

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination – December 2021

Program: BBA (FT, ABD, DM, OG and CORE B1, B2, B3)

Semester – I

Subject: Business Communication

Max. Marks : 100

Code : HUMN1001/HUMN 1004

Duration : 3 Hrs

Attempt ALL questions:				
Section A			Marks	CO
Instructions:				
1 to 4 Fill in the blanks with appropriate words:				
5 to 8 Explain the meanings of given business idioms and use them in a sentence				
9 & 10, Paraphrase the following sentences, inducing 7 Cs of communication like Clarity, Conciseness, Courtesy etc.				
1	According to Albert Mehrabian, an effective communication is 7% words whereas body language and voice are _____ and _____ respectively.	2	CO3	
2	An Individual communicates with only those individuals he/she trust in _____ Grape vine whereas information moves from anybody to anybody in the _____ chain of Grape vine	2	CO3	
3	Low context communicators tend to express themselves in _____ and _____	2	CO3	
4	Communication is a two way process between a sender and a receiver, it involves _____, _____, _____ and _____	2	CO3	
5	Bounce back	2	CO3	
6	Fast track a project	2	CO3	
7	Keep our head above water	2	CO3	
8	Got off the wrong foot	2	CO3	
9	The new equipment will result in a saving in maintenance.	2	CO3	

10	The President must make approval of orders.	2	CO3
Section B			
1	<p>Choose the best suitable logical order of arrangement for following parajumble .1*5:5</p> <p>A. Environment Education unit of Centre for Science & Environment has always been working towards providing easy to understand reading material.</p> <p>B. Their new publication on this subject is an attempt to lend teachers a helping hand.</p> <p>C. It unfolds in two sections: Climate change: how to make sense of it all</p> <p>D. And natural resources how to share & care.</p> <p>E. However, they are introduced to students not as a paragraph to memorize but as an activity to do.</p> <p>1. ACEBD 2. DBCAE 3. ABCDE 4. BECAD</p>	5	CO1
2	<p>Interpret the body language in the picture and write a short narration (50- 60 words)</p> 	5	CO2
3	<p>Fill in the blanks with the appropriate form of Voice .</p> <p>Dear Sally</p> <p>How are you? We have been having a lovely time. We are being very well looked after by our hosts. We (1) _____(take) sightseeing and we (2) _____(introduce) to some of their friends, who (3) _____(make) us feel very welcome. Last night we (4)_____ (show) round a castle, by the owner! Most of the land in this area (5)_____ (belong) to his family for about five hundred years.</p>	5	CO2

4	“Today a reader, tomorrow a Leader.” Write a paragraph (100 words) on the given theme while stressing on the importance of good reading habits.	5	CO2
	Section C		
1	Today you read in the newspaper that your childhood friend has been selected as an IAS officer, write a message to your friend congratulating him/ her for achieving such a great feat.(100-120 words)	10	CO5
2	<p>While your company has been doing well, you have noticed a sense of detachment of employees from each other that concerns you. In the past, their ability to work well as a team seemed to help them be successful on a variety of projects .But the detachment seemed to start when employees were allowed to bring their iPods to work and listen to their own music. Initially, this seemed motivational, and employees seemed to enjoy it as far as you could tell by the proliferation of people with earphones. However, you are not sure they are talking with each other as much as they used to do.</p> <p>When some employees who did not own iPods asked to be able to listen to music of their own choice over headphones but streaming from the internet, you thought it was only fair and permitted it. However that extended to online news video first, then to Game of Thrones, and sometimes now even to movies .Clearly none of these activities are promoting team spirit. So, you’ve made a decision to limit the amount of time employees can use these technologies only during the tea breaks and lunch hours unless such use is directly related to the work at hand.</p> <p>To communicate this new policy, write a message that explains it along with the benefits it is likely to bring both the company and employees .The message will be sent to all employees by email as well as posted on the company portal. (100-120 words)</p>	10	CO5
3	Imagine yourself as Swati Negi, PA to the Dean of School of Business, UPES, draft an agenda for an upcoming faculty and HODs meeting for organizing a new year get together for the faculty and students. Also, prepare the minutes of the meeting for the same.(180-200 words)	10	CO5
	Section D		
1	Suppose yourself as Anshul Singh, a Life Skill Trainer working with The Transitions Consultancies, has to deliver a talk to BBA Ist Year students of Alliance University Bangalore on “How one can maintain good health by focusing on Exercise, Diet, Sleep, Stress management and other factors.” Prepare a mind map to organize your thoughts and ideas and also draft that talk in 150 words.	15	CO4
2	Read the following Case Study and answer the question based on it.	15	CO4

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.

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 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? (3M)**
- 2. If you had a subordinate who behaves the way Rahul does, how will you communicate the issue to him? Draft the message.(4M)**
- 3. Why did the CEO make the comment? How did Rahul's style matter to him anyway?(4M)**
- 4. If you are a good performer at your work place, does communication matter? Discuss. (4M)**