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53 (HU 601) PRCM

2012 C

2013

(May)

**PROFESSIONAL COMMUNICATION**

Paper : HU 601

Full Marks : 100

Pass Marks : 30

Time : Three hours

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

*Answer any five questions.*

1. What are the various types of barriers to communication in a professional organisation ?  
How can these be removed ? 20
2. Describe briefly the points one should bear in mind for effective participation in a group discussion. Why do employers use it to assess a candidate in an interview ? 10+10=20

Contd.

3. (a) Explain the following technology oriented means of communication : 9  
Video Conferencing, Voice Mail, Instant messaging.
- (b) How do Audio / Visual aids help in business communication ? 5
- (c) Can communication be used as a strategic tool ? Justify your statement with reference to non verbal communication cues. 6
4. What is an advertising slogan ? How does advertising slogans often play a large part in the relationship between rival corporations ? Prepare a good slogan for environment day. 6+10+4=20
5. (a) Draft a press release for *any one* of the following topics within **500** words. **10**
- (i) Developing a new technology or unique procedure for your industry / office.
- (ii) Publishing findings of a recent report, — survey or poll.
- (iii) Involvement with charity work.

- (b) Write *five* basic variations between : 5×2=10
- (i) a meeting and a conference
  - (ii) a press release and a press conference.
6. (a) Which of the following two openings is better and why ? 10
- (i) With reference to your advertisement for the post of a Sales Manager in 'The Hindustan Times' of 5th July, 2001. I beg to offer myself as a candidate for the same.
  - (ii) I feel my qualifications and experience suit the requirements of the post of Sales Manager, advertised by you in 'The Hindustan Times' of 5th July, 2001.
- (b) What is a resume ? What is its main function ? 10
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