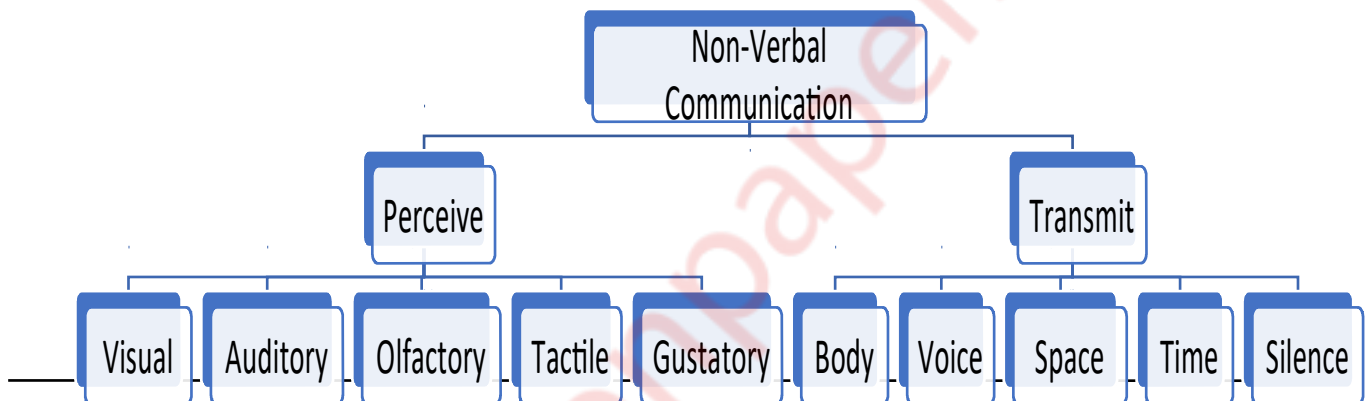


MUMBAI UNIVERSITY CBCGS

COMMUNICATION SKILLS MAY 2019 PAPER SOLUTIONS

Q1)A) Elucidate non-verbal communication with any five types, which should be applied while attending an interview . [4M]

Ans: Non-Verbal Communication is the transmission of messages without the use of words. It is categorized into two types based upon whether we perceive it or transmit it. Based upon the way we perceive it, it is further divided into Visual, Olfactory, Auditory, Tactile and Gustatory. While attending an interview, the person should take care that his appearance is decent, his postures are good and positive. The interviewee has to be aware about his gestures, he needs to ensure that he keeps constant eye contact while answering the questions. The interviewee needs to maintain confident, sincere, interested and receptive body language. The voice parameters of the interviewee like volume, pitch, rate, tone should be good enough to be well understood by the interviewers.



Q1)B) Identify the barriers from any two situations and briefly state how to overcome them . [6M]

i) The sales target could not be achieved despite marketing the product well in advance.

Ans: Mechanical or External Barrier

It is an external barrier since it is outside the physical domain of the sender or receiver.

ii) A presentation session was not appreciated in spite of thorough preparation by the speaker.

Ans: Mechanical or External Barrier

This barrier is outside the physical domain of the sender or receiver.

iii) A friend of yours is unable to keep his appointment with you. Neither is there any phone call later apologizing. You had set aside time from a very busy day and had to cancel some work. You are upset and conclude that your friend is indifferent to commitment.

Ans: Psychological Barrier

The case must be that my friend has a habit of taking others for granted and not valuing their time.

Q2)A) Give reasons why it is essential for engineering students to study communication skills.[2M]

Ans: Engineering students are taught a variety of technical subjects which enhances their coding skills. But when it comes to communication skills, convincing skills they are way behind then their other counterparts. In fact, sometimes their speaking skills becomes the reason for their rejection in companies. Hence engineering students should study communication skills. Moreover it also increases their confidence and self-esteem. Developing communication skills will definitely help them in any phase of their life and will make them more expressive.

Q2)B) For the following communication situations identify the Sender, Message, Medium, Channel, Receiver and Feedback . [6M]

i) A project presentation.

Ans: If I am giving a project presentation in my class, then I am the sender, the teacher and other class students are the receivers, presentation is the medium, airwaves are the channels , my topic of the presentation and the information that I provide about it, is the message, feedback will be given by the receivers, either applause or negative remarks.

ii) An advertisement campaign.

Ans: The Head of the Campaign will be the Sender, all the other team members and the people listening will be the receivers, the posters will be the medium, mic will be the channel, the advertisement will contain the message and feedback will be either large participation of the people or low response of the people.

Q2)C) Draw the lay-out of Complete block format .

[2M]

Ans

----- LETTERHEAD

OR (mutually exclusive)

-----SENDER'S ADDRESS

-----DATELINE

-----INSIDE ADDRESS

-----REFERENCE LINE (optional)

-----ATTENTION LINE (optional)

-----SALUTATION

-----SUBJECT (optional)

-----BODY PARAGRAPH 1

-----PARAGRAPH 2

-----PARAGRAPH 3

-----COMPLIMENTARY CLOSE

-----COMPANY NAME (if letterhead is not there)

-----SIGNATURE

-----TYPED NAME

-----DESIGNATION

-----ENCLOSURE (optional)

-----CARBON COPIES (optional)

Q3)A) Explain any 4 principles of business correspondence (4 C's).

[3M]

Ans: The principles of Business Correspondence are:

- 1) **Completeness**
Complete messages are more likely to bring the desired results without the expense of additional messages. They can do a better job of building goodwill. Complete messages can help avert costly lawsuits that may result if important information is missing.
- 2) **Concreteness**
Communicating concretely means being specific, definite and vivid rather than vague and general. Often it means using denotative (direct or explicit) rather than connotative words. Concrete messages are more richly textured than general messages. When you supply specifics for the reader or listener, you increase the likelihood that your message will be interpreted the way you intended.
- 3) **Courtesy:**
True courtesy involves being aware not only of the perspective of others but also their feelings. Courtesy stems from a sincere You-attitude. It is not merely politeness with mechanical insertions of "please" and "thank you", rather it is politeness that grows out of respect and concern for others. To show courtesy in communication, we should be sincerely tactful, thoughtful and appreciative, use expressions that show respect, choose non-discriminatory expressions that reflect equal treatment of people regardless of gender, race, ethnic origin and physical features.
- 4) **Correctness:**
At the core of correctness is proper grammar, punctuation and spelling. Correctness implies using the right level of language, using correct formats for all kinds of business writing be it a letter, memo or anything else. Here our goal is to be as precise as possible, which means checking and double checking to ensure that the figures, facts and words you use are correct.

Q3)B) Change the sentences into 'You-attitude'

[2M]

I) We regret that the goods did not reach the buyers on time.

Ans: The goods sent by you will reach the buyers soon.

II) We cannot approve your refund request until we receive complete information with the required documents.

Ans: Your refund request will be processed as you give us complete information with the required documents.

Q3)C) As the Sales Director of Fitness Plus Centre, Mumbai, draft a sales letter to Business Professionals describing them your 3 Wellness Packages: 1. The 3- day Fitness Weekend 2.The 7-day Total Fitness Program 3.The Individualized Corporate Well-Being Program .

[5M]

Ans: Fitness Plus Centre
Mumbai

Tel. No. 22456789

Email: plusfitness@gmail.com

To

All Business Professionals

May 31, 2019

Dear Professionals

Are you all bored of hectic life of everyday? Do you long for more energy in life? Do you wish to be free from weakness or disease in this era of pollution and stress? Do you want to be young once again?

If your answer is YES, then join us for our Wellness Package Program, the first one is The 3-day Fitness Weekend Program, the second one is the 7-day Total Fitness Program and the third one is the Individualized Corporate Well-Being Program. The first one will be held from June 14 to June 16, 2019 and it will cost 4000 per person and will be conducted by our renown trainer 'James Dsouza'. The second program will be held from June 20 to June 26, 2019 and it will cost 6000 per person. The second program would be conducted by our Fitness and Mind Trainer 'Mary Carl'.

The third program is 'The Individualized Corporate Well-Being Program' which would be conducted by our Manager 'Mr. B.V.Rao'. It will be a one-day program which costs 3000 per person. All these program-cum-workshops will be conducted at our Head Office in Powai.

In case of queries, feel free to contact us via mail or a call. We would be happy to assist you and look forward to meet you at the workshop.

Regards

Robin Sharma

Assistant Manager

Q4)A) Choose a useful computer program and write five instructions on how to use it . [5M]

Ans: Program

```
/*Program to create a mini-calculator*/  
  
#include<stdio.h>  
void main()  
{  
int a,b;  
int op;  
printf("1.Addition\n2.Subtraction\nMultiplication\nDivision\n");  
printf("Enter your Choice : ");  
scanf("%d",&op);  
printf("Enter the values of a & b: ");  
scanf("%d %d",&a,&b);  
switch(op)  
{
```

```

case 1 :
printf("Sum of %d and %d is : %d",a,b,a+b);
break;
case 2 :
printf("The difference between %d and %d is: %d",a,b,a-b);
case 3 :
printf("The product of %d and %d is: %d",a,b,a*b);
case 4 :
printf("The division between %d and %d is: %d",a,b,a/b);
break;
default :
printf(" Enter Your Correct Choice.");
break;
}
}

```

Instructions to use the program:

- 1) Press Alt+F9 to view the output of the program.
- 2) Enter two numbers on which you want to perform operation.
- 3) Enter your choice depending on what you want to perform, eg. Press 1 for Addition, Press 2 for Subtraction, Press 3 for Multiplication and Press 4 for Division.
- 4) Verify whether the operation performed is correct and the final answer is correct.

Q4)B) One word substitutes :

[5M]

- i) A reference work providing summaries of knowledge from either all branches or from a particular discipline. (E)**
Ans: Encyclopedia.
- ii) The study of the origin and the history of words. (E)**
Ans: Etymology.
- iii) Study of the role in Time in communication (C)**
Ans: Chronemics.
- iv) One who does election analysis (P)**
Ans: Psephologist.
- v) Name adopted by an author in his writings (P)**
Ans: Pseudonym.

Q5)A) Write short notes on any four :

[8M]

i) Grapevine ii) Listening iii) Feedback iv) Proxemics v) Appearance

Ans: Grapevine

Grapevine network of communication is informal, flexible, arbitrary network of communication. Grapevine communication is unofficial workplace dialogue in its purest form. It is characterized by conversations between employees and superiors that do not follow any prescribed structure or rule-based system. According to Prof. Keith Davis, "Grapevine arises from social interaction. It is as fickle, dynamic and varied as people are. It is the exercise of their freedom of speech and is a natural,

normal activity". In this, person of any rank can communicate with persons of any rank. This network does not follow a 'step by step' hierarchical approach to communication.

Listening

Listening is the process by which we make sense out of what we hear. Hearing alone is not because hearing only means that you recognize that a message is being sent; you may or may not be translating the information and attempting to bring a common understanding between you and the sender of the message. Listening is an art that needs to be practiced in order to be perfected. If you were to measure the amount of communication that you are involved in each day, you would find that more time is spent in listening than in speaking, reading or writing. We all have spent a good share of our educational time learning to speak, read and write, but not learning to listen.

Feedback:

Feedback is the reaction or response of the receiver that is communicated to the sender. Feedback can be oral or written. Senders need feedback in order to determine the success or failure of the communication. The receiver reacts with either the desired response based on a clear understanding of the symbols or with an undesired response because of miscommunication. Receiving feedback allows senders to determine whether their messages have been understood properly. Once received, feedback can trigger another idea from the sender and another cycle of transferring information may begin.

Proxemics:

Proxemics is the study of human use of space and the effects that population density has on behaviour, communication, and social interaction. Proxemics remains a hidden component of interpersonal communication that is uncovered through observation and strongly influenced by culture. Edward T. Hall defined proxemics as "the interrelated observations and theories of humans use of space as a specialized elaboration of culture". In order to understand proxemics, we need to know about space which are of four kinds, intimate space, social space, public space and personal space.

Appearance:

The kind of clothes we wear and the manner in which we groom ourselves betray our status and our attitudes. Casual wear has become a part of business life today, but slovenliness is tolerated. Most of us are influenced by how others look and by the clothes they wear. However much we deny it, physical attractiveness does play a role in our assessment of people. We take attractive people to be 'more successful', 'more intelligent' and 'more competent', and to possess more desirable qualities than people who are not attractive. People's physical appearance and dress gives us a great deal of information about them. Our perceptions and evaluations of people are influenced by physical appearance, which in turn has an impact on the communication process.

Q5)B) Match the following :

[2M]

A

B

Specialized Vocabulary

Warning

Rapid Reading technique

Note

Instructions to avoid an injury

Jargon

Information for performing the task correctly

Scanning

Ans : A B

Specialized Vocabulary – Jargon

Rapid Reading Technique – Scanning.

Instructions to avoid an injury – Warning.

Information for performing the task correctly – Note.

Q6)A) Re-arrange the following letter making the necessary corrections in form, punctuation, language and style :

[3M]

Hewlett-Packard Ltd, India Chandiwala Estate, Maa Anandmayi Marg, Kalkaji, N. Delhi 110019

Your Ref.

Our Ref.

Date:

Dear Mr. Singh

Thank you very much for your enquiry which is received today. I am enclosing our catalogue and price list for the equipment, you said you are interested in. We would welcome any further enquiries you have and look forward to hearing from you.

Yours sincerely,

D. Sampson

Sales Manager

Encl; Catalogue and price list

To

Mr. Rakesh Singh

Digital Equipment

92, Industrial Suburb,

Yeshwantpur, Bangalore 560022.

Ans:

Hewlett-Packard Ltd, India Chandiwala Estate, Maa Anandmayi Marg, Kalkaji, N. Delhi 110019

To

Mr. Rakesh Singh

Digital Equipment

92, Industrial Suburb,

Yeshwantpur, Bangalore 560022.

Date:

Our Ref.

Dear Mr. Singh

Thank you very much for your enquiry which is received today. I am enclosing our catalogue and price list for the equipment, you said you are interested in. We would welcome any further enquiries you have and look forward to hearing from you.

Yours sincerely,

D. Sampson

Sales Manager

Your Ref.

Encl; Catalogue and price list

Q6B) Read the passage and answer the questions :

The writer has to explain and interpret the terms for semi technical audience because their technical knowledge is not as good as the technical audience. The semi technical audience even includes employees from Marketing Department or Finance or Administration, hence the writer must provide an orientation to the subject.

In communication the 'audience' is the person or group of people whom you expect to read your information. Even though writers do not know exactly who will read their documents, they can usually define an intended audience as technical, semi technical or non-technical .

The technical audience includes practitioners in your field: those with technical experience and training such as technicians and engineers. Technical audience understands fundamental concepts and jargons without definitions or background information. Readers expect the writer to use technical language efficiently and appropriately .

The semi technical audience has some technical training or work in the industry, but not directly in the field, those working in related departments or those with training in related technical areas. This might even include Personnel in marketing, finance or administration of a technical company. The semi technical audience needs some explanation of concepts, abbreviations and jargons. Writers use technical terms only if they are common in the company or

industry. For this audience you might provide an orientation to the subject and explain or interpret the terms and information.

The last type of audience is non- technical audience includes general public, an unknown audience or any combination of technical, non-technical and semi technical audience, including customers, clients and patients. It might also include upper management - a group which is uninvolved with technical activities, but which must have an active role in decision making for the company. This audience expects a clear organization that progresses from the background to the new information with examples or illustrations to explain points that may be confusing.

For this audience writers provide the most comprehensive treatment of the subject, such as common terminology, simple language free of jargon and technical data, a full background and orientation to the subject along with a complete discussion of the main points. To simplify difficult concepts writers often compare technical processes to more familiar ones through analogies and metaphors.

1. Define 'audience' as it applies to technical communication. [1M]

Ans: The definition of audience as per technical communication is that audience includes practitioners in respective fields, those with technical experience and training such as technicians and engineers. The audience understands fundamental concepts and jargons without without definitions or background information.

2. How does the author adapt himself/herself to technical audience? [2M]

Ans: The writer adapts himself/herself to technical audience by using technical language efficiently and appropriately, being well versed with the topic so that he is able to answer the queries raised by the technical audience, he ensures that his concepts are crystal clear in order to avoid confusion and also he keeps himself updated.

3. What type of people constitute non-technical audience? [2M]

Ans: The non-technical audience is constituted by general public, an unknown audience or any combination of technical, non-technical and semi-technical audience, including customers, clients, patients and also upper management people which is a group uninvolved with technical activities but which play an active role in decision-making for the company.

4. Why do the writers need to explain or interpret the terms for a semi technical audience? [2M]

Ans: The writer has to explain and interpret the terms for semi technical audience because their technical knowledge is not as good as the technical audience. The semi technical audience even includes employees from Marketing Department or Finance or Administration, hence the writer must provide an orientation to the subject.
