

Total number of printed pages = 5

19/6th Sem/UHSS 601

2022

PROFESSIONAL COMMUNICATION

Full Marks -- 100

Time -- Three hours

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

Answer any *five* questions.

1. (a) Write in short on any *five* of the following :
2×5=10

- (i) Horizontal flow of communication
- (ii) Noise in communication
- (iii) Proxemics
- (iv) Grapevine communication
- (v) Importance of courtesy for effective communication
- (vi) Headline in Press release
- (vii) Target audience.

[Turn over

(b) Answer the following questions : $2 \times 5 = 10$

(i) How do you recognise non-verbally if a person is in anger ?

(ii) How time is an important tool of communication ?

(iii) Why is audience analysis important to communicate effectively ?

(iv) Why is understanding of culture important for professional communication ?

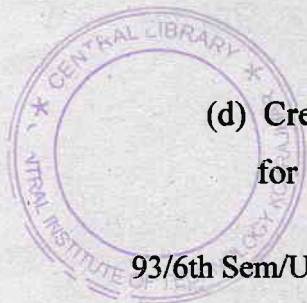
(v) What is diagonal communication ?

2. (a) Discuss the importance of audio-visual aids in a presentation. 4

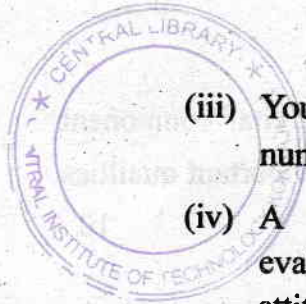
(b) Imagine that you are the Manager of ABC Pvt. Ltd., Guwahati. You are required to draft an e-mail to circulate a notice along with agenda for a brainstorming meeting. 6

(c) What is Ethical Advertising ? Give examples. 5

(d) Create your own brand and prepare slogan for five different products or services. 5



3. (a) "Leadership Quality is the vital component of soft skills." Discuss the important qualities of a good leader. 10
- (b) What kind of preparation helps you to do an effective presentation? Explain. 10
4. (a) Prepare a resume/CV of yourself to apply for a job. 10
- (b) Write short notes on any *two*: 5×2=10
- (i) Stress Management
 - (ii) Emotional Intelligence
 - (iii) Interpersonal Skills
5. (a) State whether the following statements are True or False: 1×8=8
- (i) Technical knowledge, even without communication skills, can make you a successful manager.
 - (ii) The message sent is not always same as the message received.



- (iii) Your success in a GD is decided by the number of times you speak.
 - (iv) A Group Discussion is a potential evaluation tool for assessing a person's attitude.
 - (v) Job interviews are always conducted at the office of the interviewer.
 - (vi) Both encoding and decoding of messages are influenced by our emotions.
 - (vii) Preparing your resume is all the groundwork necessary for an interview.
 - (viii) Listing your skills and accomplishments is important to preparing for an interview.
- (b) What are the good qualities of a Public Speaker? Give some tips for making an effective Public Speech. 12
6. (a) What are the sources of the play 'Nagamandala'? 3
- (b) What is the significance of the title 'Nagamandala'? 3

- (c) What is the central theme of the play
'Nagamandala' ? 2
- (d) How does Girish Karnad weave two Kannada
folktales together in 'Nagamandala' ? 4
- (e) Why did Rani pour the curry into the ant hill ?
3
- (f) Which ordeal proves the chastity of Rani in
'Nagamandala' ? How does she prove it ?
2+3=5

