



Name:

Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2022

Course: Business Communication

Program: BBA and B. COM

Course Code: HUMN 1001

Semester: I

Time : 03 hrs.

Max. Marks: 100

Instructions:

SECTION A

S. No.		Marks	CO
Q 1	<p>Instructions:</p> <p>1(a) to 1(d) Explain the meanings of given business idioms and use them in a sentence</p> <p>1(e) to 1 (j) Fill in the blanks with appropriate choice:</p>		
(a)	Bounce back	2M	CO1
(b)	Fast track a project	2M	CO1
(c)	Keep our head above water	2M	CO1
(d)	Got off the wrong foot	2M	CO1
(e)	<p>Grapevine communication is associated with ____communication.</p> <p>A. Formal B. Informal C. Horizontal D. Vertical.</p>	2M	CO1
(f)	<p>Receiver should _____the message objectively and send feedback promptly</p> <p>A. Encode B. Decode C. Forward D. Write</p>	2M	CO1
(g)	<p>..... involves how we arrange personal space and what we arrange in it</p> <p>A. Kinesics B. Proxemics C. Time language D. Paralanguage</p>	2M	CO1

(h)	When is the communication process complete? a) When the sender transmits the message b) When the message enters the channel c) When the message leaves the channel d) When the receiver understands the message.	2M	CO1
(i)	Grapevine communication is associated with ____communication. A. Formal B. Informal C. Horizontal D. Vertical.	2M	CO1
(j)	What is a Paraphrase? A. Restatement of an idea or phrase. Created by author in own language and style. B. Exact language from a source used in an essay. C. Some phrases that come from a source mixed in with a writer's own language.	2M	CO1
SECTION B			
Q 2			
(a)	Fill in the blanks with correct form of verb given in brackets. 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.	(5M)	CO2
(b)	As a marketing professional, what are the different goals anyone can achieve through persuasive communication briefly highlight.	(5 M)	CO2
(c)	Working in multinational company brings inter-cultural communication challenges, briefly describe all those challenges. OR Write a LinkedIn post, celebrating your team's win in Editor's Turf War, the wall magazine designing competition by BUZZ: the Communication.	(5 M)	CO2
(d)	Choose the best suitable logical order of arrangement for following parajumble. A. The US market will continue to be the dominant one in the near future. The rupee could become even stronger.	5 M	CO2

	<p>B. A greater recourse to hedging as well as striving for multi-currency revenue streams automatically suggests itself.</p> <p>C. Already one company, TCS, by resorting to these methods extensively has turned in an above - average performance during the first quarter.</p> <p>D. Most IT companies have been grappling with more mundane problems such as a high level of attrition amidst rising wage costs and inability to secure the right type and number of American visas</p> <p>E. The BPO industry and many medium-sized software exporters are reportedly operating on thin margins.</p> <p>A. BCADE B. ABCDE C. DCBAE D. EDABC</p>		
Q3	SECTION-C		
(a)	<p>Rahul Arora took admission in UPES, Dehradun in 2021. He is happy with the decision and likes being part of such a progressive and excellence driven culture. In his second year when he shifted to a hostel in the city, he 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 his class attendance and participation in extra-curricular activities. So, he 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 to ensure hassle free commute. To convince the concerned authorities write that letter in persuasive approach indicating AIDA elements against the particular sections.</p>	10 M	CO3
(b)	<p>Imagine yourself as the “Team leader” of marketing team at NEXA and you are responsible for inaugurating your new showroom, prepare the “Agenda” of meeting to discuss the preparation and ‘Minutes of the Meeting” for the same meeting.</p>	10 M	CO3
(c)	<p>Ashish delivered a poor presentation. As a consultant advice Ashish what are the different non-verbal elements of presentation he can improve</p>	10 M	CO3
Q 4	SECTION-D		
(a)	<p>Suppose yourself as Pooja Gupta, student at UPES, has to write a blog on ‘Life of a student in UPES’” Prepare a mind map to organize your thoughts and ideas, also draft that blog in 150 words.</p>	15 M	CO4

	<p style="text-align: center;">OR</p> <p>“Dogs for Sale. Will eat anything. Especially likes children”</p> <p>What is wrong with newspaper ad? Enlist and explain the different categories of communication barriers?</p>		
(b)	<p>Read the following Case Study and answer the question based on it</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. 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.</p> <p>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.</p> <p>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.</p>	15 M	CO4

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)

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