

Mumbai University CBCGS Sem – II
Professional Communication and Ethics – I June 2023 Solution

[05]

Q.1 A. What is Communication? Discuss the cycle of communication with the help of a diagram and suitable example.

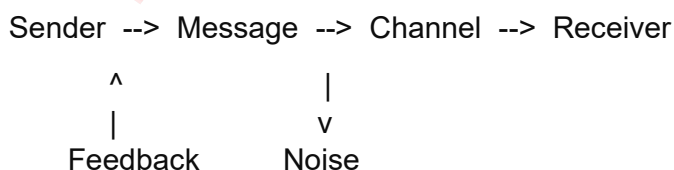
Ans:- Communication is the process of exchanging information, ideas, thoughts, feelings, or messages between individuals or groups through various mediums such as speech, writing, gestures, or signals. It is a fundamental aspect of human interaction and plays a crucial role in personal, professional, and societal contexts.

The communication process typically involves a sender, a message, a channel, a receiver, feedback, and sometimes noise or barriers that can affect the clarity and effectiveness of communication.

Here's a breakdown of the communication cycle:

1. **Sender:** The sender is the individual or group initiating the communication process by encoding a message. Encoding involves putting thoughts, ideas, or feelings into a symbolic form that can be transmitted to the receiver.
2. **Message:** The message is the information, idea, or feeling that the sender wants to communicate. It could be verbal, written, non-verbal, or visual
3. **Channel:** The channel refers to the medium through which the message is transmitted from the sender to the receiver. It could be face-to-face communication, email, phone calls, video conferences, or any other communication tool.
4. **Receiver:** The receiver is the individual or group for whom the message is intended. They decode the message to understand its meaning.
5. **Feedback:** Feedback is the response or reaction of the receiver to the sender's message. It allows the sender to gauge the effectiveness of their communication and make necessary adjustments if needed.
6. **Noise:** Noise refers to any interference or distortion that affects the clarity or accuracy of the message during the communication process. It can be external (e.g., background noise) or internal.

Here's a simple diagram illustrating the communication cycle:



In conclusion, the communication cycle is a dynamic process involving the exchange of messages between a sender and a receiver through various channels, with feedback playing a crucial role in ensuring clarity and understanding. Effective communication requires clear encoding of messages, appropriate choice of channels.

[04]

B. i. Communication is the foundation of a successful business Relationship. However, our non-verbal actions speak louder than words. Explain this statement with suitable example.

Ans:- The statement "our non-verbal actions speak louder than words" underscores the significance of non-verbal communication in conveying messages, emotions, and intentions, often more effectively than verbal communication alone. In the context of business relationships, non-verbal cues can profoundly influence perceptions, trust, and overall success. Here's how:

- **Building Trust and Rapport:** In business relationships, trust is crucial. Non-verbal cues such as eye contact, facial expressions, and body language play a vital role in establishing trust and rapport.
- **Expressing Emotions and Attitudes:** Non-verbal cues provide insights into a person's emotions and attitudes, which can significantly impact business interactions. For instance, a firm handshake and a genuine smile can convey warmth and enthusiasm.
- **Conveying Confidence and Authority:** Non-verbal communication can project confidence and authority in business settings. Posture, gestures, and vocal tone can influence how others perceive one's level of confidence and leadership qualities.
- **Understanding Cultural Differences:** Non-verbal cues vary across cultures and can lead to misunderstandings in cross-cultural business interactions. Awareness of cultural differences in gestures, personal space, and eye contact is essential for effective communication.
- **Detecting Deception and Dishonesty:** Non-verbal cues often reveal underlying truths or intentions that may contradict spoken words. Micro-expressions, changes in vocal pitch, and nervous gestures can indicate deception or dishonesty in business dealings.
- **Enhancing Listening Skills:** Non-verbal cues contribute to active listening, which is essential for effective communication and building strong relationships in business.

Understanding and effectively utilizing non-verbal cues can lead to clearer communication, stronger connections, and ultimately, greater success in business interactions.

ii. Identify the sender, receiver, message, channel and feedback in the following situations: The Vice President of an organization instructs the

assistant engineer via e-mail to submit his project report within a week. The assistant engineer fails to submit the report. [01]

Ans:- In this situation:

Sender: The sender is the Vice President of the organization who is instructing the assistant engineer to submit the project report via email.

Receiver: The receiver is the assistant engineer who is supposed to submit the project report within a week as instructed by the Vice President.

Message: The message is the instruction conveyed by the Vice President to the assistant engineer via email, directing them to submit their project report within a week.

Channel: The channel of communication is email, through which the Vice President sends the message to the assistant engineer.

Feedback: The feedback in this situation is the lack of response or action from the assistant engineer, indicating that they have failed to submit the project report within the specified time frame. This lack of feedback creates a communication gap and may prompt the Vice President to follow up with the assistant engineer to address the issue.

Q2. A. Write a letter to the Infotech Engineering, Andheri, Mumbai [05] requesting for Internship to improve your practical skills after your semester exams ends i.e from June to August. (Use complete block format)

Ans:-

[Your Name]

[Your Address]

[City, State, Zip Code]

[Your Email Address]

[Your Phone Number]

[Date]

Infotech Engineering

[Company Address] Andheri,

Mumbai [City, Pin Code]

Dear Sir/Madam,

I hope this letter finds you well. My name is [Your Name], and I am currently pursuing [Your Course/Program] at [Your University/College]. I am writing to express my interest in securing an internship opportunity at Infotech Engineering to enhance my practical skills in the field of [Specify Relevant Field or Department] during the upcoming summer break, from June to August.

As a student in the [Specify Your Program or Field of Study], I have gained a strong theoretical foundation in [Specify Relevant Subjects or Areas of Study]. However, I believe that hands-on experience in a professional setting like Infotech Engineering would greatly

complement my academic learning and provide me with valuable insights into real-world applications and industry practices.

I am particularly drawn to Infotech Engineering due to its reputation for excellence in [Specify Relevant Industry or Technology], as well as its commitment to innovation and continuous improvement.

During the internship period, I am keen on gaining experience in [Specify Areas of Interest or Skills You Wish to Develop], and I am open to working on various projects or tasks assigned by your team. I am confident that the practical exposure gained through this internship will not only enhance my skill set but also prepare me for future career opportunities in the field of [Specify Relevant Field].

I have attached my resume for your review, which provides further details about my educational background, relevant coursework, and extracurricular activities.

Thank you for considering my application. I am looking forward to the possibility of contributing to your team as an intern and am available for an interview at your earliest convenience. Please feel free to contact me via email at [Your Email Address] or by phone at [Your Phone Number].

Yours sincerely,

[Your Name]

[Your Signature (if sending a hard copy)]

Enclosure: Resume

B. i. Choose the proper subject verb agreement in the following sentences: [02]

(a) Neither the parents nor their offspring.... (is/are) to be blamed for the lack of communication. (b) The number of institutes offering engineering course in the country....(has/have) almost suddenly skyrocketed. (c) None of your suggestions... (is/are) required here. (d) Each and every student(was/were) informed about the programme.

Ans:-

(a) Neither the parents nor their offspring... (is/are) to be blamed for the lack of communication.

Correct answer: is

(b) The number of institutes offering engineering courses in the country... (has/have) almost suddenly skyrocketed.

Correct answer: has

(c) None of your suggestions... (is/are) required here.

Correct answer: is

(d) Each and every student... (was/were) informed about the programme.

Correct answer: was

ii. Match the following:

[02]

(a) Flammable material

Caution

(b) Claim letters

Technical Descriptions

(c) Working of Lathe machine

Warning

(d) Fragile. Handle with care

Adjustment purpose

Ans:-

(a) Flammable material - Warning

(b) Claim letters - Adjustment purpose

(c) Working of Lathe machine - Technical Descriptions

(d) Fragile. Handle with care - Caution

iii. Use the following pair of words in different sentence to clarify the meaning: Career/ Carrier

[01]

Ans:-

Career: "Her career as a software engineer has been thriving since she graduated from university."

Carrier: "The carrier pigeon delivered the message to its destination with remarkable speed and accuracy."

Q3.A. Using Complete Block Format write a letter complaining to the customer care of Excel Fitness & wellness Hub expressing your grievances against the expired supplements and Protein powder supplied to you

[05]

Ans:-

[Your Name]

[Your Address]

[City, State, Zip Code]

[Your Email Address]

[Your Phone Number]

[Date]

Customer Care Excel Fitness & Wellness Hub

[Company Address]

[City, State, Zip Code]

Dear Sir/Madam,

I am writing to express my deep dissatisfaction with the quality of the supplements and protein powder that I recently purchased from Excel Fitness & Wellness Hub. I have been a loyal customer of your establishment for quite some time, but the recent experience has left me extremely disappointed. On [date of purchase], I purchased a batch of supplements and protein powder from your store, expecting them to meet the highest standards of quality and effectiveness. However, upon further inspection, I discovered that the supplements were past their expiration date. This was highly concerning as consuming expired supplements can pose serious health risks.

As a customer who values their health and fitness, I trust that the products provided by Excel Fitness & Wellness Hub would be of the utmost quality and freshness. I would like to request immediate action to rectify this situation. Firstly, I would appreciate a full refund for the expired products that I purchased. Additionally, I urge you to review your inventory management and quality control procedures to ensure that such incidents do not occur in the future. Customers rely on Excel Fitness & Wellness Hub to provide safe and effective products, and it is imperative that you uphold this trust.

I trust that you will address my concerns promptly and take appropriate measures to prevent similar issues from arising in the future. I value the relationship that I have with Excel Fitness & Wellness Hub and hope to continue patronizing your establishment in the future.

Thank you for your attention to this matter. I look forward to a swift resolution.

Yours sincerely,

[Your Name]

[Your Signature (if sending a hard copy)]

Enclosure: [List of purchased products, receipts, or any supporting documents]

B. Short note on: i. You-Attitude ii. Grapevine Communication [04]

Ans:-

i. You-Attitude:

1. Audience-Centric Approach: You-attitude refers to a communication strategy that focuses on the needs, interests, and perspectives of the audience rather than solely on the speaker or writer.
2. Empathy and Understanding: It involves empathizing with the audience and understanding their concerns, preferences, and priorities to tailor the message accordingly.
3. Positive Language: You-attitude emphasizes using positive language that resonates with the audience and highlights how they can benefit from the message or action.
4. Respectful and Courteous Tone: Communication with a you-attitude maintains a respectful and courteous tone, acknowledging the audience's contributions and perspectives.

5. **Effective Persuasion:** By adopting a you-attitude, communicators can effectively persuade and influence the audience by demonstrating how their needs and interests align with the proposed ideas or solutions.

ii. **Grapevine Communication:**

1. **Informal Communication Network:** Grapevine communication refers to the informal, unofficial, and often spontaneous exchange of information, rumors, gossip, and speculation among individuals within an organization.
2. **Rapid Transmission:** Grapevine communication spreads rapidly and freely across various levels and departments of an organization, often bypassing formal channels.
3. **Unofficial Nature:** It operates outside the formal organizational structure and is not sanctioned or regulated by management. Instead, it arises spontaneously among employees based on their social interactions and relationships.
4. **Role in Employee Relations:** Grapevine communication plays a significant role in shaping organizational culture, fostering social connections among employees, and providing an outlet for expressing opinions, concerns, and feedback.
5. **Challenges and Risks:** While grapevine communication can facilitate the dissemination of information and promote social cohesion, it also poses challenges such as the spread of misinformation, rumors, and potential disruptions to formal communication channels. Therefore, it is essential for management to monitor and manage grapevine communication effectively to mitigate its negative impacts.

C. State whether the following statement is True or False. [01]

i) "Thanking you in anticipation" is a good way to end up an enquiry letter: - True

ii) One cannot not communicate. - True

Q.4 A. Difference between:

i. Caution and Warning ii. Technical Writing and Literary writing [04]

Ans:-i)

Criteria	Caution	Warning
Meaning	Indicates potential hazard or danger that may cause minor injury or damage if not avoided.	Signifies a more serious and imminent threat that could result in significant harm, injury, or damage if not heeded promptly.
Level of Severity	Moderate	High
Use	Situations with moderate risk	Critical situations with high risk

Visual Representation	Yellow or yellow-orange background with black text or symbols	Black text or symbol on a white background with a red border
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ii)

Criteria	Technical Writing	Literary Writing
Purpose	Convey factual information, instructions, or explanations about complex subjects in a clear, concise, and precise manner.	Emphasize creativity, imagination, and artistic expression through storytelling and literary devices.
Audience	Specialized audience, such as professionals, experts, or users seeking practical information or guidance.	Broader audience, including general readers who appreciate literary elements such as plot, character development, symbolism, and figurative language.
Style and Language	Straightforward and objective style; precise language, jargon, and technical terminology relevant to the subject matter.	Expressive and subjective style; rich imagery, figurative language, and narrative techniques to evoke emotions and engage the reader's imagination.
Outcome	Practical and utilitarian; aims to inform, instruct, or persuade the audience to take specific actions or understand complex concepts effectively.	Entertaining, thought-provoking, or illuminating aspects of the human experience through artistic expression and storytelling.

B . Describe Analog Voltmeter with the help of definition, principle, diagram, working and Uses. [06]

Ans:- **Analog Voltmeter:**

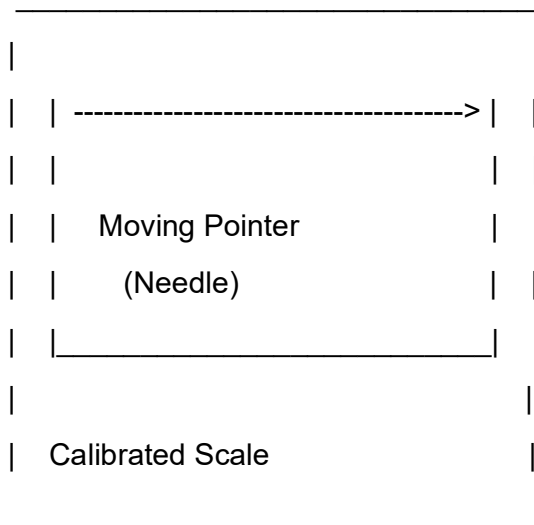
An analog voltmeter is an electrical measuring instrument used to measure voltage levels in electrical circuits. It provides a visual indication of voltage levels using a moving pointer or needle on a calibrated scale.

Definition: An analog voltmeter is a type of measuring instrument that measures voltage levels in electrical circuits and displays the results using a moving pointer or needle on a calibrated scale.

Principle: An analog voltmeter operates on the principle of electromagnetic induction. When voltage is applied across the input terminals of the voltmeter, it produces a current proportional to the voltage being measured. This current flows through a coil or winding inside the voltmeter, creating a magnetic field. The interaction between this magnetic field

and a permanent magnet attached to the moving pointer causes the pointer to deflect, indicating the voltage level on a calibrated scale.

Diagram:



Working:

- The voltage to be measured is applied across the input terminals of the voltmeter.
- This voltage produces a current proportional to the voltage across a coil or winding inside the voltmeter.
- The current flowing through the coil creates a magnetic field.
- The interaction between this magnetic field and a permanent magnet attached to the moving pointer causes the pointer to deflect.
- The deflection of the pointer indicates the voltage level on a calibrated scale.

Uses:

- (a) Analog voltmeters are commonly used in electrical and electronic laboratories for measuring voltage levels in circuits during experimentation and testing.
- (b) They are also used in industrial applications for monitoring voltage levels in machinery and equipment.
- (c) Analog voltmeters are often used in automotive applications for diagnosing electrical problems in vehicles.

Q.5.A. Instructions to use washing machine.

[05]

Ans:-

Instructions to Use a Washing Machine:

1.Sorting Clothes:

Separate clothes based on color, fabric type, and washing instructions.

2.Loading the Machine:

Place sorted clothes loosely inside the drum, avoiding overloading.

3. Adding Detergent:

Measure and add detergent to the dispenser drawer as per instructions.

4. Selecting Wash Cycle:

Turn on the machine and select the appropriate cycle, temperature, and options.

5. Starting the Wash Cycle:

Press the start button to initiate the cycle.

6. Monitoring the Cycle:

Observe the machine for proper operation and address any issues promptly.

7. Removing Clothes:

Wait for the cycle to complete, then remove clothes promptly.

8. Cleaning the Washing Machine:

Wipe down door seal and detergent drawer after each use.

Run a cleaning cycle periodically to maintain the machine's cleanliness.

9. Maintenance:

Regularly clean the lint filter and check hoses for leaks.

Inspect the drum for signs of wear and follow manufacturer's maintenance instructions.

By following these instructions, you can effectively use and maintain your washing machine for optimal performance and cleanliness.

B . Arrange the following as warning, caution, description, instruction, and definition (1) Load the spin dryer only up to the Indicated capacity. (2) A hydrometer is an instrument used for measuring the specific gravity of liquids. (3) Open the lid, pour the contents into a bowl and add preservatives and stabilizers one after the other. (4) To avoid injury, keep your fingers away from the flame. (5) The blades may be hard throughout or They may be of the more flexible type which has a soft back and a hard cutting edge. [05]

Ans:- Here are the given statements categorized into warning, caution, description, instruction, and definition:

Warning: To avoid injury, keep your fingers away from the flame.

Definition: A hydrometer is an instrument used for measuring the specific gravity of liquids.

Instruction: Open the lid, pour the contents into a bowl and add preservatives and stabilizers one after the other.

Caution: Load the spin dryer only up to the indicated capacity.

Description: The blades may be hard throughout, or they may be of the more flexible type, which has a soft back and a hard cutting edge.

These categorizations align with the nature and purpose of each statement.

Q6 Answer the following questions: A. Read the following passage carefully and answer the multiple-choice questions for comprehension by choosing the correct option. [05]

1. The author implies that:

b. The vocabulary of one occupation is not similar to another.

2. The passage is primarily concerned with:

c. Various occupations and professions

3. Technical vocabulary is very old in which of the following fields?

b. Fishing

4. The author's main purpose in the passage is to:

a. Describe a phenomenon

5. Special words used in the technical discussion:

d. May become part of common speech

6. The writer of this article is:

a. In favor of technical vocabulary

7. One word substitution: [01]

Jargon

8. Suggest a suitable title for the passage: [01]

"The Evolution and Impact of Technical Vocabulary"

B. i) Define:- (1) Stapler (2) Engineering Drawing [02]

Ans:- **Stapler:** A stapler is a mechanical device used for joining or fastening sheets of paper or similar material by driving a metal staple through the sheets and folding the ends.

Engineering Drawing: Engineering drawing is a technical drawing used to fully and clearly define requirements for engineered items. It includes geometric dimensioning and tolerancing, material lists, and other necessary specifications to ensure proper manufacturing and assembly of a product.

ii) What does the following non verbal cues communicate(1) Slumped posture (2) Lean Backwards. [01]

Ans:- Slumped posture:

- Communicates a lack of interest, motivation, or engagement.
- Suggests fatigue, boredom, or disengagement from the conversation or activity.
- May indicate feelings of sadness, defeat, or resignation.
- Can convey a lack of confidence or assertiveness.

Lean Backwards:

- Can indicate relaxation or a casual attitude.
- May suggest a desire to distance oneself from a situation or conversation.
- Could signal skepticism, defensiveness, or disagreement.
- In some contexts, leaning backwards can convey confidence or a sense of control.

iii Elucidate four reasons as to why feedback is important for successful communication.

[02]

Ans:- Reasons why feedback is important for successful communication:

- **Clarity and Understanding:** Feedback helps ensure that the message sent by the sender is correctly received and understood by the receiver. It allows the sender to clarify any misunderstandings and adjust their communication approach as needed to enhance comprehension.
- **Improvement and Development:** Constructive feedback provides valuable insights and suggestions for improvement. It helps individuals identify their strengths and weaknesses in communication and offers guidance on how to develop and refine their skills.
- **Building Trust and Relationships:** Feedback fosters trust and mutual respect in interpersonal relationships. By openly sharing feedback, individuals demonstrate a willingness to listen, learn, and collaborate effectively. This contributes to a positive and supportive communication environment.
- **Enhanced Performance:** Regular feedback enables individuals to monitor their progress and performance. It motivates them to strive for continuous improvement and excellence in communication skills. Positive reinforcement through feedback reinforces desirable behaviors and encourages continued effort and growth.