

Answer ALL the Questions:-

PART A (1 x 20 = 20 Marks)

Case Study: -

Read the case study carefully and find out the communication issues involved in it.

Jasmin Celin is the Vice-President of Indonewz Bank Ltd. As the Branch head she has to monitor all the activities of branch banking. Occasionally her job demands coming early for her duties or stay till late evening hours.

Once she was handling 2 branches simultaneously and on one such day she had convened a meeting with her team members regarding project delivery. She had called her team members at 0800 hours.

Jasmin Celin is a disciplinarian and generally she follows duty timings strictly. She had made a habit of coming 5 minutes early at least. However, on that day she could not make meeting time of 0900 hours and she was worried of her reputation could be at stake.

Time was 0905 and she reached main gate of the Bank. Hurriedly she swiped her card and rushed towards board room. That time few workers were doing cleaning. One of the workmen had spread soap solution on the floor. Unaware of what is on the floor, she continued to rush to the board room. In hurry, Jasmin slipped her foot. The floor was made of marbles and soap solution was sprinkled over it. The floor had become quite slippery. Jasmin could not control her balance on the slippery floor and fell down. Slippery floor dragged her couple of feet further.

The impact was so strong that she wailed loudly. Her team members rushed to help her. Somehow she could get up with the help of her team members. Considering her wailing because of pain, she was taken to the hospital. In the hospital it was discovered that her hip bone was broken. Later she was immobile for about two months because of hip injury.

Later in investigation, it was revealed that the worker who was cleaning the floor had not put the display board "Caution: Floor is Wet".

PART B (10 x 2 = 20 Marks)

2. Define Communication.
3. Explain the communication process.
4. Who is called Audience?
5. Define Nonverbal Communication

6. Define a 'questionnaire'.
7. Explain 'Downward Communication'.
8. What is listening?
9. Explain body language.
10. What is a Project?
11. What is Appraisal?

PART C (4 x 15 = 60 Marks)

12. (a) 'Grapevine communication helps the organization as a diagnosis tool'-Explain.

(OR)

(b) Enumerate the importance of communication in management. Describe the types of communication on the basis of the organizational structure.

13. (a) Explain the Fundamental Writing Techniques?

(OR)

(b) Prepare a Report (not more than two pages of A-4 sheet) for submission to the Principal highlighting the benefits obtained on any Industrial Visit you have undertaken.

14. (a) Define culture and explain its effects on cross-cultural communication.

(OR)

(b) Explain in detail the Communication Barriers and the ways to overcome it.

15. (a) Write short notes on the following:

(i) Memorandum

(ii) Pictorial representation

(iii) Feedback

(iv) Tenders

(v) Quotation.

(OR)

(b) Explain the various steps involved in preparing a Project Report?
