

Roll Number:

Thapar Institute of Engineering and Technology, Patiala
School of Humanities and Social Sciences

EST (UG I)

UHU003: Professional Communication

18 May 2024

Time: 03 Hours; MM: 40

Q.No.	Question	Marks	CO	BL
1	<p>Discuss the ideas of cultural identity, rootlessness, familial relations, and traditional expectations in a foreign country with reference to 'The Namesake'. OR After reading the passage below, write a short note emphasizing the primary idea.</p> <p>"Animals in the wild lead lives of compulsion and necessity within an unforgiving social hierarchy in an environment where the supply of fear is high and the supply of food low and where the territory must constantly be defended and parasites forever endured. What is the meaning of freedom in such a context? Animals in the wild are, in practice, free neither in space nor in time, nor in personal relations." (Life of Pi, pp.16-17)</p>	5	CO4	L4

2a	<p>Identify the behavioral patterns of Alex, Jordan, and Taylor in the following conversation and suggest strategies to handle them. Alex: (Entering with authority) Alright, team, we need to discuss the new project deadline. Jordan, what's your take on our progress?</p> <p>Jordan: (Enthusiastically) I think we're doing great! We've hit all the major milestones so far, and I'm confident we'll finish on time if we keep up the momentum.</p> <p>Taylor: (Sighing) I don't know, Jordan. There's always something that goes wrong. We're bound to hit a snag sooner or later.</p> <p>Alex: (Firmly) Taylor, I understand your concerns, but we need to focus on solutions. What potential issues do you see, and how can we address them now?</p> <p>Taylor: (Reluctantly) Well, we're short on resources, and any delay in deliveries will set us back.</p> <p>Alex: (Decisively) Then we need to streamline our current resources and have a backup plan for any delays. Jordan, can you work on a contingency plan?</p> <p>Jordan: (Confidently) Absolutely, Alex. I'll draft a plan and have it ready by tomorrow.</p> <p>Alex: Great. Let's stay proactive and keep our eyes on the goal. Any other concerns?</p> <p>Taylor: (Grumbling) Just hope it all goes as planned.</p> <p>Jordan: (Smiling) It will, Taylor. We've got this!</p> <p>Alex: Good. Meeting adjourned. Keep me updated on the progress.</p>	3	CO2	L5
2b	<p>"Grapevine has an important role to play in organizations, but has its limitations." Discuss.</p>	2	CO2	L3

3	<p>Mohan, an ambitious entrepreneur, established a new car manufacturing company called NOVA in Mumbai. He tirelessly works towards meeting the CEO of Tata Company to convince him to invest in NOVA Company to manufacture electric vehicles (EVs). After a prolonged effort, a meeting is finally arranged between Mohan and the CEO of Tata in Delhi. However, upon entering the CEO's office at the scheduled time, Mohan notices the CEO slumped in his chair and doodling on the table. During the negotiations, the CEO taps his foot and appears to stare into space. According to your understanding of non-verbal communication, in which mood is the CEO? How should Mohan guide the CEO towards a more receptive mood that is conducive to discussing business dealings?</p>	5	CO3	L3
4	<p>Write short notes on the following:</p> <ul style="list-style-type: none"> a. One should follow some etiquette while writing emails. b. The distance we maintain with others signifies a lot! c. Corporations must take steps to make downward communication effective. 	5	CO1	L2
5	<p>Are you an innovative engineer looking for a new challenge? We have a variety of engineering positions open and are searching for talented individuals to join our dynamic team! We are looking for candidates with Bachelor's degree or higher in Engineering or related field with 3-5 years of industry experience. Proficiency in relevant engineering software and tools is expected. Send your resume to jobs@yourcompany.com. Write a resume and cover letter for the above job advertisement. Assume any missing information.</p>	5	CO5	L6
6	<p>"Business writing has become extremely important in corporate communication." In the light of this assertion, what considerations should be made when selecting the right words, formulating proper sentences. and constructing effective paragraphs?</p>	5	CO4	L2

7	Aircon Corporation, a leading multinational company, has been experiencing challenges with communication between its marketing and product development departments. Despite both teams working towards common goals, there have been instances of misunderstandings, delays, and misaligned priorities, leading to inefficiencies and missed opportunities. The marketing team is responsible for promoting new product launches and campaigns, while the product development team designs and creates the products. However, there is often a lack of clarity regarding project timelines, deliverables, and expectations between the two departments. This has resulted in frustration and tension, with some harsh words being exchanged, impacting overall productivity and collaboration. As a communication consultant, what advice would you give to both the teams for using any of the 7Cs of effective communication to improve the situation?	5	CO1	L3
8	Spin a tale of magic and wonder, where ordinary characters discover extraordinary abilities within themselves, embarking on a fantastical journey of self-discovery, adventure, and transformation.	5	CO4	L6

