

# GOVT. MAHILA ENGINEERING COLLEGE, AJMER

## I Mid Term - B.Tech II Sem 2017-18

Duration : 1 hr. Communication Skills Sec -D Max. Marks 20

All Questions carry equal marks.

A. Answer the following questions briefly . (Any Four)

(i) *Who wrote this poem ( Change into passive voice).*

(i) By whom was this poem written .

(ii) *Mary said, "I am watching TV". (Change into Reported Speech).*

(ii) Mary said that she was watching TV.

(iii)----- *God bless you.(Insert suitable modal verb ).*

(iii) May God bless you.

(iv) *The restaurant was crowded ----- we found a place.( Insert suitable conjunction).*

(iv) The restaurant was crowded but we found a place.

(v) *Define Communication.*

(v) Communication is the act of imparting or exchanging of information, ideas, thoughts, feelings, emotions or opinion by speaking, writing, or using some other medium.

(vi) *Enumerate the different types of communication.*

(vi) The different types of communication are verbal and non verbal, formal and informal, intrapersonal, interpersonal, group, organizational, corporate, mass and transformational communication. (1\*4=4)

Q2. Attempt any four questions from the following.

**1. Discuss the process of Communication in detail . (4)**

Communication is the process of conveying information between two or more people. The communication process is the steps we take in order to achieve a successful communication. The communication process consists of several components.

**(1) Sender:**

The person who intends to convey the message with the intention of passing information and ideas to others is known as sender or communicator.

**(2) Ideas:**

This is the subject matter of the communication. This may be an opinion, attitude, feelings, views, orders, or suggestions.

**(3) Encoding:**

Since the subject matter of communication is theoretical and intangible, its further passing requires use of certain symbols such as words, actions or pictures etc. Conversion of subject matter into these symbols is the process of encoding.

**(4) Communication Channel:**

The person who is interested in communicating has to choose the channel for sending the required information, ideas etc. This information is transmitted to the receiver through certain channels which may be either formal or informal. Channels of communication include speaking, writing, video transmission, audio transmission, electronic transmission through emails, text messages and faxes and even nonverbal communication, such as body language

**(5) Receiver:**

Receiver is the person who receives the message or for whom the message is meant for. It is the receiver who tries to understand the message in the best possible manner in achieving the desired objectives.

**(6) Decoding:**

The person who receives the message or symbol from the communicator tries to convert the same in such a way so that he may extract its meaning to his complete understanding. The receiver must be able to **decode** the message, which means mentally processing the message into understanding. If you can't decode, the message fails. For example, sending a message in a foreign language that is not understood by the receiver probably will result in decoding failure.

**(7) Feedback:**

Feedback is the process of ensuring that the receiver has received the message and understood in the same sense as sender meant it.

***2. Explain the formal and informal channel of Communication.*****(4)**

The different channels of communication are:

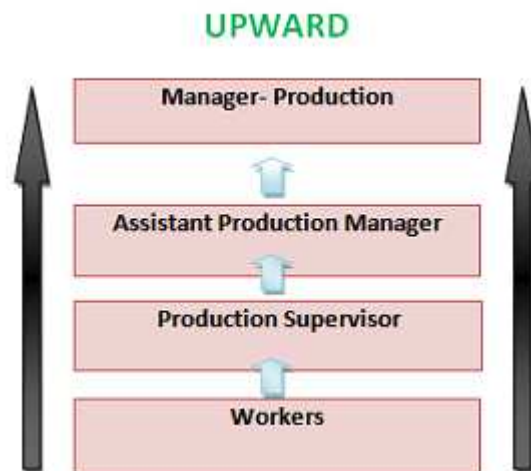
1. Formal channel of communication
2. Informal Channel of Communication / Grapevine

**1. Formal channel of communication:**

A formal channel of communication is the means of communication normally controlled by people in positions of authority in an organisation. Hence, it has also been referred to as an organization's 'main line of operational communication'.

All the reports, records and other forms that supply working information to various parts of an organisation are included in the formal channel of communication. These channels of communication do not function automatically. A good business organisation will ensure that these are carefully planned and designed to its needs. The Formal Channels of Communication are :

1. **Upward Channel of Communication** is the flow of information from front line employees to managers, supervisors, and directors. Some of the channels for upward communication are open door policy, suggestion systems, questionnaire, special meetings etc.



2. **Downward Channel of Communication** : occurs when information and messages flow down through an organization's formal chain of command or hierarchical structure. In other words, messages and orders start at the upper levels of the organizational hierarchy and move down toward the bottom levels. Responses to downward communications move up along the same path. The downward channel of communication are Command and Control Systems, E Mails, Fax, Address Systems, Posters and Bulletins ,Handbooks and Pamphlets.

3. **Horizontal communication** is the transmission of information between people, divisions, departments or units within the same level of organizational hierarchy. Horizontal communication is often referred to as 'lateral communication.'

The advantages of formal channels are considered the more effective of channels of communication. With organizations constantly growing in size, formal channels help to bridge the gap in the communication process. It is a readily available means to reach through to every corner of an organisation, which would otherwise be difficult.

In formal channels, the rules are well laid. For example, a worker communicates with the supervisor, the supervisor with the manager, and so on. Thus, only necessary information gets filtered and sent to the top. Good formal channels of communication reflect professionalism. They help consolidate the organisation. They also keep the managerial personnel in control.

The Disadvantages of Formal channels of communication are that they often lead to delays. Filtering and monitoring of information at lower levels is a double- edged sword. While it has its advantages, it may also prevent vital information from reaching the top management. This may change the perspective while making decisions.

## **2. Informal Channel of Communication / Grapevine:**

The informal channel of communication is often discouraged or looked down upon in an “organization, and is not officially sanctioned. It is popularly referred to as grapevine. This is because it runs in all directions irrespective of the formal structure. Humans tend to speak loosely or lightly with their associates wherever they may be. Time to time they feel the need to get freed from the necessity to stick to logic or truth.

As people go about their work, they have casual conversation with their friends in the office. These conversations deal with both personal and business matters. This results in the generation of a rumour mill, which is a grapevine.

**Grapevine is classified into four categories:**

**Single strand:** Each one tells another.

**Group or gossip chain:** One tells all persons in his/her group.

**Probability chain:** Each randomly tells a number of people.

**Cluster chain:** Some tell selected others.

Grapevine satisfies the social needs of members, leads to more relaxed human relations (partly through the release of fantasy), serves to fill the possible gaps in the formal communication and links even those people who do not fall in the official chain of command.

***Other characteristics of grapevine are:***

- (i) It is more people-oriented than issue-oriented.
- (ii) May not be totally authentic and dependable.
- (iii) Grapevine transmission flows in all directions in an organisation.
- (iv) Grapevine information travels very fast.
- (v) Its responsibility cannot be fixed.

***Disadvantages:***

**(i) Less credible:**

A grapevine is less credible than a formal channel of communication. It cannot be taken seriously as it involves only the word of mouth. It is, therefore, likely to be contradicted.

**(ii) Selective information:**

Informal channels usually fail to carry the complete information. As a result, the receiver does not get the essence of the whole message. Mischief mongers or vested interests may use the channel for transmitting selective information.

**(iii) Creates trouble:**

A grapevine can foster trouble within an organisation as there is no control over the information sent, received, its portrayal and perceptions. Information gets distorted. A grapevine can be synonymous with the spreading of false or wild stories.

**(iv) Leakage:**

Information may get leaked at the wrong time. The term 'open secret' in an organisation can often be attributed to such leaks.

### **3. Discuss the different types barriers of Communication. (4)**

3. Communication is the basis of all business. From the time the sender has an idea to communicate to the recipient, until the latter receives the message and returns the feedback, communication may be blocked at any stage for any reason. These are called communication barrier. These barriers distort the message, cause misunderstanding and create what is usually called communication gap. Some of the important barriers are as follows:

**1. Physical Barriers:** When we feel uncomfortable in a situation due to loud noise or unbearable weather conditions like extreme cold or humidity or stuffy atmosphere in a room our communication process gets hampered.

**2. Physiological Barriers:** Even minor physical disorders like headache, ill health, poor eyesight or hearing difficulties, pain or bad cold can adversely affect our communication.

**3. Semantic Barrier:** Most of the communication is carried through words whether spoken or written but even people speaking the same language can have difficulty understanding each other if they are from different generations or from different regions of the same country. Slang, professional jargon can even hurt communicators with the best intentions.

**4. Cultural Barrier:** The norms of social interaction vary greatly in different cultures, as do the way in which emotions are expressed. People sometimes make stereotypical assumptions about others based on their cultural background which also hampers communication.

**5. Emotional Barrier:** Emotions play a very important role in the act of communication. Both encoding and decoding are influenced by our emotions. A message received when we are worked up will have a different meaning for us than we are calm and composed.

**6. Social Barrier:** are those impediments and hurdles in communication which primarily crop up due to our lifestyle, habits that have been determined by our culture. Social relations and status conscious proves to be very serious barrier to communication. Status conscious officers tend to become impatient while communicating with subordinates.

**7. Ambiguity:** leaving things half-said, using too many generalizations, proverbs or sayings, can all lead to communications that are not clear and that can lend themselves to misinterpretations.

**8. Information Overload:** It takes time to process a lot of information and too many details can overwhelm and distract the audience from the important topics.

**9. Goal Conflict:** Communication barriers result when goals are split and are in conflict with each other.

**4. What do you mean by media of Communication and discuss its type . (4)**

4. Media basically means an agent. It is a term referring to the organised means of dissemination of facts, opinions, information passed through newspaper, magazines, films, radio, television, internet, books etc. We can divide different types of communication medium into two different categories.

1. Physical Media

2. Mechanical Media

1. Physical Media: By Physical Media we mean channels where the person who is talking can be seen and heard by the audience. It can be further divided into the following types:

a. Large Meetings- have great symbolic value and should be used only on special occasion. This channel works when one need to deliver strategic and important messages to a large

group of people at the same time, creating a wide attention, getting engaged or communicate a sense of belonging.

b. Departmental Meetings: In the Departmental Meetings, group communicates on daily operative basis operative issues, gives status reports and solves problems.

c. Up close and Personal :This is a form of meeting where often a senior manager meets with a random selection of employees to discuss and answer questions.

2. Mechanical Media : By Mechanical Media we mean written or electronic channels. The different sources of Mechanical Media are of the following types:

a. E-Mail- Email is an electronic message usually a text message sent by a person through computers to another person.

b. Weekly Letters - Managers that have large group of employees and who has difficulty in meeting all of them often publish a personal weekly letter which is a short summary of news with personal reflection.

c. Fax- is an electronic device that transmits messages and pictures over telephone lines. It is used in

d. Mobile- phones allow wireless communication between people. They enable people to communicate in a wide area anytime.

e. Internet- is an electronic communication network that connects millions of computer. Sending emails, blogging and browsing are the most important activities on the internet today.

f. Social Media- supports the human need for interaction using internet and web based technology. More and more companies are using social media in their external marketing, setting up twitter and facebook accounts etc.

**5. Describe the humour in the story entitled “The Luncheon”. (4)**

5. Somerset Maugham was born in Paris and was thoroughly familiar with French literature. His stories seem influenced by those of the great Guy De Maupassant, who had learned from his uncle Gustave Flaubert to appeal to all of the reader's senses in order to create effective scenes.

- The humor in Maugham's short story "The Luncheon" derives from the fact that the narrator is trying to appear sophisticated, urbane, and gallant, whereas he really can't afford to be entertaining the woman in such an expensive restaurant as Foyot's. He feels relieved initially because she tells him, "I never eat anything for luncheon," and then he is appalled when she orders some of the most expensive items the place has to offer. Maugham describes the situation in just a few words:

Foyot's is a restaurant at which the French senators eat and it was so far beyond my means that I had never even thought of going there. But I was flattered and I was too young to have learned to say no to a woman. In "The Luncheon," Maugham has an excellent opportunity to appeal to the senses of smell and taste. For example:

The asparagus appeared. They were enormous, succulent and appetizing. The smell of the melted butter tickled my nostrils as the nostrils of Jehovah were tickled by the burned offerings of the virtuous Semites.

The narrator is vicariously savouring all his guest's expensive items-- but he has to keep pretending that he only wants a mutton chop and a glass of water. He is suffering in at least two separate ways: he is watching the woman enjoy all the things he cannot enjoy himself, and at the same time he is getting increasingly anxious about paying the bill.

Although his guest keeps repeating that she never eats anything for luncheon, he watches her eat salmon, caviare, asparagus, ice cream, and a peach. She also drinks a half-bottle of champagne and a cup of coffee. By the time the narrator pays the bill he is flat broke and, as he says:

I had a whole month before me and not a penny in my pocket.

The narrator is telling about this incident some twenty years after it occurred. It was obviously a painful tribulation when he went through it, but he is now able to see the humor in the situation. Humor and irony are characteristics of Maugham's personality and are to be found in nearly all his fiction and nonfiction. He also observes that it gives him a sense of revenge knowing that:

Today she weighs twenty-one stone.

It should not be surprising that a woman with such an appetite would become obese in twenty years. A "stone" is a British unit of measure equivalent to fourteen pounds, so the woman would weigh very close to three hundred pounds.

**6. Focus on the central theme of the poem "No Men are Foreign" (4)**

In the poem "No Men are Foreign" the poet talks about the concept of global brotherhood and equality without any place for any kind of prejudice. It can be described as a post colonial poem which talks of globalisation and its resultant human unity worldwide. The poem seems to be written at a crucial time (around late 1940s) when the entire colonial world was revolting against their oppressors.

Analysis of the poem – The poem tells us that all the divisions based on nation, caste, colour, creed or religion are baseless since we all are similar in our basic need of the common resources for our life. We all have a common source of origin and we all are dependent on the same resources for our survival. Since we are all same, we must shun all violence of all kinds and unite to make our lives better. 'Uniforms' here signify the armies of the several countries who are constantly at war in the name of nationhood, religion or caste. 'Single body' breathes refers to the inherent similarity between all human beings. 'Peaceful harvests' refers to the fact that it is only in the times of peace that a civilization progresses and everybody lives in harmony and contentedness. In fact if a war is raging in a country then that country faces the threat of starvation since all sorts of production comes to a halt.

This very idea is conveyed by 'war's long winter'. War renders a land barren. It makes the life of the people and the lands infertile, both of them are unable to create anything

meaningful. 'Hands' and 'lines' stand for products and goods and literature respectively which come from various places. 'Hells of fire and dust' could refer to a wartime destruction of a civilization. It implicitly refers to the atomic bombs which created a scene similar to this. In fact many scientists predict that in the event of a nuclear holocaust the entire earth will be covered with so much dust that the earth will be bound for a very long time in nuclear winter where in the absence of the sunlight nothing will grow.

The theme of the poem is pretty simple which deals with the theme of universal brotherhood. The poem says that we all humans are alike in our basic constitution sharing all the natural resources of the earth which blesses all humans alike.

As we can see from the word 'remember' the poem appears to be quite a didactic one which gives us the lesson that all humanity is alike in their heart and spirit. It seems to follow the Hindu ideal – 'Vasudhaiv Kutumbhakam', which means that the entire world is a family and nobody is a stranger.