Business Communication PYQ 2017

Q1. Write short notes, on the following:

(a) Para language

(b)Difference between Listening and Hearing

(c) E-mail etiquette

(d) Bibliography

(e) Clarity

(f)Grapevine

(g) Need of correspondence in communication.

Ans. (a) Para language:

Para language refers to non-verbal elements of communication, such as tone of voice, pitch, volume, pace, pauses, facial expressions, gestures, and body language.

It plays a significant role in conveying emotions, attitudes, and meanings in communication, complementing or sometimes even contradicting the actual words being spoken.

Para language can greatly impact how a message is received and interpreted by the receiver, and it is important to be aware of and effectively use para language in communication to enhance understanding and build rapport.

(b) Difference between Listening and Hearing:

Listening and hearing are often used interchangeably, but they have distinct differences in the context of communication.

Hearing refers to the physical process of perceiving sound waves with the ears, while listening involves actively processing and interpreting the meaning of those sounds.

Listening requires attention, focus, and comprehension, whereas hearing is a passive ability.

Listening also involves empathy, understanding, and responding to the speaker's message, while hearing may not necessarily involve understanding or interpretation.

(c) E-mail etiquette:

E-mail etiquette refers to the proper and respectful conduct when sending, receiving, and replying to e-mails.

It includes using a professional and concise subject line, addressing the recipient appropriately, using a courteous tone, avoiding typos and grammar errors, and using a formal tone.

Respecting the recipient's privacy, refraining from using all caps or excessive exclamation marks, and being mindful of the use of attachments are also part of e-mail etiquette.

Following e-mail etiquette helps in maintaining professionalism, building positive relationships, and ensuring effective communication in the online environment.

(d) Bibliography:

Bibliography is a list of sources used in a research paper, report, or any other written work.

It includes the complete citation details of each source, such as the author's name, title of the work, publication date, publisher, and page numbers.

Bibliographies are essential for providing proper credit to the original authors, enabling readers to locate the sources for further reference, and ensuring the accuracy and credibility of the work.

Different citation styles, such as APA, MLA, Chicago, or Harvard, have specific guidelines for formatting and organizing bibliographies.

(e) Clarity:

Clarity in communication refers to the quality of being clear, understandable, and unambiguous.

It involves expressing ideas, messages, or information in a concise, logical, and coherent manner, so that the intended meaning is easily comprehended by the receiver.

Clarity in communication minimizes the chances of misinterpretation, confusion, and misunderstandings, and promotes effective communication in various contexts, such as business, academic, and interpersonal communication.

(f) Grapevine:

Grapevine is an informal and unofficial channel of communication that exists in organizations, where information is shared through informal networks, such as gossip, rumors, or unofficial conversations.

It is called "grapevine" because the information spreads in a random and unpredictable manner, resembling the way grapevines grow and spread.

Grapevine communication can be both positive and negative, as it can facilitate informal exchanges, build camaraderie, and address concerns, but it can also create misunderstandings, misinformation, and potential conflicts.

Effective management of the grapevine requires understanding the informal communication dynamics in the organization and maintaining open and transparent communication channels.

(g) Need of correspondence in communication:

Correspondence in communication refers to the exchange of written or electronic messages between individuals, organizations, or entities.

Correspondence serves as a formal record of communication, providing a documented trail of information, decisions, and agreements.

It enables clear and precise communication, as it allows for careful composition and revision of messages.

Correspondence can also serve as legal evidence in case of disputes or conflicts, as it provides a written record of the communication that can be referenced if needed.

Correspondence is often used in formal communication settings, such as business or official communication, where written documentation is necessary for accountability, compliance, or reference purposes.

It also facilitates communication in remote or asynchronous situations, where face-to-face or real-time communication may not be feasible, such as communicating with geographically dispersed teams or across different time zones.

Correspondence can help establish professionalism, convey important information clearly, and ensure that messages are accurately conveyed and understood by all parties involved.

In conclusion, understanding and applying concepts such as para language, the difference between listening and hearing, e-mail etiquette, bibliography, clarity, grapevine, and the need for correspondence in communication are crucial in ensuring effective communication in various personal, professional, and organizational contexts. These concepts contribute to clear, concise, and accurate communication, which is essential for building positive relationships, avoiding misunderstandings, and achieving successful communication outcomes.

Q2 based on directions of communication. Communication in an organisation is multidimensional. Explain briefly the different channels.

Ans. Communication in an organization is indeed multidimensional, involving various channels based on the directions of communication. Here are some brief explanations of different communication channels commonly found in organizations:

Vertical Communication:

Vertical communication refers to the flow of information up and down the hierarchical levels of an organization, involving communication between managers, supervisors, and employees at different levels.

Downward communication involves messages from higher-level managers or supervisors to subordinates, such as instructions, policies, and feedback.

Upward communication involves messages from employees to higher-level managers or supervisors, such as feedback, suggestions, and reports.

Horizontal Communication:

Horizontal communication refers to the flow of information between employees or departments at the same hierarchical level in an organization.

It facilitates coordination, collaboration, and exchange of information between peers or colleagues who may work in different departments or functions.

Horizontal communication can occur through face-to-face interactions, emails, team meetings, and other formal or informal channels.

Diagonal Communication:

Diagonal communication refers to the flow of information between employees or departments at different hierarchical levels and across different functional areas or departments.

It involves communication that cuts across the hierarchical and departmental boundaries, allowing for cross-functional collaboration, coordination, and problem-solving.

Diagonal communication is important for fostering innovation, creativity, and synergy in organizations.

External Communication:

External communication refers to the communication that occurs between an organization and stakeholders outside the organization, such as customers, suppliers, partners, shareholders, and the general public.

It involves various channels such as advertisements, press releases, social media, customer support, and public relations.

Effective external communication is crucial for maintaining a positive image, building relationships with stakeholders, and achieving organizational goals.

Informal Communication:

Informal communication refers to the communication that occurs outside the formal channels of communication in an organization.

It involves spontaneous, unofficial, and informal exchanges of information, such as gossip, rumors, or grapevine communication.

Informal communication can influence the organizational culture, employee morale, and can also impact the formal communication channels.

In conclusion, organizations utilize various communication channels based on the directions of communication to facilitate effective communication at different levels and across different functions. Understanding and managing these different channels of communication can contribute to efficient information flow, coordination, and collaboration within an organization, leading to improved organizational performance and success.

OR

Q2 b What is the role of Body Language in communication? What are its elements?

Body language plays a significant role in communication as it involves non-verbal cues that can convey messages, emotions, and attitudes without the use of words. It complements verbal communication and can greatly impact how a message is received and interpreted by others. Here are some key elements of body language:

Facial expressions: The expressions on our faces, such as smiles, frowns, raised eyebrows, or squinted eyes, can convey emotions and attitudes. Facial expressions can indicate happiness, sadness, surprise, anger, or confusion, and can greatly impact how a message is perceived.

Gestures: Hand movements, arm gestures, nods, and other body movements can add meaning to verbal communication. For example, waving goodbye, giving a thumbs-up, or pointing to something can convey specific messages or instructions.

Posture: Body posture, such as standing tall, slouching, crossing arms, or leaning forward, can convey confidence, attentiveness, defensiveness, or disinterest. Posture can also convey power dynamics and authority in communication settings.

Eye contact: The way we use our eyes during communication can convey various messages. Maintaining eye contact can signal attentiveness, sincerity, and engagement, while avoiding eye contact can indicate discomfort, lack of confidence, or dishonesty.

Touch: Touch can be a powerful form of body language in communication, conveying emotions, comfort, or support. A handshake, a pat on the back, or a hug can convey different messages depending on the cultural context and the relationship between the communicators.

Proxemics: Proxemics refers to the use of personal space during communication. Different cultures and individuals have different preferences for personal space, and violating these boundaries can impact communication. For example, standing too close to someone can be perceived as invasive, while standing too far away can be interpreted as aloofness.

Facial cues: Micro-expressions and subtle facial cues, such as raised eyebrows, lip biting, or squinting, can convey emotions, reactions, or attitudes that may not be expressed verbally.

Tone of voice: The tone of voice, including pitch, volume, and pace, can convey emotions, attitudes, and intentions. For example, speaking softly and slowly can convey calmness or sincerity, while speaking loudly and quickly can convey excitement or anger.

In conclusion, body language plays a crucial role in communication as it adds meaning, context, and emotion to verbal messages. Understanding and interpreting body language can help improve communication skills, enhance understanding, and build rapport with others. Being aware of the different elements of body language can help individuals communicate effectively in various personal, social, and professional settings.

Q3 a You have purchased a mobile from a reputed company. The mobile is not working efficiently. Prepare a com- plaint to be sent through e-mail (use imaginary e-mail ID).

Ans.

Subject: Complaint Regarding Defective Mobile Purchase from XYZ Electronics

Dear [Company Name],

I am writing to bring to your attention the issue I am facing with the mobile phone I recently purchased from your esteemed company. I am a customer who values the reputation of XYZ Electronics and had high expectations from the product I purchased.

However, I regret to inform you that the mobile phone I received, with order number [Order Number], is not functioning efficiently. Since the time of purchase on [Date of Purchase], I have been experiencing several issues, including:

Frequent and unexpected system crashes

Poor battery performance, with the phone draining quickly even with minimal usage

Overheating of the device during normal usage

Delayed response time for apps and overall sluggish performance

Inaccurate touch screen responsiveness

I have tried troubleshooting the issues by following the instructions provided in the user manual and online support, but the problems persist. As a customer who has invested a significant amount in purchasing the mobile phone, I am disappointed and inconvenienced by its subpar performance.

I understand that XYZ Electronics is known for its quality products and excellent customer service, and I am hopeful that the company will take prompt action to resolve this issue. As per the warranty policy, I request a replacement of the defective mobile phone or a repair to restore its proper functioning.

I have attached a copy of the purchase receipt and relevant order details for your reference. Kindly acknowledge receipt of this complaint and provide me with the next steps for resolution. I expect a swift and satisfactory resolution to this matter to maintain my trust in XYZ Electronics as a valued customer.

Thank you for your attention to this matter. I look forward to your prompt response.

Sincerely,

[Your Name]

[Your Contact Information]

OR

Q3 b You are Administrative Officer of Radhey Industries Ltd. New Delhi. Mr. Ranveer Sharma. the Accounts Officer. has absented himself from his duties. without intimation to the company. Write a memo . informing him about the cut in salary for the period.

Ans.

Memo

To: Mr. Ranveer Sharma

Accounts Officer

Radhey Industries Ltd.

New Delhi

Date: [Date]

Subject: Absence from Duty without Intimation

Dear Mr. Sharma,

I hope this memo finds you well. I am writing to bring to your attention the issue of your unexcused absence from your duties at Radhey Industries Ltd. without providing any intimation to the company.

As the Accounts Officer of our organization, your presence and active participation in your role are crucial for the smooth functioning of our finance department. However, it has come to our attention that you have been absent from work without any prior notification or explanation, which is a violation of our company's attendance policy.

As per the company's policy, unexcused absences are subject to disciplinary action, including a deduction in salary for the period of absence. Therefore, in accordance with the policy, your salary for the period of your unexcused absence from [Start Date] to [End Date] will be subject to a deduction. The details of the salary deduction will be reflected in your next salary statement.

We value your contributions to the company and understand that unforeseen circumstances may arise, but it is important to follow the proper procedures for informing the company about any leave or absence. We urge you to communicate with your immediate supervisor or the HR department in case of any future absence, and provide valid reasons and supporting documents, if applicable.

We expect your cooperation in adhering to the company's attendance policies in the future to avoid any further inconvenience or disciplinary action.

If you have any concerns or questions regarding this matter, please feel free to discuss it with your supervisor or the HR department.

Thank you for your attention to this matter.

Sincerely,

[Your Name]

Administrative Officer

Radhey Industries Ltd.

Q4 a Draft the minutes of the meeting of the Board of Directors of a company at which the following decisions were taken:

-Approval to open a branch in Jaipur.

-Approval to raise a bank loan worth rupees 40 lakh

-Appointment of new auditors

-Allotment of 20,000 equity shares to Mr. Vijay, who supplied computers to the company.

-Appointment of Mr. Atul Bansal as new company secretary.

Minutes of the Board of Directors Meeting of [Company Name]

Date: [Date]

Time: [Time]

Venue: [Venue]

Present:

[Name of Director 1]

[Name of Director 2]

[Name of Director 3]

[Name of Director 4]

[Name of Director 5]

[Name of Director 6]

Agenda:

Approval to open a branch in Jaipur.

Approval to raise a bank loan worth rupees 40 lakh.

Appointment of new auditors.

Allotment of 20,000 equity shares to Mr. Vijay, who supplied computers to the company.

Appointment of Mr. Atul Bansal as the new company secretary.

Minutes:

The Chairman called the meeting to order and welcomed all the directors present. The agenda items were discussed and decisions were taken as follows:

Approval to open a branch in Jaipur:

After a thorough discussion on the potential business opportunities in Jaipur, it was unanimously decided to approve the opening of a branch in Jaipur. The Chairman directed the management to initiate the necessary process for setting up the branch, including obtaining the required regulatory approvals and identifying suitable premises.

Approval to raise a bank loan worth rupees 40 lakh:

The Board reviewed the financial requirements of the company and approved the proposal to raise a bank loan of rupees 40 lakh to meet the working capital needs. The Chief Financial Officer (CFO) was instructed to proceed with the loan application process and ensure compliance with all relevant regulations and guidelines.

Appointment of new auditors:

The Board decided to appoint [Name of Audit Firm] as the new auditors of the company for the financial year [Year]. The CFO was authorized to complete the formalities related to the appointment, including obtaining the necessary consent and engagement letter from the audit firm.

Allotment of 20,000 equity shares to Mr. Vijay:

The Board approved the allotment of 20,000 equity shares of the company to Mr. Vijay in consideration of the supply of computers to the company. The share allotment would be made at the prevailing market price, and the necessary paperwork and approvals would be processed by the Company Secretary.

Appointment of Mr. Atul Bansal as the new company secretary:

After considering the qualifications and experience of Mr. Atul Bansal, the Board appointed him as the new company secretary of the company. The Chairman congratulated Mr. Bansal and instructed him to assume the responsibilities of the company secretary with immediate effect.

The Chairman thanked all the directors for their valuable inputs and contributions to the meeting. The meeting was adjourned with a vote of thanks to the Chair.

Minutes recorded by:

[Your Name]

Company Secretary

Approved by:

[Name of Chairman]

Chairman of the Board

Distribution:

All Directors

CEO

CFO

Company Secretary

Mr. Vijay

[Name of Audit Firm] (New Auditors)

[Name of Bank] (Regarding Bank Loan)

Records

OR

Q4 b State the characteristics of a good report. Describe the steps involved in preparing the report.

Ans. Characteristics of a good report:

Clarity and Conciseness: A good report should be clear, concise, and free from ambiguity. It should convey the intended message effectively to the target audience without unnecessary jargon or technical language.

Accuracy and Reliability: A good report should be based on accurate and reliable data and information. It should be thoroughly researched, well-documented, and supported by credible sources.

Objectivity and Impartiality: A good report should be objective and impartial, presenting facts and findings without bias or personal opinions. It should be based on evidence and analysis rather than subjective judgments.

Logical Structure: A good report should have a logical structure with a well-defined introduction, body, and conclusion. It should follow a systematic flow of information, making it easy for readers to follow and understand.

Comprehensive Coverage: A good report should cover all relevant aspects of the topic or subject matter in a comprehensive manner. It should provide a complete and thorough analysis of the issue or problem at hand.

Proper Format and Presentation: A good report should be well-formatted and presented professionally. It should have a clear title, table of contents, headings, subheadings, and proper citation of references.

Actionable Recommendations: A good report should provide actionable recommendations based on the findings and analysis. It should suggest practical solutions or strategies for addressing the issue or problem identified in the report.

Steps involved in preparing a report:

Define the purpose and scope of the report: Clearly define the purpose and scope of the report, including the objectives, audience, and desired outcomes.

Conduct research and gather data: Conduct thorough research on the topic or subject matter of the report. Gather data and information from credible sources, such as books, journals, reports, and reliable websites.

Organize and analyze the data: Organize the collected data and information in a systematic manner. Analyze the data to identify patterns, trends, and insights relevant to the report's objectives.

Develop an outline and structure: Based on the purpose and scope of the report, develop an outline and structure for the report. This should include an introduction, body with appropriate headings and subheadings, and a conclusion.

Write the report: Start writing the report using clear and concise language. Follow the outlined structure and present the findings and analysis logically and objectively.

Review and revise: Review the report thoroughly for accuracy, clarity, and coherence. Revise the report as needed to improve its quality, structure, and presentation.

Include recommendations: Based on the findings and analysis, include actionable recommendations in the report for addressing the issue or problem identified.

Format and present the report: Format the report professionally, including a title page, table of contents, headings, subheadings, and proper citation of references. Present the report in a visually appealing and reader-friendly manner.

Proofread and finalize: Proofread the report carefully to check for any errors or inconsistencies. Make necessary corrections and finalize the report before submitting or presenting it to the intended audience.

Q5. Make a precis of the following in 1/3 of its length and a suitable title:

Ans. As certain rigidities and weaknesses were found to have developed in the banking system during the late eighties, the Government of India felt that these had to be addressed to

enable the financial system to pay its role in ushering in a more efficient and competitive economy. Accordingly. a high-level Committee on the Financial System (CFS) was set up

on 14 August 1991 to examine all aspects relating to the structure. organization. functions and procedures of the finan- cial systems. Based on the recommendations of the Committee.

a comprehensive reform of the banking system w a s introduced in 1992-93.

To review the record of implementation of financial system reforms recommended in 1991 by the Committee on Financial System and chart the path of reforms in the years ahead, a high-level Committee, on Banking Sector Reforms, under the Chairmanship of Shri M. Narasimham was constituted by the

Government of India in December 1997. The Committee submitted its report in April 1998. Some of the recommendations of the Committee, on prudential norms, Capital Adequacy Ratio, classification of Government guaranteed advances, provisioning requirements on standard advances and more disclosures in the Balance Sheets of banks were accepted and implemented. Recent major initiatives undertaken for strengthening Financial sector in pursuance to the recommendations of the above Committee relate to guidelines to banks on Asset Lability Management and integrated risk management systems compliance with Accounting Standards, consolidated account- ing and supervision, fine-tuning of prudential norms for

income recognition, a s s e t classification and provisioning for

NPAS, etc. The guidelines on setting-up of Off-shore Banking Units in Special Economic Zones, F a i r Practices Code for Lenders. Corporate Governance, Anti-Money Laundering meas-

ures, Know Your Customer (KYC) norms. Corporate Debt

Restructuring (CDR) derivatives. guidance notes on Credit Risk.

Market Risk, Operational Risk etc. are other important devel-

opments introduced in the banking sector in recent years. RBI

has also issued revised guidelines on migration to Basel l

Framework o n Capital Adequacy. T h e Securitization a n d Reconstruction of Financial Assets and Enforcement of

Security Interest Act, 2002 has facilitated NPA management by banks more effectively.

In 1993, in recognition of the need to introduce greater competition, new private sector banks were allowed to be set up. Licenses were issued to 10 banks which had satisfied the

necessary regulatory requirements. Subsequently in 2001. fresh guidelines for setting up new private sector were issued and two banks were issued license under those guidelines. A draft comprehensive policy framework for ownership and governance in private sector banks was put in the public domain on 2 July 2004 for discussion and feedback. After taking into consideration the feedback received from all concerned and in consultation with Government of India, RBI issued detailed Guidelines on ownership and governance in private .sector banks on 28 February 2005. The underlying principles of the guidelines inter alia are to ensure that the all banks in the private sector have a net worth of 300 crore, ultimate ownership and control of private sector banks is well diversified , important shareholders (i.e. shareholding of 5 per cent and above) conform to the 'fit and proper criteria. The directors and the CEO who manage the affairs of the bank should also satisfy the fit and proper' criteria. The guidelines also provide for restrictions on cross holding above 5 per cent by one bank/Financial Institution (FI) in another bank/FI and observance of sound corporate governance principles.

Title: Evolution of Indian Banking System: Reforms and Policy Changes

The Government of India recognized the rigidities and weaknesses in the banking system in the late 1980s and established the Committee on the Financial System (CFS) in 1991 to address these issues. Based on the recommendations of the CFS, comprehensive reforms were introduced in the banking system in 1992-93. In December 1997, the Government of India constituted another high-level committee, the Committee on Banking Sector Reforms, to review the implementation of financial system reforms and plan for future reforms. The Committee's recommendations on prudential norms, capital adequacy ratio, provisioning requirements, and disclosures in balance sheets were accepted and implemented. Subsequent initiatives included guidelines on asset liability management, integrated risk management systems, compliance with accounting standards, consolidated accounting and supervision, prudential norms for income recognition and asset classification, and measures for anti-money laundering, corporate governance, and corporate debt restructuring. The Reserve Bank of India (RBI) also issued revised guidelines on migration to Basel I framework on capital adequacy. In 2002, the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act was enacted to facilitate NPA management by banks. In 1993, new private sector banks were allowed to be set up to introduce greater competition, and in 2001, fresh guidelines for setting up new private sector banks were issued. In 2004, a comprehensive policy framework for ownership and governance in private sector banks was put in the public domain, and detailed guidelines were issued by RBI in 2005, focusing on net worth requirements, diversified ownership and control, fit and proper criteria for shareholders, directors, and CEOs, and restrictions on cross-holdings and corporate governance principles.