

**Answer any Five questions
All questions carry EQUAL marks
Question No. 8 is Compulsory**

1. In detail explain the objectives and role of communication. 12M
2. Explain the significance of Exchange Theory. 12M
3. What are the various ethical and legal issue in business communication? 12M
4. What is purpose and the principles of effective written communication 12M
5. What are the essential features of a good resume? A leading FMCG company has the vacancy for the position of Area Sales Manager. Write your resume which you would send to the company 12M
6. What is the purpose of group discussion? How do you plan for a successful group discussion? 12M
7. What is the importance of listening and explain the measures for good listening? 12M

8. CASE STUDY: 12M

Mr Peter works as the hospitality manager at the Sheraton Hotel. His job is to greet guests, answers their queries, and arranges tours, transport and other activities for the guests while they are staying at the hotel. Today Mr Peter has come to work with a headache. He knows that he should have stayed at home and apply for sick leave. But he has used up all of his sick leave days. He started the day with bad mood and not well enough to deal with too many queries from customers. As he was resting at front desk Ms Sara, a guest at the hotel came to enquire about famous Flower Show and wanted to know how to get there. After her lunch she asked Mr Peter for his assistance. Mr Peter was not very attentive to her query or in position for assistance. He wished she would go away. His face showed his annoyance as he gave her a brochure on Flower show and a map of the city, without uttering a single word. When Ms Sara asked about tram details to catch, he pointed to a Metro timetable. Ms Sara was very annoyed by his behavior lack of courtesy. During her outburst Mr Peter attended a ringing telephone and turned his back on her, blocking her entry by placing his chair in front of her. Ms Sara couldn't believe Mr Peter attitude and told him that she would take this matter up further with management.

Answer the following questions:

- a. Identify Mr Peters non-verbal communication (tone of voice, gestures, posture, eye contact, appearance, and use of personal space).
- b. What parts of the Case Study give examples of poor communication? .
- c. How would you suggest ways in which this situation be rectified