

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2019

Course: Business Communication

Program: MBA(OG)

Course code: HRES 7004

Semester: I

Time: 03 Hours

Max. Marks: 100

SECTION A
Attempt all Questions

S. No.	Objective Questions (2 marks each)	Marks	CO
Q 1	Statement of question		
	Q1. Create a clear statement out of the following a) It is expected that the new schedule will be announced by the bus company within the next few days. b) There are many ways in which a student who is interested in meeting foreign students may come to know one.	2	CO1
Q2.	Make it Gender Neutral a) A supervisor is not responsible for such losses if he is not negligent. b) When a customer needs service, it is her right to ask for it.	2	CO1
Q3.	Find the communication pattern as per Johari window for following characteristics a) does not transmit information, accept interaction and feedback, does not trust fellow but must receive information from them for survival, constantly asks for thoughts but hesitant to give view.	2	CO2
Q4	a) Communication that occurs for conducting work within an organization is known as _____. b) Work related communication with people outside the organization Is known as _____	2	CO1

Q5.	What are the two approaches of writing a bad newsletter. Briefly write about each.	2	CO3
Q6.	Convert the following statements from active to passive voice a) We sell our products only through franchised retailers. b) Mark made a programming error that delayed our project. c) I am unable to make a cash contribution this year because of unusually high expenses. d) We cannot process your application this month.	2	CO1
Q7.	Re- Write the following openings for routine requests I need a computer printer that is not too expensive but will enable me to print term papers and occasional correspondence. I believe your Model 500 might work for me if it is compatible with my Hi-Tech computer. I am conducting a training class for postsecondary students of photography at West Valley Training Centre, and I saw a picture that we would like to use in one of our sessions	2	CO3
Q8.	Define : a) Substantive Conflict b) Emotional Conflict	2	CO4
Q9.	Check one a) Downward communication a) Superior to superior b) Superior to subordinate c) Subordinate to subordinate d) Subordinate to superior b) _____ channel of communication is called grapevine a) Vertical b) Horizontal c) Informal d) Y- network	2	CO2

Q10.	Write down your career objective?	2	CO4
SECTION B Answer any 4 questions. Each Question Carries 5 marks			
Q 1	How one can use Johari window for improving feedback. Explain	5	CO2
Q2	What are the goals in communicating bad news? What techniques you will suggest in controlling damage with disappointed customers.	5	CO3
Q3	You are management trainee with Global Best Company, you have been asked by your head (Teena) to find out the site for a company conference in the month of December in Singapore. She has given you a list. The list has some very interesting hotels. The boss asked you to write the draft body of the letter and show it to her. Write the draft.	5	CO4
Q4	Describe the writing Plan for a routine claim letter including following 1. Opening 2. Body 3. Closing	5	CO3
Q5	. Define negotiation. What are the two basic kinds of negotiation?	5	CO4
SECTION-C All questions carry 15 marks each Instructions: Read the following passage carefully and answer the questions that follow.			
Q 1	Q1. You, the sales manager for the Lake Sweets company are embarrassed. You received a claim from Technology Supply. After receiving the claim from Technology supply you checked your records. The claim is correct. You sent the company's 1244 customers for Diwali, 1 Kg packages instead of 2 Kg packages it ordered. You inspected the original order and 2 Kg sweets are clearly indicated. The price information clerk should have told the shipping clerk the size that was ordered,	15	

	<p>but apparently the clerk just made an error. You discuss the matter with the clerk and his shipping crew and instituted a procedure to double check all orders in the future. Such errors will not happen again. 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, Lake sweets will face a small loss, but you think that it will profit in the long run. Also you will 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 the body of the letter to the customer (Assume the name of the manager and any other information required) (10)</p>		<p>CO4</p> <p>CO3</p>
<p>Q2.</p>	<p>. Evaluate the following letter and write the improved Version</p> <p style="text-align: center;">4930 Winding Way Nepean ON K2P OH8</p> <p>December 10, 200x</p> <p>Captain Chicken, International 900 Western Highway Dallis Beach, ON K4A 1W6</p> <p>Gentlemen:</p> <p>I'm looking for a good way to invest some capital that I recently earned from a real estate transaction. I'm also interested in starting my own business, and I heard that Captain Chicken might be a good franchise for me.</p> <p>Can you answer some questions I have about this possibility? The most important thing is how much total investment is needed. If I don't have enough cash on hand, may I borrow some of the capital required? What is the length of the franchise contract? I'm also interested in what kind of support Captain Chicken provides its franchisees.</p>	<p>15</p>	<p>CO3</p>

	<p>Of course, I would not be interested in the franchise at all unless one were available within a reasonable distance from my home in Nepean, Ontario. Is there a training course for new owners, and if so, how long is it?</p> <p>I have many other questions, but this will get me started. Thanks for any information you can provide.</p> <p>Sincerely,</p> <p>Russell W. Re</p>		
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<p>SECTION-D Attempt all Questions</p>			
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<p>Q1.</p>	<p>Last year the office information system department installed a Voicemail system. One of the features of this system is that users can now call over the telephone and dictate their correspondence and reports. All executives and R&D engineers below the rank of vice president use the system. 3 full time transcription is in the OIS department then transcribe the dictation using word processing software. Turnaround time is typically less than 5 hours.</p> <p>Yesterday Angela Harper transcriptionist told Department Head Eric Fox that she really wants to be able to spend more time with her 3 year old daughter. She asked about the possibility of job sharing. She has a friend Taruna who could work from one until 5:00 p.m. Eric has had difficulty finding workers, he does not want to lose Angela.</p> <p>On the plus side, if you accept Angela's plan he will have highly qualified employees. If one employee is sick the other might be willing to cover for her. Two employees working half a day would probably be more productive than one employee working the entire day and any deficiency is in one employee might be compensated for by the other for example, if one employee is better at handling technical vocabulary such the dictation could be saved for her. On the negative side is the fact that there might be some coordination problems especially in the beginning, increase in fringe benefits, estimates are that the increase will be about 15%.</p>		
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Question a)	List the points you should cover in the memo	5	CO2
Question b)	Write a memo to Daina Coleman recommending job sharing for this position.	10	CO3
Q2.	<p>Your Friend Ms. Neha Agarwal wants to send a tender for opening a retail petrol pump in Kandoli. She has to submit a report for the feasibility. She has asked you for help.</p> <p>Draft a feasibility report on setting up Retail outlet of a Petrol pump.</p>	15	Co4