

Short Answer type Questions
Professional Communication (NAS 104/204)

Unit–I Fundamentals of Communication

1. Define technical communication / writing.
2. Define general writing.
3. What is extra-personal communication?
4. What is intra-personal communication?
5. What do you mean by barriers of communication?
6. Define grapevine.

Unit–II Constituents of Technical Written Communication

1. What do you mean by homophones?
2. What do you mean by coherence?
3. Define topic sentence.
4. What do you mean by inductive method?
5. Define deductive method?
6. What do you mean by condensation?

Unit–III Business Communication

1. Define sales letter
2. Define claim / complaint letter.
3. Define solicited job application letter.
4. Define unsolicited job application letter.
5. Define proposal.

Unit-IV Presentation Strategies and Listening Skills

1. What do you understand by locale?
2. Define ectomorph.
3. What do you mean by mesomorph?
4. What do you mean proxemics?
5. What do you mean by Chronemics?

Unit-V Value Based Text Readings

1. Express the views of W.B. Yeats in the essay, ‘The Social Function of Literature’ briefly.
2. Express the views of Giordano Bruno in the essay ‘Man and Nature’.
3. What shattered the self-assurance of Western man?
4. Write in brief various functions of Philosophy.
5. Write the story of blind man of Burma in brief.
6. Why was the response of the people on highway accident not shocking?

Unit-I Fundamentals of Communication

1. Define technical communication / writing.

“Technical writing is the practical writing that people do as part of their jobs”, write Pauley and Riordan.

Technical written communication is related to trade and commerce and also to the science, medicine, space and engineering professions. Technical writing includes all official documents such as reports, proposals, technical articles, instruction manuals and brochures etc. issued to the juniors or superiors by the technocrats. In government and non government units, schools and hospitals people today need technical writing which enables them to maintain their operations.

2. Define general writing.

Literary and other type of writings such as poems, essays, stories and novels etc which are generally subjective in nature are known as general writings. There are many types of general writings including:

- a) Fiction
- b) Expressive writing
- c) Expository writing and
- d) Persuasive writing

a) Fiction:

Fiction includes poetry, novel, drama and short story. It is highly imaginative and employs figurative word usage, symbolism and fictitious facts and characters to present a message.

b) Expressive writing:

Expressive writing expresses the writer's personal feelings about a personal experience such as a person, a place, an event etc.

c) Expository writing:

Expository writing expresses the writer's knowledge about a subject.

d) Persuasive writing:

Persuasive writing includes the editorials in which the editor aims at controlling the emotional attitude of audience towards a topic.

3. What is extra-personal communication?

Communication between human beings and non-human beings is known as extra-personal communication. For example, when your pet dog comes to you wagging its tail as soon as you return home from work, it is an example of extra-personal communication. i.e. communication between pets (dogs, monkeys, parrot) and their masters.

4. What is intra-personal communication?

This takes place within the body of the individual; we know that the brain is linked to all parts of the body by an electrochemical system. For example, when you begin to feel hot, the information is sent to the brain and you may decide to turn on the cooler, responding to instructions sent from the brain to the hand.

This kind of communication pertains to thinking, which is the basis of information processing. Without such internal dialogue, you cannot proceed to the further levels of communication – interpersonal, organizational and mass communication.

In fact while we are communicating with the other party internal dialogue with oneself continues concurrently – planning, weighing, considering, and processing information.

At times you motivate yourself or consciously resolve to complete a certain task.

Self motivation, self determination and the like take place at the intrapersonal level.

5. What do you mean by barriers of communication?

Communication barrier means various disturbances in communication process which hamper the smooth flow of effective communication.

Communication barriers are generally created by-

- 1) Improper encoding
- 2) By Passing
- 3) Frame of reference

- 4) Physical distractions
- 5) Psychological and emotional interference and
- 6) Cultural differences

6. Define grapevine.

In the context of an organization's communication network grapevine may be described as, "An informal system of information flow, like the far stretching branches of a grapevine, this system is very complex, uncontrollable and unpredictable.

'It feeds on rumour and gossip'.

A clever professional / manager knows how to use it for the betterment of the organization.

Unit-II Constituents of Technical Written Communication

1. What do you mean by homophones?

Words having similar sound but different meaning and spelling are known as Homophones. These words create confusion in the mind of the listener, but when they are used in some context, their meaning becomes clear.

2. What do you mean by coherence?

Coherence is very important in paragraph writing. In cohesive paragraphs, ideas are linked and one idea logically leads to the next. As one word in a sentence naturally leads to another, one sentence in a paragraph leads to another. In order to achieve coherence in a paragraph, you need to use appropriate cohesive devices.

3. Define topic sentence.

The main idea or the theme of a paragraph is usually expressed by one sentence called a topic sentence. A topic sentence is a one sentence summary of a paragraph. The other sentences of the paragraph develop, support, exemplify and explain the central theme. The topic sentence may be placed either in the beginning or at the end of a paragraph, depending on the logical organization of the paragraph. Sometimes a topic sentence may not be included and the main idea is expressed through details only.

4. What do you mean by inductive method?

In inductive order an author moves from particular statement to the general statement. The author gives details, arguments or illustrations, which finally lead to the conclusion.

A paragraph, that begins with certain information, concludes with a topic sentence is known to be developed using inductive method.

5. Define deductive method?

The most popular method used by the writers is the Deductive method. It is the reversal of the logical arrangement of the Inductive method.

In deductive method, we have a conclusion reached by reasoning from general laws to a particular case. The topic sentence is the first sentence in the paragraph stating some general statement. The author finally tries to deduce his conclusion logically by particular or specific subordinate statements.

6. What do you mean by condensation?

Condensation means summarizing i.e. making a book, or any long write up shorter by taking out anything that is not necessary.

There are three steps of Condensation:

1. Selection: Selecting what is important by concentrating on the central idea or the theme of a passage.

2. Rejection: Removing everything that is not important. The following are generally not included in a summary-

(a) Repetitions (b) Examples and illustrations (c) Redundant (lengthy) expressions (d) Minor supporting details

3. Substitution: Substitution includes the following:

(a) Synthesis- Combining several sentences into one sentence.

(b) Sentence Substitution – Substituting long sentences by short sentences.

(c) One word substitution – Using one word for several words or phrases.

Unit–III Business Communication

1. Define sales letter,

Sales letters are those letters which are written by the manufacturers and service providers to promote the sale of their products and services by inducing various offers.

2. Define claim / complaint letter.

Claim or complaint letters are those letters which are written by the customers to the manufacturers or service providers to inform them about the faulty item or unsatisfactory service provided by them and to give an amicable solution to their problem at the earliest.

3. Define solicited job application letter.

Solicited Job Application letters are those letters which are written by the aspiring employees in response to some advertised post or vacancy in an organization to get a job.

4. Define unsolicited job application letter.

Unsolicited Job Application letters are those letters which are written by the aspiring employees themselves of their own interest to the organizations or companies who have not made any announcement or given any advertisement for a post or vacancy in their organization for a job.

5. Define proposal.

Proposal is derived from the word propose, which means to offer or put forward for consideration to the authorities an idea, scheme or plan for solving some existing problem or further progress of the organization. Proposals are of two types;

Solicited Proposal: Proposal written in response to an invitation or announcement by the authorities or organizations for solving some existing problem or other requirements.

Unsolicited Proposal: Proposal written by an individual or a company of their own interest without any invitation or announcement by an organization or authorities to solve some existing problem or further progress of the entrepreneur.

Unit-IV Presentation Strategies and Listening Skills

1. What do you understand by locale?

Locale is the physical environment of the presentation. The speaker should know about-

- The place of presentation.
- The public address system is available or not.
- Visual aids are available or not.

2. Define ectomorph.

Ectomorph is a body type which includes the people who are thin, youthful and tall. This comes under 'body shape and posture' of Kinesics or body language.

3. What do you mean by mesomorph?

Ectomorph is a body type which includes the people who are strong, athletic, muscular and boney. This comes under 'body shape and posture' of Kinesics or body language.

4. What do you mean proxemics?

Non verbal communication includes Kinesics as well as proxemics which means the space around us or the physical surroundings or environment. Proxemics is derived from the word proximity which means closeness. Proxemics has a definite meaning in oral presentation. "Our interaction with the people around us has rather a well defined or well understood spatial dimensions", comments KK Sinha. It means the spatial dimensions or distance between us and other people tell us about our relations with others and the nature of our communication with them. Edward T. Hall has given four types of space language, depending on the distance:

- 1) Intimate Space Language:
- 2) Personal Space Language
- 3) Social Space Language
- 4) Public Space Language

1) Intimate Space Language:

Where the speaker and listener are **within the circle of about 18 inches distance**. Only family members and the close friends enter this area.

2) Personal Space Language:

Where the speaker and the listener are in the **personal space i.e. from 18 inches to 4 feet** and in this circle they can have normal conversation.

3) Social Space Language:

Here the circle extends from **4 feet to about 12 feet**. This social space language is used for formal purposes. Most of the business is done within this area.

4) Public Space Language:

It extends from 12 feet to as far as we can see and hear. In this large space, communication becomes formal. In it the speaker speaks at loud pitch so that the large group i.e. the audience can hear him.

5. What do you mean by Chronemics?

Chronemics is the study of how human beings communicate through their use of time. We attempt to control time, trying to use it more effectively. Good timing is very crucial, and you should rehearse a formal presentation until it is a little under line, because staying within time limits is a mark of courtesy and professionalism.

Unit-V Value Based Text Readings

1. Express the views of W.B. Yeats in the essay, 'The Social Function of Literature' briefly.

According to W.B. Yeats, "Art is the social act of a solitary man". As per him literature is its own society. It is the subtlest and the most enduring means which man has devised for communicating with his fellows.

2. Express the views of Giordano Bruno in the essay 'Man and Nature'.

Bruno was burnt at stake because he would not give up his belief that this earth is not the only world nor man the only chosen creature.

3. What shattered the self-assurance of Western man?

The simple proposition by the author J. Bronowski that man is a part of nature contains the explosive charge that man is not unique, man is not superior to nature, man is like any other creature of the nature, and this has shattered the self confidence of the Western man. The western man wants to feel that he is cast from birth in a supernatural mould, larger than life or at least larger than nature.

4. Write in brief various functions of Philosophy.

Philosophy functions as a comprehensive science in three ways. First it criticizes the sciences, secondly synthesizing the sciences and finally is the mother of the sciences.

Each science makes presuppositions of other sciences. Each science may appear to be in clash with the conclusions of other sciences.

The philosophy, thus, aims at comparing assumptions and conclusions. Second function, performed by philosophy is of synthesis. Philosophy, known as a science of sciences or as a comprehensive science, aims at knowing the whole and reaching to some general conclusions. The Burmese story of blind men also tells us that in order to comprehend the total scheme, the function of synthesis is necessary.

5. Write the story of blind man of Burma in brief.

Four blind men of Burma visited the elephant. The one who felt the elephant's leg said that the elephant is like a tree. Another who had grasped the tail reported the elephant to be like a rope. The third who traced the trunk, insisted that the elephant is like a serpent (snake). A fourth, who had stretched himself on the elephant's side, likened him to a barn (farm house). Whenever a scientist insists that the whole universe is like the part which he investigates he may be compared with a Burmese blind man. We might have the separate reports of all the sciences and yet not see the whole elephant. In order to comprehend the total scheme, the function of synthesis is necessary.

6. Why was the response of the people on highway accident not shocking?

Ans: The incident of March 1951 illustrates it. The prediction of the National Safety Council of America that the one millionth traffic fatality since the first recorded automobile death in 1899 would occur on December 22, 1951. The public response to this tragedy was lost where people were busy in counting the dead bodies on the highway and paying tribute to human genius for accurate measurement.