



Name:

Enrolment No:

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, December 2022**

**Course: Business Analysis and Communication I**

**Program: MBA**

**Course Code: HRES 7027**

**Semester: I**

**Time: 03 hrs.**

**Max. Marks: 100**

**Instructions:**

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

S. No.		Marks	CO
Q 1	<p>What are the barriers to effective communication?</p> <p>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</p>	2	CO1
Q 2	<p>If you are informing a bad news to your vendor while giving them a negative feedback of their services, how would you end the letter?</p> <p>A. Send someone ASAP to fix this            B. I hope to hear from you soon            C. Hope you are well            D. We will discontinue your services</p>	2	CO1
Q 3	<p>If you use an all capital alphabets on e-mail, it will be considered as</p> <p>A. Fancy            B. Irrelevant            C. Screaming            D. Emphasizing</p>	2	CO1
Q 4	<p>The tone of your e-mail should be</p> <p>A. Aggressive            B. Polite and assertive            C. Bossy if you are writing to juniors            D. Submissive</p>	2	CO1

Q 5	<p>Which of the following best defines the concept of "business storytelling"?</p> <p>A. A presentation technique that focuses on data and statistics.  B. A strategic communication approach that uses narratives to convey key business messages.  C. An advertising strategy that emphasizes product features.  D. A sales pitch that relies on persuasive techniques.</p>	2	CO1
Q 6	<p>How does effective business storytelling contribute to leadership in organizations?</p> <p>A. It has no impact on leadership.  B. It enhances trust, engagement, and influence.  C. It can be used for manipulation and deception.  D. It makes leaders appear less approachable.</p>	2	CO1
Q 7	<p>Which communication approach involves actively listening to understand others' perspectives and experiences, especially when working with a diverse team?</p> <p>A. Monocultural communication  B. Cross-cultural communication  C. Ethnocentric communication  D. Intercultural communication</p>	2	CO1
Q 8	<p>In intercultural communication, what does "cultural intelligence" (CQ) refer to?</p> <p>A. The ability to speak multiple languages fluently.  B. The capacity to blend in with different cultures effortlessly.  C. The aptitude to adapt and function effectively in culturally diverse settings.  D. The knowledge of various international business customs.</p>	2	CO1
Q 9	<p>In a diverse workplace, what is the role of "diversity training" and "diversity and inclusion programs"?</p> <p>A. To segregate employees based on their cultural backgrounds.  B. To highlight the superiority of one culture over others.  C. To educate and raise awareness about diversity, equity, and inclusion.  D. To eliminate all cultural differences among employees</p>	2	CO1
Q 10	<p>Which of the following is a key element in an effective social media storytelling strategy for brands?</p>	2	CO1

	<p>A. Using technical jargon to establish expertise.</p> <p>B. Posting content without considering the target audience.</p> <p>C. Consistency in messaging and visuals.</p> <p>D. Limiting the use of visuals and videos.</p>		
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**SECTION B**  
**4Qx5M= 20 Marks**

**Note: Attempt any four questions**

Q 11.	What are the business scenarios where persuasion is crucial? Illustrate with an example.	<b>5</b>	<b>CO2</b>
Q 12.	Describe two communication barriers relevant in a business context.	<b>5</b>	<b>CO2</b>
Q 13.	What makes digital storytelling important for businesses today?	<b>5</b>	<b>CO2</b>
Q 14.	What are the requisites for a good presenter or speaker when making a presentation?	<b>5</b>	<b>CO2</b>
Q 15.	What is social proof? What are the various tactics that Apple uses to leverage the social proof principle to influence consumer behaviour?	<b>5</b>	<b>CO2</b>

**SECTION-C**  
**3Qx10M=30 Marks**

	<p><b>United Airlines customer service failures</b></p> <p>In 2017, videos shot by fellow passengers of Dr David Dao being forcibly removed from United flight 3411 blew up on social media and, very soon thereafter, the mainstream media.</p> <p>It started when airline staff in Chicago asked passengers for four volunteers to give up their seats to make room for United employees headed to Louisville. No-one volunteered. Four passengers were then directly asked to remove their luggage and vacate their seats. Three complied, one did not. Staff insisted and Dr Dao continued to stay in his seat. Then airport police were called. That's when the events unfolded that have been seen millions of times on video. A passenger with a bloodied face, who had paid for his seat, being forcibly dragged down the aisle as he yelled complaints.</p> <p>Next morning, United CEO Oscar Munoz issued a statement justifying what happened, describing it as 're-accommodating the customers'. The statement said that the flight was overbooked and the airline followed "established procedures". They looked for passenger volunteers to leave the aircraft. Further, they apologized for the overbook situation.</p> <p>Below are the quotes from Oscar's statement:</p> <p><i>"The situation was unfortunately compounded when one of the passengers we politely asked to deplane refused and it became necessary to contact Chicago aviation security officers to help"</i> Munoz wrote in the letter <a href="#">obtained by CNBC</a> and other news outlets.</p>		
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	<i>“Our employees followed established procedures for dealing with situations like this. While I deeply regret this situation arose, I also emphatically stand behind all of you(the employees), and I want to commend you for continuing to go above and beyond to ensure we fly right.”</i>		
Q 16.	Imagine yourself as Oscar Munoz, the CEO of United Airlines. You are required to draft a letter to the media as a public stakeholder as a statement to explain what happened.  OR  As part of crisis management strategy, draft two tweets targeting the social media audience.	<b>10</b>	<b>CO3</b>
Q 17.	As Oscar Munoz, write an e-mail to employees, saying you are upset about the recent crisis and empathetic towards Dr. David Dao. You, however, also acknowledge the challenges your employees faced while enforcing established procedures.	<b>10</b>	<b>CO3</b>
Q 18.	As Oscar Munoz, write a LinkedIn post targeting your followers as a response to this crisis.	<b>10</b>	<b>CO3</b>
<b>SECTION-D</b> <b>2Qx15M= 30 Marks</b>			
	<b>Read the following case and answer the questions below:</b>		
	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		

	<p>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."</p>		
Q 19.	<p>Why did the CEO make the comment about Rahul? How did Rahul's style matter to him anyway? If you are a good performer at your work place, does communication matter? Discuss.</p>	<b>15</b>	<b>CO4</b>
Q 20.	<p>If you had a subordinate who behaves the way Rahul does, how will you communicate the issue to him? Draft a formal letter to him.</p>	<b>15</b>	<b>CO4</b>