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53 (HU 601) PRCM

2018

**PROFESSIONAL COMMUNICATION**

Paper : HU 601

Full Marks : 100

Time : Three hours

*The figures in the margin indicate full marks for the questions.*

Answer **all** questions.

1. (a) Fill in the blanks with appropriate words : 10

(i) Professional stress leads to \_\_\_\_\_.

(ii) The level of your ability to understand other people, what motivates them and how to work co-operatively with them, is called \_\_\_\_\_.

(iii) The four major causes of EI are \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_.

Contd.

- (iv) An interview in which the interviewers try to 'discomfort' the candidates in various ways is known as \_\_\_\_\_ interview.
- (v) The expansion for ISBN is \_\_\_\_\_.
- (vi) Mathematically stress can be defined as —  
 $\text{Stress} = \frac{\text{_____}}{\text{_____}} > \text{Resource.}$
- (vii) Full form of EQ is \_\_\_\_\_.
- (b) Define Communication. Differentiate between formal and informal communication. 10
2. (a) What are the traits of a good listener? Discuss the barriers of listening in detail. 10
- (b) Explain how the study of Spoken English develops the speaking skill. 10
3. (a) Explain the role of emotional intelligence in stress management. 10
- (b) Explain the phrase "flip your negative thinking" by giving your own examples. 10

4. (a) What is e-mail? Write the qualities of a good e-mailer and a bad e-mailer. 10
- (b) Read the following advertisement carefully and write a job application letter.  
 A reputed software company is looking for a Service Engineer with 1st class B.Tech degree. The candidate should be below 27 years of age and should possess good communication skills. He/She must be willing to travel extensively anywhere within or outside the country. Apply along with your CV to Box No. 1234 of 'The Daily Herald' within 15 days. 10
5. Write short notes on : *(any four)* 5×4=20
- (a) Interpersonal Skills
- (b) Soft Skills
- (c) Slogan
- (d) Employability Skills
- (e) Emotional Intelligence
- (f) SWOT Analysis.