anxiety can cause loss of focus that is detrimental to communication; successful communicators will adopt strategies to help them overcome these distractions.Good business communication skills are a valuable asset that every leader, manager or salesperson should aspire to obtain. For those who are simply unable to attend classroom-based courses, Maguire Training's comprehensive E-learning platform provides a range of modules aimed at developing and improving business communication skills whilst allowing delegates to learn as and when it is most convenient for them.

Q. 4. (a) What are the barriers to effective communication. **(5)**

Ans. Sometimes, somewhere between the moment someone speaks and another responds, communication becomes broken.We've all been there. A conversation, or even an online chat or string of mobile texts, leads to a terrible misunderstanding and all of a sudden all hopes for reaching an agreement go right out the window.

Most Common Barriers to Effective Communication

1. **Physical Barriers:** this has to do with poor or outdated equipment used during communications, background noise, poor lighting, temperatures that are too hot or too cold.

2. **Attitudes:** emotions like anger or sadness can taint objectivity. Also being extremely nervous, having a personal agenda or "needing to be right no matter what" can make communications less than effective. This is also known as "Emotional Noise".

3. **Language:** this can seem like an easy one, but even people speaking the same language can have difficulty understanding each other if they are from different generations or from different regions of the same country. Slang, professional jargon and regional colloquialisms can even hurt communicators with the best intentions.

4. **Physiological Barriers:** ill health, poor eyesight or hearing difficulties, pain.

5. **Problems with Structure Design:** companies or institutions can have organization structures that are not clear, which can make communications difficult. Also to blame for faulty communications are bad information systems, and lack of supervision or training of the people involved.

6. **Cultural Noise:** people sometimes make stereotypical assumptions about others based on their cultural background.

7. **Lack of Common Experience:** it's a great idea to use examples or stories to explain a point that is being discussed. However, if the speaker and the audience cannot relate to these examples because they do not have the same knowledge or have not shared the same experiences then this tool will be ineffective.

8. **Ambiguity and Abstractions Overuse:** leaving things half-said, using too many generalizations, proverbs or sayings, can all lead to communications that are not clear and that can lend themselves to misinterpretations.

9. **Information Overload:** it takes time to process a lot of information and too many details can overwhelm and distract the audience from the important topics. Keep it.

10. **Assumptions and Jumping to Conclusions:** This can make someone reach a decision about something before listening to all the facts.All of these barriers to effective communication can either distract those involved or otherwise hinder your communications.

Q. 4. (b) What is Paralanguage? How does voice affect the quality of non-verbal communication? **(5)**

Ans. Paralanguage is a component of meta-communication that may modify or nuance meaning, or convey emotion, such as prosody, pitch, volume, intonation etc. It is sometimes defined as relating to nonphonemic properties only. Paralanguage may be expressed consciously or unconsciously.

The study of paralanguage is known as **paralinguistics**, and was invented by George L. Trager in the 1950s, while he was working at the Foreign Service Institute of

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the Department of State. His colleagues at the time included Henry Lee Smith, Charles F. Hockett (working with him on using descriptive linguistics as a model for paralanguage), Edward T. Hall developing proxemics, and Ray Birdwhis developing kinesics. Trager published his conclusions in 1958,1960and 1961.

His work has served as a basis for all later research, especially those investigating the relationship between paralanguage and culture (since paralanguage is learned, it differs by language and culture). A good example is the work of John J. Gumperz on language and social identity, which specifically describes paralinguistic differences between participants in intercultural interactions.The film Gumperz made for BBC in 1982, *Multiracial Britain: Crosstalk*, does a particularly good job of demonstrating cultural differences in paralanguage, and the impact these have on relationships.

Paralinguistic information, because it is phenomenal, belongs to the external speech signal (Ferdinand de Saussure's *parole*) but not to the arbitrary conventional code of language (Saussure's *langue*).

The paralinguistic properties of speech play an important role in human communication. There are no utterances or speech signals that lack paralinguistic properties, since speech requires the presence of a voice that can be modulated. This voice must have *some* properties, and all the properties of a voice as such are paralinguistic. However, the distinction linguistic vs. paralinguistic applies not only to speech but to writing and sign language as well, and it is not bound to any sensory modality. Even vocal language has some paralinguistic as well as linguistic properties that can be *seen* (lip reading, McGurk effect), and even *felt*, e.g. by the Tadoma method.

Para-language, or Voice Signals

Para-language relates to all aspects of the voice which are not strictly part of the verbal message, including the tone and pitch of the voice, the speed and volume at which a message is delivered, and pauses and hesitations between words.These signals can serve to indicate feelings about what is being said. Emphasising particular words, or the use of particular tones of voice can imply whether or not feedback is required. For example, in English, and other non-tonal languages, a rising tone at the end of the sentence can indicate a question.Your voice can reveal as much about your personal history as your appearance.The sound of a voice and the content of speech can provide clues to an individual's emotional state and a dialect can indicate their geographic roots. The voice is unique to the person to whom it belongs.

For instance, if self-esteem is low, it may be reflected by hesitancy in the voice, a shy person may have a quiet voice, but someone who is confident in themselves will be more likely to have command of their voice and clarity of speech.

Aspects of Effective Speaking: Effective speaking has nothing to do with the outdated concept of 'elocution' where everyone was encouraged to speak in the same 'correct' manner. Rather, effective speaking concerns being able to speak in a public context with confidence and clarity, whilst at the same time reflecting on your own personality.

Accents: Regional and ethnic accents are positive; they are part of individual personality.

Gradually, over the years, through the migration of people and exposure to the media, accents are being broken down and neutralised. In some ways this is a shame because accents can add a dimension and distinctiveness to voice and emphasise individuality.

It is important to get used to the sound of your own voice. Most people are more relaxed in a private situation, particularly at home, where there are no pressures to conform to any other social rules and expectations. This is not the case in public situations when there are all sorts of influences exerted upon the way people speak.

Often people don't like the sound of their own recorded voice - in the same way that some people don't like photographs of themselves - they can feel embarrassed.

Most of us are not used to hearing our own voices and these feelings are totally normal. Get past the initial, 'Do I really sound like that?' stage and develop a better understanding of your voice.

When relaxed you will feel more confident, therefore by listening to your voice at home you will have an idea of how you sound to other people. Although you cannot hear your voice in the same way that others hear you, you can develop an awareness of its impact on others. Understanding the physical nature of your voice will give you more control over the way that you use it.

Individuals are all used to using language in an informal way in their everyday lives, but as soon as a hint of formality is suggested, they can become self-conscious and seize up. This becomes especially obvious when speaking in front of strangers in a public setting.

The more you get used to the sound of your voice functioning in a slightly more formal way, the easier it is when doing it 'for real'. In conversational mode, individuals tend to speak in short phrases, a few at a time. Reading aloud helps you to become used to the more fluent sound of your voice.

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END TERM EXAMINATION [DEC. 2017]
FIFTH SEMESTER [B.TECH]
COMMUNICATION SKILLS FOR PROFESSIONALS [ETHS–301]

Time : 3 hrs. **M.M. : 75**

Note: *Attempt any five questions including Q.1 is compulsory. Selection one questions from each unit.*

Q. 1. Answer any five of the following.

Q. 1. (a) What is the significance of informal communication? **(5)**

Ans. Meaning of Informal Communication:

'Informal Communication' is the communication among the people of an organisation not on the basis of formal relationship in the organisational structure but on the basis of informal relations and understanding.It may overlap routes, levels or positions. Informal communication creates a situation where the different workers communicate with each other, work side by side, hour after hour and day after day irrespective of their formal positions and relationships.It is referred to as the 'grapevine' which indicates informal means of circulating information or gossip. It is direct, spontaneous and flexible.

Examples of Informal or Grapevine Communication:

The manager calls an employee to his chamber and talks with him for sometimes relating to official work. Rumor is spread that the employee will be promoted to higher position ignoring the promotion of other employees.

Q. 1. (b) Explicate the term chronemics. **(5)**

Ans. Thomas J. Bruneau of Radford University coined the term "chronemics" in the late 1970s to help define the function of time in human interaction:Chronemics can be briefly and generally defined as the study of human tempo as it related to human communication. More specifically, chronemics involves the study of both subjective and objective human tempos as they influence and are interdependent with human behavior. Further, chronemics involves the study of human communication as it relates to interdependent and integrated levels of time-experiencing. Previously, these interdependent and integrated levels have been outlined and discussed as: biological time; psychological time; social time; and cultural time. A number of classification systems exist in the literature of time. However, such systems are not applied to human interaction directly.

Q. 1. (c) What is the role of memo in an organization. **(5)**

Ans. A memorandum (memo) is used to communicate something of immediate importance to people within a business or organization. A memo also can be sent to people or firms that have close or long-standing relationships, such as vendors or consultants. Like a business letter, a memo is a permanent record of your communication. It is used in both paper and electronic formats. Since you may know the people you are writing, a memo may appear less formal than a business letter, but it isn't. It is not a text message or blog posting, and it should not include emoticons, cartoons, or anything "cute." Be professional and polite. When to Write a Business Memo Businesses and organizations may ask their employees or members to follow certain protocols for when

to send a memo and even how to send it. These guidelines may explain when a paper version is required or when email is appropriate.

Q. 1. (d) Describe 'Emotional Intelligence'. **(5)**

Ans. Emotional intelligence (EI), also known as **Emotional quotient (EQ)** and **Emotional Intelligence Quotient (EIQ)**, is the capability of individuals to recognize their own emotions and those of others, discern between different feelings and label them appropriately, use emotional information to guide thinking and behavior, and manage and/or adjust emotions to adapt to environments or achieve one's goal(s).

Although the term first appeared in a 1964 paper by Michael Beldoch, it gained popularity in the 1995 book by that title, written by author and science journalist Daniel Goleman. Since this time, Goleman's 1995 analysis of EI has been criticized within the scientific community, despite prolific reports of its usefulness in the popular press.

Q. 1. (e) 'Listening is an art comment'. **(5)**

Ans. Many people think of communications as telling people something. Of needing to get a message across.But even when your objective is to inform, to pass comment, to relay progress or status, it's important to listen to your audience.Listen to them before you communicate to understand how they best like to receive communications.Listen to them after you communicate to understand how the message was received and if it was understood as intended.

You see, if you are using the wrong methods to communicate, your message might not be received as you intended, if at all. It might be mis-interpreted or taken out of context. If your audience is anxious about change, your message about this great new change you are introducing could be the last thing they want to hear about, even if it is actually positive to them.You need to understand where you audience is and how they are thinking so that you can frame your communications in a way that will be better received.

Q. 1. (f) What is 'self image'? **(5)**

Ans. Self-image is the mental picture, generally of a kind that is quite resistant to change, that depicts not only details that are potentially available to objective investigation by others (height, weight, hair color, etc.), but also items that have been learned by that person about themself, either from personal experiences or by internalizing the judgments of others. A simple definition of a person's self-image is their answer to the question "What do you believe people think about you?".

Self-image may consist of three types:

1. Self-image resulting from how an individual sees oneself.
2. Self-image resulting from how others see the individual.
3. Self-image resulting from how the individual perceives others see them or not.

These three types may or may not be an accurate representation of the person.All, some or none of them may be true.

Q. 1. (g) Describe Proxemics. **(5)**

Ans. Proxemics is the study of human use of space and the effects that population density has on behaviour, communication, and social interaction.

Proxemics is one among several subcategories in the study of nonverbal communication, including haptics (touch), kinesics (bodymovement), vocalics (paralanguage), and chronemics (structure of time).

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Edward T. Hall, the cultural anthropologist who coined the term in 1963, defined proxemics as "the interrelated observations and theories of humans use of space as a specialized elaboration of culture". In his foundational work on proxemics, *The Hidden Dimension*, Hall emphasized the impact of proxemic behavior (the use of space) on interpersonal communication. According to Hall, the study of proxemics is valuable in evaluating not only the way people interact with others in daily life, but also "the organization of space in [their] houses and buildings, and ultimately the layout of [their] towns". Proxemics remains a hidden component of interpersonal communication that is uncovered through observation and strongly influenced by culture.

UNIT-I

Q. 2. What is SWOT analysis. Why is it essential for professional development. Analyse your own personality using SWOT. (12.5)

Ans. Personal development is an essential step for making yourself more appealing to employers and customers. It also helps boost your self-image. People apply many different tactics to stand apart in this sea of candidates. They want to secure the top position, but it not as easy as it sounds. Individuals often conduct the SWOT analysis.

SWOT is seen as an analytical framework which can help companies facing great challenges. It helps to find the most promising new markets. The analysis was created by business gurus Edmund P. Learned, Kenneth Andrews, C. Roland Christensen and William D. in the 1960s. They wrote about it in their book "Business Policy, Text, and Cases."

Even though SWOT was originally used for business, it can help assess a person's Strengths, Weaknesses, Opportunities, and Threats too. This kind of simple analysis structure will provide guidance. It looks at internal and external factors. Do not take the SWOT analysis light.

Self-analysis is perhaps one of the most complicated things. But, it plays a very significant role in personal progress. The personal skills SWOT analysis will help you to learn more about you. Carrying out a personal SWOT analysis is an important step towards **finding life and career direction**.

Follow all steps seriously and create your *Personal SWOT analysis*.

Before you allot precious time in the process, make sure that you are ready to provide honest answers to yourself. While we easily scrutinize companies, jobs, employers and colleagues, criticizing ourselves is the first step here.

Dig deep and identify what your own contributions really are. The analysis entails finding out what you are good at and what you are terrible at. **SWOT is a tool for you.** After you learn all the necessary details about yourself, you can make an effort to make positive changes which will lead to new opportunities. Basically, SWOT analysis provides a better picture of all pros and cons you have.

The outcome will depend on how you react to the findings. For example, you can react in 2 ways after you list all your weaknesses. You can either understand how they can be threating to not only your career but also your personal life, or you can work to overcome the weakness. **It is always wise to think positively.** Act proactively to turn the weakness into strength. Also, try to eliminate all threats. Give importance to your strengths and take advantage of the opportunities.

SWOT for personal development can help the following people:

- Students
- Managers and Owners
- Professionals, Executives
- Career Starters
- Practitioners and HR
- Doctors and Engineers
- Employees
- Husband and Wife
- Parents

The elements of a Personal SWOT analysis: A SWOT analysis focuses on the 4 elements included in its acronym. Knowing about these positive and negative factors can help you make changes more effectively. Typically, a SWOT analysis is done by creating a table, divided into 4 columns. Usually, the strengths and weaknesses do not match the opportunities and threats listed. Remember that pairing external threats with the internal weaknesses can help highlight the most serious issues.

For each of the SWOT elements, ask yourself some questions. I have listed some example questions below, but they may vary.

Strengths

- What benefits do you have which others do not have? This could include skills, education, or connections.
- What are you better at than anyone else?
- What personal resources do you have access to?
- What do other people see as your strengths?
- Which achievements are you most proud of?
- What values do you believe in that others fail to show?
- Are you part of a network no one else is involved in? What connections do you have with powerful people?

Weaknesses

- What work do you usually avoid because of lack of confidence?
- What do people think you weaknesses are?
- Are you happy with your education and skills training?
- Do you have any negative work habits?
- Which of your personality traits hold you back?

Opportunities

- What new technology can assist you?
- Can you take advantage of the market in its present state?
- Do you have a network of strategic contacts to offer good advice or help you?
- Is any of your competitors failing to do something important? Can you take advantage of it?

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- Is there a need in your company which no one is filling?
- Could you create an opportunity by offering solutions to problems?

Threats

- What hindrances do you currently face at work?
- Is any of your co-workers competing with you for projects or roles?
- Is your job changing?
- Can technological changes threaten your position?
- Could any of your weaknesses lead to threats?

The Advantages of Conducting a Personal SWOT

The main purpose of a SWOT is to promote the identified strengths, reduce weaknesses, exploiting the opportunities and having contingency plans to minimize threats.

There are many benefits and advantages of using SWOT Analysis for personal development. It is good for your success and betterment. Some of the most common benefits of conducting a personal SWOT analysis have been mentioned below.

- Helps to develops strategies to attain your goals
- You can be better than your friends and colleagues
- Shows where you currently stand on the path of success
- Measures your scopes of reaching desired goals
- Boosts your career, life and personality
- Helps to better understand who you really are as a person
- Maximizes your strengths and diminishes your weaknesses
- Explores and also enhances your soft skills and hard skills
- It helps you understand your preferences and personality traits.
- Focuses on your attitudes, abilities, skills, capabilities and capacities

Self Analysis using SWOT

Strengths • Compulsive • Strong follow-through • Articulate • Writes well • Balanced work-life perspective • Multi-interested (e.g., work, recreational activities [e.g., curling, golf, etc.]) • Ambitious

Weaknesses • Strong need to "get things done and off my list" with consequence of getting it done right away, thereby undermining the benefits of more careful deliberation over time • Compulsiveness sometimes causes me to begrudge being given tasks, i.e., stress of many tasks and need to do each carefully can lead me to think unkindly about the people and/or circumstance creating the task • Can be impatient, i.e., not tolerate those who do not understand ("suffer fools poorly") • Time pressure causes stress and can lead to emotional "hijacking" • Do not handle multiple immediately competing demands well .

Opportunities • To engage others in providing feedback about their experience of me • To receive coaching in service of improving my leadership skills • To learn from others in similar roles to mine • To enhance my ability to manage the need to complete task quickly in order to be able to deliberate more carefully • To enhance my equanimity about work-related tasks

Threats • Time pressure, which can derail my plan for self-improvement because it catapults me back to my "usual" habits • The multitude of everyday demands, which conspires against self-reflection

Q. 3.Describe the salient features of communication. Illustrate your point. (12.5)

Ans. Features of communications

(i) Communication is a two-way traffic.

(ii) It is a continuous and unending process.

(iii) It is a short-lived process and lasts till the other person understands the message.

(iv) The main purpose of communication is to make the message understandable to others.

(v) It aims at achieving the organizational objectives.

(vi) It dispels the misunderstanding between persons.

Purposes of communication

The main purpose of communication are :

(i) Conveying the right message to persons concerned.

(ii) Coordinating the efforts of all those who are engaged in the business.

(iii) Development of managerial skill and understanding.

(iv) Maintaining good industrial relations.

(v) Assessing the effectiveness of policies, practices, behaviour and procedures etc.

Principles of effective communication

Following principles should be followed in order to make the communication effective:

1. Principle of clarity, i.e., every point in the communication should be clear having no ambiguity and conveying the same sense and spirit.

2. Principle of attention, i.e., Communication must draw attention of the communicate.

3. Principle of consistency : This principle implies that communication should always be consistent with the plans, objectives, policies and programmes of the organization and not conflicting. Inconsistent messages always create chaos and confusion in the minds of people which is highly detrimental to the interest of the enterprise.

4. Principle of Adequacy : This implies that the information should be adequate and complete in all respect. Incomplete and inadequate information delays actions and destroys understanding and relations. Efficiency of communicator and communicate is also affected.

5. Principle of Integration : Communication is a means to an end and not an end in itself. It should promote co-operation among people at work to achieve the organizational objectives.

6. Principle of Timeliness : Information of ideas should be communicated at the proper time. Any delay in communicating the messages will serve no purpose except to make them (messages) mere historical documents as they lose their importance and effectiveness by the lapse of time.

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7. Principle of Informality : Formal communication, however is important in a formal organization but informal communication does not lose its place in the organization. Managers or executives should become much informal in their behaviour with his subordinates. But in certain situations where they are the sole and best judge, informality may be avoided.

8. Principle of Feedback : This is the most important principle of an effective communication system. The communicator must have feedback confirmation from the recipient whether the messages communicated, have been understood in the same sense in which the sender takes it and also whether the recipient is agreed or disagreed the proposal. It helps understand the people.

9. Principal of Communication Networks : Communication networks refer to the routes through which communication flow to the destination person for whom it is meant. A number of such networks may exist in the organization at a given point of time but management should consider the effectiveness of the communication network in the given situation and its effect of the behaviour of the communicate before it finally chooses a network.

10. Principle of Purposefulness: Communication should have a purpose. One's image must improve by his communication. The purpose for which communication was used must be achieved.

11. Principle of Empathetic Listening: This is used to draw out the other person. The goal is to understand the speaker's (sender's) feelings, needs and wants in order to help him solve a problem.

12. Proper Language: Simple and proper language have to be used in communication.

13. Two Way Communication : Effective communication necessitates a minimum of two participants who should interact with each other. In other words, there should be transmission, reception and exchange of ideas from both sides.

14. Credibility in Communication: The matter in the communication should be a believable and faithful matter.

15. Orientation of Employees: Communication should be an instrument to explain the situation to the employees.

16. Feedback: Communication should help to improve quality and to make self-correction of errors.

17. Gesture and Tone: Communication should have courtesy and diplomacy.

The above principles, if followed, will make the communication effective. The industrial problems may be minimized by establishing an effective system of communication because a sense of cooperativeness will make industrial relations better.

The 7 C's : Credibility, context, content, clarity, channels, consistency and capability of the audience.

Management Communication:

Communication with management group (from board of director to supervisor) is called management communication or intramanagement communication.

Importance of Management Communication

It has the following point to emphasize.

(i) **It is prerequisite to employee communication** because they cannot communicate unless they understand.

(ii) **Necessary for sound decision :** A well informed manager can take sound decisions.

(iii) **Greater scope of managerial influence :** Ill informed managers will affect a broad area of performance.

(iv) **Links in communication chain are within management :** Links from beard of directors to supervisors in chain of command are within management group.

(v) Communication for self.

Improving Management Communication

Following measures may be adopted to improve management communication for self.

1. Committees, conferences, boards, etc.
2. Written communication like bulleting, newsletter, etc.
3. Conferences outside the place of job.

The Four S's : Shortness, simplicity, strength and sincerity.

Proxemics : It is the study of what you communicate by way you use space.

Posture : It refers to the way one stands site and walks.

UNIT-II

Q. 4. What is non-verbal communication? Explain the elements of non-verbal communication. **(12.5)**

Ans. Nonverbal communication involves numerous elements, such as gestures, intonation, proximity, volume, word choice, eye contact and many others. Andrews University says that nonverbal messages serve to repeat, accent, complement, regulate or substitute for a verbal message. Different cultures rely on disparate systems of nonverbal communication, making misunderstandings and faux pas common.

Nonverbal communication includes a number of elements, five elements are:

1. Eye contact. The effective nonverbal instructor tried to make eye contact with each student throughout the presentation; the poor nonverbal instructor looked at the PowerPoint and minimally glanced at the students.

2. Voice fluctuation. The effective nonverbal instructor varied his vocal pattern throughout the presentation; the poor nonverbal instructor kept a moderately monotonous vocal range.

3. Position in the room. The effective nonverbal instructor used a PowerPoint clicker and walked around the front of the room; the poor nonverbal instructor stood behind a podium and used the desktop computer mouse to navigate the PowerPoint.

4. Facial expressions. The effective nonverbal instructor used a variety of enthusiastic facial expressions; the poor nonverbal instructor kept a moderately flat expression.

5. Hand gestures. The effective nonverbal instructor continually showed the palms of his hands during gestures; the poor nonverbal instructor kept his hands on the surface of the podium.

Effective nonverbal communication class:

- "If he didn't look like he knows what he's talking about, then I wouldn't trust him or listen to him."

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• "(Presenters') body language in general can definitely tell you a lot about their knowledge about the subject."

• "Sometimes when (presenters) are speaking, I just won't pay attention because I am bored, but I paid attention to this one."

Poor nonverbal communication class:

• "He just had random facts. I just didn't really know where he got those from."

• "I get distracted easily with doodling on my paper. I listened to the first half, but I don't remember anything from the second half."

• "I agree. I kind of wandered off. I tried focusing on the PowerPoint, but that was bad, too."

So, next time you're offering a presentation for a client or at a conference, remember you're saying just as much with your body as you are with your mouth.

Q. 5. What is Phonetics? Transcribe the words using the IPA symbols. (12.5)

Ans. Phonetics (pronounced /fəˈnɛtɪks/) is the branch of linguistics that studies the sounds of human speech, or—in the case of sign languages—the equivalent aspects of sign. It is concerned with the physical properties of speech sounds or signs (phones): their physiological production, acoustic properties, auditory perception, and neurophysiological status. Phonology, on the other hand, is concerned with the abstract, grammatical characterisation of systems of sounds or signs.

In the case of oral languages, phonetics has three basic areas of study:

• Articulatory phonetics: the study of the organs of speech and their use in producing speech soundsby the speaker.

• Acoustic phonetics: the study of the physical transmission of speech sounds from the speaker to the listener.

• Auditory phonetics: the study of the reception and perception of speech sounds by the listener.

1. Sick: /ˈsɪk/
2. Bad: /ˈbæd/
3. Perception: /pəˈsepʃən/
4. Chalk : /ˈtʃɔːk/
5. Examination: /ɪgˌzæmɪˈneɪʃən/
6. Please : /ˈpliːz/
7. Write : /ˈraɪt/
8. Pleasure : /ˈpleʒə/
9. Chair: /ˈtʃeə/
10. Care: /ˈkeə/
11. There: /ˈðeə/
12. Thin: /ˈθɪn/

Q.6. (i) Write a letter to the Manager, SBI on behalf of Fashion Flash. Ltd. Requesting him to increase the credit limit from 40 lac to 60 lac. (8)

Ans. Mr. Wilson Smith,

Manager (Credit and Loan Department)

SBI New Delhi. 31.05.2018

From,

Steven Marc

Apartment

no.16

Dwarka, New Delhi.

Sub: Requesting for the increase in credit

Dear Mr. Smith,

With due respect, I would like to bring to your kind attention that I have taken credit from your bank three months back regarding my business. I am regularly paying the interest of the same on monthly basis. But, recently I have come across some more investments to be made regarding admission procedures. I would request you to kindly increase the credit limit from 40 lac to 60 lac.

I am enclosing all the relevant documents for increase in credit. I hope that you will take prompt action regarding this matter so that I should not face any inconvenience regarding my son's admission.

Thanking you,

Yours sincerely

Steven Marc

Q.6. (ii) How does a report differ from a project proposal. (4.5)

Ans: A report and a porposal are very similar in organization. Their differences, however subtle, are worth noting:

A report: 1. Written to someone with authority (e.g. manager, boss, director, public official, etc.) or peer (e.g. colleauge, associate, classmate, etc.) 2. Usually formal in register 3. Writer uses language related with expressing opinion, listing reasons, making recommendations 4. Written to people who can take action or affect outcome 5. May or may not have headings The general purpose of a report is to identify a specific problem, explain it and recommend action that will lead to a solution.

A proposal: 1. Written to someone who needs to make a decision usually which involves spending or investing money (e.g. a client or customer, a committee, someone responsible for finances within company or organization, etc.) 2. Usually formal in register, but could also be semi-formal when addressed to a committee of peers 3. Writer uses language in such a way that he is persuasive, besides listing reasons and making suggestions 4. Written to someone whose decision will directly benefit the writer in some way (e.g. writer is a salesperson)or a group writer belongs to (e.g. a local amateur athletic team that needs support) 5. May not may not have headings The general purpose of a proposal is the identify a particular need, explain it and recommend how this need can best be met.

A standard report should bear the following sections.

• Cover Page: Report Cover Page is the first page of a document, and it displays its title. It is a page that tells reader main information about the document: what it is about, who wrote it, when, etc. The format will vary depending on the purpose and the audience, but you usually will want to include the author, file name, file version, and the date.

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- Title page: this contains the report title, author's name, and date of submission of the report.
- Executive summary/Abstract: bears the summary of the subject theme, analysis methods, results and recommendations.
- Tables of contents: contains a list of sections in the report and their respective page numbers.
- Introduction: gives an outline of the structure of the report.
- Body: this is the main part of the report. Has most of the information about the report. Bears titles and sub-titles of contents in the report. Information on data collection methods, report findings, and discussions based on the findings will be found in the body.
- Conclusion: inferences derived form the discussion, as well as, recommendations are given in this section.
- Reference page: contains a list of reference materials used in tour research.
- Appendix: as earlier noted, this section contains technical information. This is information used to support your study but does not need to be explained further.

A proposal has the structure of an ordinary document. However, it is modified to suit its specific purpose. Generally, unlike a report, a proposal can be divided into three parts as discussed below.

- Obverse matter: this includes a cover page letter of transmittal, title page, review, content table and tables and figures inventory.
- Body: subdivided into; introduction, Background & Motivation, Problem in Brief, Aim & Objectives, procedural approach, supervision requirements, Resource Requirements, and work plan. The introduction of the proposal aims at identifying the problem at hand. Major issues underlying the problem are also stated. Lastly, clear and unbiased objectives are given. Technical approach aims at giving a theoretical background of you study. Procedure for realizing the stated goals is also given (General structure, 2001).data acquisition and analysis methods are also explained in this part. An outline of management process of the development of the project is given in the supervision requirements part. This entails a timetable, amenities and resources to be used, and other personnel involved. A project plan (work plan) is a detailed elaboration of the management process. It may contain practicability and recommendation reports in some cases.
- End matter: this is the final part of a proposal. Similar to a report, it contains a reference list and appendixes. Resumes are also present in the end matter section of a proposal.

Q. 7. (i) Prepare your resume , considering 10 years of experience in your respective field. **(8)**

Ans. SURJEET SINGH: An experienced senior level IT consultant with significant design, support, administration and implementation experience of network projects. Over 10 years of IT experience with full life cycle ICT project experience. Thrives in a customer focused, multi-site environment. Always meets client demands and develops good long-term customer relationships.

Technical Skill set Summary

- Cisco routers 800 / 1700/ 1800 / 2600 / 2800 / 3600 / 3800 /7200 series
- Cisco switches CE500 / C2950 / C2960 / C3560 / C3750 / ME3400 / C6500

- Cisco PIX 501 / 506 / 515 / 525 and ASA 5505 / 5510 / 5520 / 5540 firewalls and FWSM
- Cisco 3005 VPN concentrators
- Cisco Wireless Control System – Aironet APs and controllers
- Cisco ACS Server
- Routing protocols RIP / OSPF / EIGRP / BGP
- VLANs / STP / RSTP / Etherchannel / MST
- VPNs – GRE / IPSec / DMVPN / SSL / MPLS
- VoIP – Cisco Unified Communication Mariager 6.0 / CCM Express; Cisco UC500
- Securing VLANs, switch access, IDS, IPS
- CiscoWorks
- 3COM switches
- Juniper switches EX Series
- Juniper firewalls SSG/ ISG / IDP Series
- TCP/IP, DNS, DHCP, WINS
- WireShark, Nessus
- N-top / Nagios, SolarWinds Orion
- VMware
- Microsoft Windows Servers NT / 2000 / 2003 / 2008
- Microsoft Exchange 5.5 / 2000 / 2003 / 2007
- Microsoft Operations Manager (MOM) 2003 / 2005
- Microsoft Office 95 / 2000 / XP / 2003 / 2007
- Microsoft SMS 2.0 / 2003
- Microsoft SQL 6.5 / 7.0 / 2000 /2005
- Microsoft WSUS
- Linux – FreeBSD / SUSE / RedHat
- Active Directory, Group Policy
- HTML, ASP
- Citrix Metaframe XP/Presentation Server 4.0 / 4.5 / 4.6; Citrix Access / Secure Gateway
- McAfee / Symantec
- ERP II - Microsoft Navision Axapta
- Veritas/Symantec Backup Exec; ArcServe Backup
- BlueCoat

Qualifications

- Cisco Certified Network Professional (CCNP)
- Cisco Certified Design Professional (CCDP)
- Cisco Certified Internetwork Expert R/S – written
- Cisco Certified Security Professional (CCSP)- in progress
- Cisco Certified Network Associate (CCNA)

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- Certified Information Systems Auditor (CISA) – in progress
- Setting up Cisco Network – Routers and Switches (SNRS)
- Securing Cisco Network Devices (SND)
- Cisco Firewall Specialist
- Cisco IOS Security Specialist
- Cisco Smart Business Communication Systems for Engineers
- Cisco SMB Engineer
- Microsoft Certified Systems Engineer (MCSE) - Windows 2003
- Microsoft Certified Systems Engineer (MCSE) - Windows 2000
- Microsoft Certified Database Administrator (MCDBA)
- Microsoft Certified Technology Specialist – SQL 2005
- Microsoft Certified IT Professional – Database Administrator (SQL2005)

Employment History

Company	X
Role	**Senior Cisco/Juniper Network Engineer**
Dates	October 2009 – present
Description	Senior level design & project engineer – contract

Responsibilities

- Gather and collate network requirements by working with clients and colleagues.
- Design secure and scalable networks.
- Assist in sizing effort for the network part of projects.
- Assist in pricing for the network part of projects.
- Install secure and scalable network devices.
- Work with OS and application teams to ensure client service success.
- Document all network set-ups.
- Follow both customer and company standard ITIL processes e.g. Change Management.
- Liaise with support teams, working together to resolve customer issues.
- Work as part of a team with excellent communication skills.
- Work with clients during all stages of projects.
- Highlight and document all network risks of projects.
- Coach more junior members of staff.

Company	X
Role	**Senior Technical Consultant.**
Dates	July 2009 – August 2009
Description	Senior level design & project engineer - contract
Company	X
Role	**Senior Technical Consultant.**
Dates	January 2006 – June 2009

Description	Senior level design & project engineer - permanent

Responsibilities

- Technical lead duties and management of technical projects
- Designing and implementing customers' network infrastructure
- Configuring and implementing Remote Access Solution: IPSec VPN, EasyVPN, SSL VPN, Citrix Access Gateway, Citrix Secure Gateway
- Configuring Pix to Pix, ASA to ASA and Router to Router VPN
- Implementation of HSRP (using IP SLA) and GLBP
- Configuring VLANs, VTP, Etherchannels
- Configuring intervlan routing on Layer-3 switches
- Securing switch access
- Designing and implementing wireless architectures (Cisco Aironet APs and Cisco 4400 series controllers)
- Configuring Voice VLANS and QoS VLANs
- Configuring routing using OSPF and policy routing using route maps
- Hardening Cisco devices – Implementing IDS and IPS, Cisco IOS Firewall, AAA
- Implementing traffic filters using Standard and Extended access-lists, Distribute-Lists, and Route Maps
- Building and maintaining Visio documentations for Clients

Projects Included Most significant projects – X, Y and Z

Company	X
Role	**Senior Analyst**
Dates	February 2005 – December 2005
Description	Provided 24 × 7 Support for Enterprise/Gold customers in EMEA region

Responsibilities

- Troubleshooting hardware problems in regards to : all the server range, SAN boxes, tape backup units, switches, KVM
- Solving software problems - Microsoft (Windows NT/2000/2003; SQL Server 7.0, 2000; Exchange 5.5, 2000,2003; SMS 2003; MOM2 2003), Dell's applications, Veritas Backup Exec, Arc Serve 2000; Citrix XP, Metaframe 3 and 4
- Troubleshooting and solving networking issues - TCP/IP, DNS, DHCP, Layer 2/3 network devices

Company	X
Role	**Senior Systems and Network Engineer.**
Dates	July 2003 - January 2005

Responsibilities

- Administering the whole IT infrastructure – switches, firewalls, routers, and servers
- SMS 2003 deployment

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- MOM 2003 deployment
- MS Exchange 2003 deployment
- Navision Axapta 2.5 - administration

Company X

Role **Technical Consultant**

Dates September 2002 - April 2003

Responsibilities

- Migrating AS/400 environment to Active Directory – 800 users
- Network infrastructure upgrade from Frame Relay to Ethernet

Company X

Role **Network & Web Administrator**

Dates September 1998 - August 2002

Company X

Role **Helpdesk**

Dates January 1997 - August 1998

Excellent References available on request

Q.7. (ii) Define bibliography and write a bibliography entry in IEEE style. (4.5)

Ans: A bibliography is a list of works (such as books and articles) written on a particular subject or by a particular author. *Adjective*: bibliographic.

Also known as a list of *works cited*, a bibliography may appear at the end of a book, report, online presentation, or research paper.

An annotated bibliography includes a brief descriptive and evaluative paragraph (the *annotation*) for each item in the list.

- **Etymology:** From the Greek, "writing about books"
- **Pronunciation:** bib-lee-OG-rah-fee

Examples and Observations

"Basic bibliographic information includes title, author or editor, publisher, and the year the current edition was published or copyrighted. Home librarians often like to keep track of when and where they acquired a book, the price, and a personal annotation, which would include their opinions of the book or of the person who gave it to them" (Patricia Jean Wagner, *The Bloomsbury Review Booklover's Guide*. Owaissa Communications, 1996)

Conventions for Documenting Sources

"It is standard practice in scholarly writing to include at the end of books or chapters and at the end of articles a list of the sources that the writer consulted or cited. Those lists, or bibliographies, often include sources that you will also want to consult. . . ." Established conventions for documenting sources vary from one academic discipline to another.

The Modern Language Association (MLA) style of documentation is preferred in

literature and languages. For papers in the social sciences the American Psychological Association (APA) style is preferred, whereas papers in history, philosophy, economics, political science, and business disciplines are formatted in the Chicago Manual of Style (CMS) system.

The Council of Biology Editors (CBE) recommends varying documentation styles for different natural sciences."

(Robert DiYanni and Pat C. Hoy II, *The Scribner Handbook for Writers*, 3rd ed. Allyn and Bacon, 2001)

APA vs MLA Styles

"In an entry for a book in an APA-style works-cited list, the date (in parentheses) immediately follows the name of the author (whose first name is written only as an initial), just the first word of the title is capitalized, and the publisher's full name is generally provided.

APA: Anderson, I. (2007). *This is our music: Free jazz, the sixties, and American culture.* Philadelphia: University of Pennsylvania Press.

By contrast, in an MLA-style entry, the author's name appears as given in the work (normally in full), every important word of the title is capitalized, some words in the publisher's name are abbreviated, the publication date follows the publisher's name, and the medium of publication is recorded. . . . In both styles, the first line of the entry is flush with the left margin, and the second and subsequent lines are indented.

MLA: Anderson, Iain. *This Is Our Music: Free Jazz, the Sixties, and American Culture.* Philadelphia: U of Pennsylvania P, 2007. Print. The Arts and Intellectual Life in Mod. Amer.

(*MLA Handbook for Writers of Research Papers*, 7th ed. The Modern Language Association of America, 2009)

Finding Bibliographic Information for Online Sources

"For Web sources, some bibliographic information may not be available, but spend time looking for it before assuming that it doesn't exist. When information isn't available on the home page, you may have to drill into the site, following links to interior pages. Look especially for the author's name, the date of publication (or latest update), and the name of any sponsoring organization. Do not omit such information unless it is genuinely unavailable. .

Online articles and books sometimes include a DOI (digital object identifier). APA uses the DOI, when available, in place of a URL in reference list entries."

Citation example under IEEE is as follows:

Book (print) One author	[#] A. A. Author, Title of Book in Title Case and Italics. Place of Publication: Publisher, year.
Book (print) Title	[#] A. A. Author and B. B. Author, Title of Book in Two authors with edition number Case and Italics, edition number. Place of Publication: Publisher, year.
Book (print) Three authors	[#] A. A. Author, B. B. Author, and C. C. Author, Title of Book in Title Case and Italics. Place of Publication: Publisher, year.

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Book Chapter (in edited book) One author, two editors	[#] A. A. Author, "Title of chapter in sentence case," in Title of Book in Title Case and Italics, B. B. Editor and C. C. Editor, Eds. Place of Publication: Publisher, year, pp. starting page of chapter-ending page of chapter.
Book Chapter (in edited book) Three authors, one editor	[#] A. A. Author, B. B. Author, and C. C. Author, "Title of chapter in sentence case," in Title of Book in Title Case and Italics, D. D. Editor, Ed. Place of Publication: Publisher, year, pp. starting page of chapter-ending page of chapter.
Book (portion)	[#] A. A. Author, Title of Book in Title Case and Italics, edition number. Place of Publication: Publisher, year, ch. xxx, sec. xxx, pp. xxx-xxx.
Book (volume)	[#] A. A. Author, "Title of chapter in sentence case," in Title of Book in Title Case and Italics, vol. xxx, B. B. Editor and C. C. Editor, Eds. Place of Publication: Publisher, year, pp. xxx-xxx.
Book (in a series)	[#] A. A. Editor and B. B. Editor, Eds., Title of Book in Title Case and Italics (Title of Series volume number). Place of Publication: Publisher, year, pp. xxx-xxx.
Electronic Book With URL	[#] A. A. Author, Title of Book in Title Case and Italics. Place of Publication: Publisher, year. [Online]. doi: or Available: URL
Electronic Book With book provider	[#] A. A. Author, Title of Book in Title Case and Italics. Place of Publication: Publisher, year. [Online]. Book Provider.

Q.8. What do you mean by a group discession nad what are the various aspects of the group dynamics that one should keep in mind before participating in a group discussion. **(12.5)**

Ans. A group, in the context of organizational communication, is defined as a collection of individuals who interact with each other, accept expectations and obligations as members of the group and share a common identity. Group activities have certain advantages and disadvantages.

A discussion is understood as an activity of sitting and talking about a specific subject. The word 'discuss' has been derived from the latin root 'discutere', which means to shake or strike. Thus 'discussion' refers to thoroughly shaking up the subject, that is, examining it thoroughly to reach a conclusion.

Group discussions are a very important aspect of group communication. Group discussions are a creative and dynamic activity which stimulates reflective thinking among the members. Group discussions may be defined as an activity in which a small number of persons meet face to face and exchange and share ideas freely or attempt to reach a decision on a common issue.

Group discussions are unstructured and less formal compared to meetings or conferences wherein specific roles are assigned to the participants. In a group discussion, an individual's thought process is influenced by the views and opinions of the other members. It also depends on where and in which direction the mood of the discussion moves. In a group discussion, each participant is free to speak his views. A successful discussion involves both listening and speaking

It is important for a participant in a group discussion to understand the dynamics of group behaviour before deciding to participate in a group discussion.

A classic theory, developed by George Homans, suggests that groups develop based on activities, interactions, and sentiments. Basically, the theory means that when individuals share common activities, they will have more interaction and will develop attitudes (positive or negative) toward each other. The major element in this theory is the interaction of the individuals involved.

Social exchange theory offers an alternative explanation for group development. According to this theory, individuals form relationships based on the implicit expectation of mutually beneficial exchanges based on trust and felt obligation. Thus, a perception that exchange relationships will be positive is essential if individuals are to be attracted to and affiliate with a group.

Social identity theory offers another explanation for group formation. Simply put, this theory suggests that individuals get a sense of identity and self-esteem based upon their membership in salient groups. The nature of the group may be demographically based, culturally based, or organizationally based. Individuals are motivated to belong to and contribute to identity groups because of the sense of belongingness and self-worth membership in the group imparts.

Group dynamics as related to development concerns not only why groups form but also how. The most common framework for examining the "how" of group formation was developed by Bruce Tuckman in the 1960s. In essence, the steps in group formation imply that groups do not usually perform at maximum effectiveness when they are first established. They encounter several stages of development as they strive to become productive and effective. Most groups experience the same developmental stages with similar conflicts and resolutions.

According to Tuckman's theory, there are five stages of group development: forming, storming, norming, performing, and adjourning. During these stages group members must address several issues and the way in which these issues are resolved determines whether the group will succeed in accomplishing its tasks.

1. Forming: This stage is usually characterized by some confusion and uncertainty. The major goals of the group have not been established. The nature of the task or leadership of the group has not been determined (Luthans, 2005). Thus, forming is an orientation period when members get to know one another and share expectations about the group. Members learn the purpose of the group as well as the rules to be followed. The forming stage should not be rushed because trust and openness must be developed. These feelings strengthen in later stages of development. Individuals are often confused during this stage because roles are not clear and there may not be a strong leader.

2. Storming: In this stage, the group is likely to see the highest level of disagreement and conflict. Members often challenge group goals and struggle for power. Individuals

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What if you're not subject to anti-discrimination laws? Even if you are not subject to laws prohibiting certain types of inquiries, we recommend that you stay away from them.

Therefore, in seeking information from a job applicant, you should ask yourself:

• Will the answer to this question, if used in making a selection, have an inequitable effect in screening out minorities or members of one sex?

• Is this information really needed to judge an applicant's competence or qualifications for the job in question?

Basically, stay away from any question that concerns:

- Race
- Religion
- Age
- Ethnic background
- Gender
- Marital status
- National origin

In addition, increasing numbers of states and municipalities have statutes that prohibit discrimination on the basis of sexual lifestyle or preference, or smoking habits. Remember the rule of thumb is that if it has nothing to do with the position you're trying to fill, don't ask.

Some questions that could be considered discriminatory include:

- Are you married?
- What is that accent you have?
- Where is your spouse from?
- Are you engaged?
- Do you have children?
- Where are you from?
- Were you born here?
- What is your ethnic heritage?
- What church do you go to?
- How old are you?
- When were you born?
- When did you graduate from high school?

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