

Total number of printed pages-5

53 (HU 601) PFCM

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) "The term SOFT SKILLS has become a popular word in career contexts. As a matter of fact not a day passes without the press pointing out the need of this skill which facilitates young graduates to be employable." Explain and elaborate the statement. 12
- (b) Attitude differs in individuals. Discuss. 8

Contd.

2. (a) What are the principles of technical writing? Describe. 10

(b) Given below are **10** cohesive markers. Fill each one of the blank spaces with the most appropriate one.

(however, although, impeccable, for instance, because, poison, similarly, consequently, moreover, in other words)

1×10=10

(i) The manager instructed the employee to remove the banner. _____ it was removed.

(ii) Herbal products have proved to be beneficial for health. _____ they energize the human body.

(iii) _____ the prize money was very high, the competition did not receive many participants.

(iv) I found the apartment quite nice and well furnished. _____, my children refused to accept my choice.

(v) Communication is a continuous process. _____, communication keeps flowing between the sender and receiver.

(vi) If you need to get 100 per cent in your Mathematics paper, you need to be flawless in your calculation. Your _____ calculation is the key.

(vii) Goa has lot of greenery and has lot of beaches that attract the tourists. _____ Kerala enchants its visitors with its plantations and water bodies.

(viii) _____ Mohan could perform well in his examination, he could receive the scholarship.

(ix) Rohit's mother felt that the venom had gone into his body. She wanted to call the doctor immediately to take out the _____.

(x) Eating fruits is always good for health. _____, we know that an apple a day keeps the doctor away.

3. (a) Why is communication important in an organization? Provide some tips for effective communication. 8

(b) Oral communication is more advantageous than written communication as you can clarify your point after observing the response of the receiver. Justify your answer.

5

(c) What is non-verbal communication? Do you think you can manage any communication situation just with non-verbal cues? Discuss.

7

4. (a) A good speaker knows how to arouse the interest of the audience and sustain it. In order to become an effective public speaker, what are the points one should keep in mind?

10

(b) Do you think a group discussion is a potential evaluation tool for assessing a person's attitude? Explain how as a good selection procedure, group discussion also tries to test the other requisite skills of an employee as a team player in the company.

10

5. (a) Assume that you have decided to establish a manufacturing unit in your town and that you wish to avail the loan facility under the self-employment scheme of the Govt. of India. Draft a technical proposal for the production of an item of your choice, seeking loan from the Regional Director of the Industrial Promotion Corporations of your state. Invent the details you consider necessary. 10

(b) Write short notes on : **(any four)**

$2\frac{1}{2} \times 4 = 10$

- (i) Resume
- (ii) Press Conference
- (iii) E-mail
- (iv) Slogan Writing
- (v) Proxemics
- (vi) Postures.

of Assure that you have decided to
establish a manufacturing unit in your
town and that you wish to avail the
loans for the self-employment
scheme on the part of the
technical staff for the production
of an unit of your choice; seeking loan
from the Regional Director of the
Industrial Marketing Corporation of
your state, with the details you
consider necessary.

Write short notes on : (any four)

- (i) Reserve
- (ii) Press Conference
- (iii) Staff
- (iv) Staff Welfare
- (v) Promotions
- (vi) Recruits