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UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2019

Program: MBA IB Semester – I
Subject (Course): BUSINESS COMMUNICATION Max. Marks : 100
Course Code : HRES 7004 Duration : 3 Hrs
No. of page/s:

Notes :

- 1) Mention Roll No at the appropriate place in the question paper.

SECTION A

(Marks 10*3=30)

Explain any 3:	(CO1)
• Grapevine	
• Stress Interview	
• NVC	
• Agenda & minutes	

SECTION B

Any two (15 marks each):

(Marks 30)

Q 1. . You are appearing for a selection interview for your placement. Explain any 3 points that you will keep in mind from the point of view of Non-verbal Communication. (CO3)
Q 2. You need to approach the GM-HR of a company to invite him for the launch of IB club of SOB, UPES, Dehradun. Write the format of the mail that you will write to him mentioning the to,from and cc columns. (CO4)
Q 3. If domain knowledge is the blood, communication is the soul. Comment on the statement giving support examples. (CO2)

SECTION D

Study the following case, and answer questions given at the end: (Marks-40)

Active Listening Skills and Techniques – Case Study

You just get off the phone with Ms. June Johnson, your participant from hell! Your conversation is summarized below:

“Ms. Johnson! How are you today? I’m glad to hear you are doing well. I just wanted to follow up with you to see if you in fact did complete that application for the transportation form I sent you. I know how hard it can be for you to get to your appointments without your own car. Mrs. Johnson, says no child honestly I haven’t even had a chance to look at that mess. You keep sending me all this stuff every week. My grandbaby is sick in the hospital and *everyone is focused on helping her get better*. I am not really worried about *my screenings* right now. I know they are important though. The navigator gives her sympathy to Ms. Johnson, and at the same time states maybe I could stop by next week and we can fill out those forms together; and don’t worry about those missed appointments I can reschedule them for you in a couple of weeks. Does that sound good? No, Mrs. Johnson states...I’m not interested right now...how about I will call you in a couple of weeks.

Can you believe Ms. June Johnson? She is driving you absolutely crazy!

It seems like you can not accomplish anything with her. Every appointment you schedule on her behalf, she does not complete. Every time you send her applications for resources she requests such as transportation, help with costs of her co-pays and even an application for help with the costs of her prescription medication, she does not fill them out. She is still over due on all of her screenings and at this point you feel like she is not able to be successfully navigated. After all you tried right?

Questions

(CO2)

- Did the navigator utilize active listening techniques at any point in this conversation?
- Using the above example, incorporate active listening skills into the conversation
- How do you think active listening skills would have benefited both the participant and the navigator?

