



<b>Name:</b> <b>Enrolment No:</b>	
--------------------------------------	--

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, May 2022**

**Course: Business Communication**  
**Program: BBA FT, BA Economics**  
**Course Code: HUMN 1002**

**Semester: II**  
**Time : 03 hrs.**  
**Max. Marks: 100**

**Instructions:**

**SECTION A**  
**10Qx2M=20Marks**

S. No.		Marks	CO
Q 1	<b>Instructions:</b>  <b>1(a) to 1(d) Explain the meanings of given business idioms and use them in a sentence</b>  <b>1(e) to 1 (h) Fill in the blanks with appropriate choice:</b>  <b>1(i)to1(j) Paraphrase the following sentences, inducing 7 Cs of communication like Clarity, Conciseness, Courtesy etc.</b>		
(a)	Keep everyone on the toes	<b>2M</b>	<b>CO1</b>
(b)	Compare apples to oranges	<b>2M</b>	<b>CO1</b>
(c)	Caught red handed	<b>2M</b>	<b>CO1</b>
(d)	It's a gold mine	<b>2M</b>	<b>CO1</b>
e	The term "communis" derived from ___ word. a. Greek b. Latin c. Chinese d. English	<b>2M</b>	<b>CO1</b>
f	----- refers to the amount of space that individuals naturally maintain between each other. a. Chronemics b. Gestures c. Proxemics d. None of these.	<b>2M</b>	<b>CO1</b>
(g)	..... involves how we arrange personal space and what we arrange in it a. Kinesics b. Proxemics c. Time language d. Paralanguage	<b>2M</b>	<b>CO1</b>
(h)	Grapevine communication is associated with _____ communication.	<b>2M</b>	<b>CO1</b>

	A. Formal B. Informal C. Horizontal D. Vertical.		
(i)	As a matter of interest, I am interested in learning your procedure.	<b>2M</b>	<b>CO1</b>
(j)	We should plan in advance for the future.	<b>2M</b>	<b>CO1</b>
<b>SECTION B</b>			
Q 2			
(a)	<b>Fill in the blanks with correct form of verb given in brackets.</b>  Manuel and Lila Vega Manuel and Lila Vega ____ (1)(have) a busy lifestyle. Manuel is a doctor at a hospital. He works at night, so he ____ (2) (go) to work at 7:00 p.m. and comes home at 7:00 a.m. His wife Lila works at a bank. She ____ (3) (go) to work at 8:00 a.m. and comes home at 6:00 p.m. They do not see each other a lot during the week. Manuel and Lila also ____ (4)(have) two children, Luis and Carla. Every morning they all _____ (5)(have)breakfast together at 7:30.	<b>(5M)</b>	<b>CO2</b>
(b)	Write a LinkedIn post celebrating your recent accomplishment of making it to the prestigious dean’s list of School of Business, UPES. (80 words)	<b>(5 M)</b>	<b>CO2</b>
(c)	<b>Choose the best suitable logical order of arrangement for following parajumble .1*5:5</b> A. Environment Education unit of Centre for Science & Environment has always been working towards providing easy to understand reading material. B. Their new publication on this subject is an attempt to lend teachers a helping hand. C. It unfolds in two sections: Climate change: how to make sense of it allAnd natural resources how to share & care. D. However, they are introduced to students not as a paragraph to memorize but as an activity to do. A. ACEBD B. DBCAE C. ABCDE D. BECAD	<b>(5 M)</b>	<b>CO2</b>
(d)	<b>Write a short note on any one topic:</b> Communication Process or Barriers in Communication	<b>5 M</b>	<b>CO2</b>
<b>SECTION-C</b>			
Q3			

(a)	Sakshi Sharma took admission in UPES, Dehradun in 2021. She is happy with the decision and likes being part of such a progressive and excellence driven culture. In her second year when she shifted to a hostel in the city, she realized that commuting to college is a big challenge and the route does not have adequate public transport facility and that one thing is affecting her class attendance and participation in extra-curricular activities. So she decides to write a letter to Department of Students Welfare to look into the matter and facilitate some shuttle service or some service on paid basis (specially for girls and at odd hours as well) to ensure hassle free commute. To convince the concerned authorities write that letter in persuasive approach indicating AIDA elements against the particular sections.	10 M	CO3
(b)	As a course coordinator of BBA second year write a letter to Mr Ghansala, manager of Thompson Travels, New Delhi confirming their company as official tour operator for industrial visit of BBA Foreign Trade/ BA Economics. Please include necessary details like list of students, Travel plans and other specific requirements related to arrangements.(10M)	10 M	CO3
(c)	Imagine yourself as the head of sports club, prepare a proposal to organize a yoga camp for the students.	10 M	CO3
<b>SECTION-D</b>			
Q 4			
(a)	Supposing yourself as a Supritendant of Auditors team of Reliance Trendz India, selecting the appropriate format prepare a report on inefficiency and negligence of duty in your Dehradun store. Include following points:- <ul style="list-style-type: none"> <li>■ A brief background behind the whole cause .</li> <li>■ Suggestions for future course of action.</li> </ul>	15 M	CO4
(b)	<b>Read the following Case Study and answer the question based on it.</b>		
	ITC is one of India's foremost private-sector companies with a diversified	15 M	CO5

presence in hospitality, agri-business, information technology (IT), and fast moving consumer goods (FMCG) sectors.

The company's international business division (IBD), started in 1990, exports a range of agricultural commodities. With its e-Choupal' initiative, the IBD has enabled Indian agriculture to significantly enhance its competitiveness by empowering Indian farmers through the power of the Internet. This transformational strategy has progressively created a huge rural distribution infrastructure, significantly enhancing the company's marketing reach.

The e-Choupal' model has helped in effectively tackling the challenges posed by the unique features of Indian agriculture, characterized by fragmented farms, weak infrastructure and the involvement of numerous intermediaries, who block critical market information from passing to the farmers and use that information for getting a big margin for themselves, thereby withholding the farmers from getting the proper price of their products.

It also enables the company to set up a back-up physical service support at the village level, called 'Choupal, through a 'Sanchalak'—a lead farmer, who acts as the interface between the computer and the farmer. ITC accumulates information regarding weather, modern farming practices, and market prices from sources like the Meteorological Department, agri-universities, niandis' (regional market), etc., and uploads all the information on its e-Choupal' web site. All this information is then customized according to the local farmers' requirements and is translated into the local language using a computer set up by ITC in the "sanchalak's" house. A 'sanchalak' then accesses this information, facilitates its dissemination to farmers, and supports market transactions by:

- Transmitting information about weather, prices, government policies,

and scientific and technological advancement.

- Transferring knowledge about farm management, risk management, use of insecticide, pesticide etc.
- Facilitating sales of farm inputs
- Offering the choice of an alternative output-marketing channel for convenience and lower transaction costs to the farmer right at his doorstep
- Serving as an interlocking network of partnerships (ITC + Meteorological Department + Universities + 'Sanyojaks'— the erstwhile commission agents) and bringing in the most relevant information, knowledge and inputs.

This, in turn, helps farmers to select the right crop, improve the productivity of their farms, become market-oriented by staying informed about the actual price being offered in the market, thereby enabling better price realization. ITC's 'e-Choupal' is, thus, an innovative open communication platform that brings together all the stakeholders—farmers, sellers, buyers— along with useful information and service providers on the same page.

#### **Case Discussion Questions**

- 1. Do you think ITC's 'e-Choupal' model is an effective tool for overcoming distance-related communication barriers? Justify.(4M)**
- 2. ITC's e-choupal is an innovative open communication platform that brings all the stakeholders—farmers, sellers, buyers— along with useful information and service providers on the same page. What is your take on it? Justify. (4M)**
- 3. Try to understand how important the role of a 'sanchalak'—(a lead farmer) is, who acts as the interface between computer and the farmers. .Explain in your words.(4M)**
- 4. What kind of communication ability do you think is needed to be successful in a set up like e-choupal? Defend your standpoint.(3M)**