



Name:

Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2022

Course: Business Communication

Program: MBA

Course Code: HRES 7004

Semester: I

Time: 03 hrs.

Max. Marks: 100

Instructions:

**SECTION A
10Qx2M=20Marks**

S. No.		Marks	CO
Q 1	What are the barriers to effective communication?] A. Moralizing, being judgmental and comments of consolation. B. Dialogue, summary and self-review. C. Use of simple words, cool reaction and defensive attitude. D. Personal statements, eye contact and simple narration.	2	CO1
Q 2	Which of the following methods of communication is the most effective? <ul style="list-style-type: none"> • Presenting written material • Presenting written material along with film projector • Multi-media method • Cannot be determined 	2	CO1
Q 3	In CBE of verbal communication B and C stand for A. Behaviour and conduct B. Belief and confidence C. Belief and clarity D. Brevity and conduct	2	CO1
Q 4	Meta communication is an implied meaning conveyed by the <ul style="list-style-type: none"> • Choice of words • Tone of voice • Silence • All of the above 	2	CO2
Q 5	In Non-verbal communication “Touch” comes under A. Kinesics B. Paralanguage C. Haptics D. Proxemics	2	CO2
Q 6	While listening, being ----- is critically important for effective communication . A. Prejudice	2	CO3

	B. Empathetic C. Impatient D. Horridness		
Q 7	What is one of the greatest strength of an excellent leader? A. Strong communication skills B. Event management C. Entertaining clients D. Technical skills	2	CO3
Q 8	Cultures that give importance to time and believe in doing one thing at a time are _____ A. High context B. Monochronic C. Low context D. Polychronic	2	CO2
Q 9	Attitudes, actions and appearances in the context of communication are considered as: A. Verbal B. Non-verbal C. Impersonal D. Irrational	2	CO2
Q 10	Glossary in a Report means : A. Subjects covered in a report B. Diagrams used in the report C. Technical terms used in the report D. References	2	CO4
SECTION B 4Qx5M= 20 Marks			
Note: Attempt any four questions			
Q 1	Define the interactive model of business communication and explain the Osgood-Schramm Model of communication.	5	CO1
Q 2	Use one word for the given phrases: <ul style="list-style-type: none"> • In the days and weeks preceding • Source of the great wealth • Additional compensation • Has the ability to • In the near future 	5	CO2
Q 3	Describe the different ways of electronic communication in business communication.	5	CO2
Q 4	What various aspects will you cover in writing the minutes of the meeting.	5	CO2
Q 5	Define negotiation. What are the two basic types of negotiation?	5	CO4

SECTION-C
3Qx10M=30 Marks

Note: Attempt any three questions

Q6	Your subordinate Priyanshu has been overlooked for a promotion. You have to break this bad news to him using the indirect message and Burger Theory .	10	CO3
Q7.	Vice President of Sales Department requests VP, HR Department to provide him the list of the new hires in the Sales Department with their individual profiles .VP HR asks his senior manager to create a list and send it across to the VP Sales . A. Which different types of Organizational Communication have taken place here ? Give the benefits of each Organizational Communication that occurred in this case.	10	CO2
Q8.	Faye has recently been making errors and you want to examine systems and procedures that may have contributed to the mistakes. You expect some resistance as the systems were designed by Faye. Draft a mail that you will send to her persuading her to do ,what she is expected to do .	10	CO2
Q9.	Your company has planned an event cum outdoor meeting, for all the employees on 21st January 2023, you are one the organizers . Draft a memo and write 4 agenda points for the meeting and event . Also enumerate specifications for a perfect agenda ?	10	CO3

SECTION-D
2Qx15M= 30 Marks

Do any two questions

Q10.	You are working as Head of HR in a company ,Ybrant People Manpower and Solution Pvt. Ltd. This company provides manpower and Training to various companies . The Company does recruitment for different organizations directly and provides training as well. Your CEO has asked you to prepare a report on the Current attrition and its effects on the credibility of the company , due to the recent trend of Job Hopping among the youth . Prepare an outline of the Report mentioning only the key sections of the report, with a Suitable Title. Also, highlight the steps and characteristics of a perfect report to make the communication effective.	15	CO4
Q11.	You, the sales manager for the Vrinda Sweets company are embarrassed. You received a claim from Technology Supply. After receiving the claim from Technology Supply, you checked your records. The claim was correct. You sent the company's 1244 customers, 1 Kg packages of sweets instead of 2 Kg packages, it ordered for Diwali. You inspected the original order and 2 Kg sweets were clearly indicated. The price information clerk should have told the shipping clerk the amount and weight that was ordered, but apparently the clerk just made an error. You discussed the matter with the clerk and his shipping crew and instituted a	15	CO4

	<p>procedure to double check all orders in the future to ensure such errors do not happen again.</p> <p>Your attention now turns to correcting the damage done to your relations with Technology Supply. You would like to keep this lucrative account; but now you will have to change its thinking about your company services. To do your best to regain the good will lost ,you conclude that you have no choice but to agree to technology supplies request to send to 1 Kg packages to each of the 1244 customers. By doing this, Vrinda Sweets will face a small loss, but you think that it will profit in the long run. Also, you also promise to send an explanatory letter with each gift package.</p> <p>A. What is the style of managing conflict that has been used in this case – evaluate. (5)</p> <p>B. Write a letter to the customer to resolve the conflict .</p> <p>a. Assume the name of the manager for cc and any other information required.</p> <p>b. Write subject , and cc. and any two optional (10)</p>		
	<p>Rahul has joined the corporate sales team of a large telecom service provider that was a new entrant in the telecommunication market. He had earlier worked in a small advertising company where the work culture was rather informal. At the time of his hiring, the company was looking for strong performers who could give it good business year on year. The company was open to taking people from different industries.</p> <p>Although the interesting panel was impressed with his attitude towards work during recruitment, it had expressed concern over the way he carried himself. However, the panel members were hopeful that Rahul would adapt to the new work culture soon. Rahul started handling a profile similar to his job in his previous company, but the client profiles were much smaller than those as compared to those at his present firm. Moreover, he was not exactly accustomed to working in a very formal work environment. The first mistake that Rahul made was coming late for meetings. At his previous organization it was ‘no big deal’. His inability to adjust to the formal environment reflected in his dress sense, particularly when he had to meet important corporate clients. Although he was very aggressive as a sales executive, simple habits such as slouching during the meetings and breaking into his native tongue, despite the fact that many of his colleagues did not understand the language, got him negative attention from his colleagues and superiors. Rahul had no idea about the body language that was required to handle a corporate client. He sounded monotonous in his presentations. Besides , he was loud while on phone and disturbed everyone and his phone never failed to ring</p>	<p>15</p>	<p>CO2</p>

during the meetings. He sported a big ponytail, a golden bracelet and a conspicuous tattoo. Although, his colleagues were getting accustomed to his persona, his attire stood out in Business meetings. His shoes were brushed, but not polished. He thought he looked cool but unfortunately, it conveyed the opposite qualities. His seniors cautioned him several times about his dress. Rahul particularly enjoyed chatting with his colleagues during lunch. He even cracked offensive jokes. His female colleagues complained about him to the HR and soon a letter landed on his desk. Once he was meeting a CEO of a mid-segment firm, which was all set to strike a lucrative deal with the telecom firm. In the evening, the CEO called Rahul's manager and said, "I met your sales executive. I thought your company was young and dynamic but after meeting Mr. Rahul, I realized I was wrong."

Questions 1. What is the essence of the case discussed?

If you are a good performer at your work place, does communication matter? Discuss. (5M)

2. If you had a subordinate who behaves the way Rahul does, how will you communicate the issue to him? Draft a full block letter . (6M)

3. Why did the CEO make the comment? How did Rahul's style matter to him anyway?(4M)