



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.	What is one of the greatest strengths of an excellent leader? A. Technical Skills B. Strong communication skills C. Event management D. Entertaining clients	2	CO1
Q 2.	In organizations following dress code or uniform comes under ----- communication A. Verbal B. Non-Verbal C. Written D. Informal	2	CO1
Q 3.	Glossary in a Report means: A. Technical terms used in the report B. Subjects covered in a report C. References D. Diagrams used in the report	2	CO1
Q 4.	Which among the following is not a writing tool/ platform for employment-related communication? A. Resume B. Cover Letter C. Twitter D. LinkedIn	2	CO1
Q 5.	Cultures that give importance to time and believe in doing one thing at a time are  A. High context B. Monochronic C. Low context D. Polychronic	2	CO1

Q 6	In communication the function of noticing, decoding, understanding the message is associated with: A. Medium B. Channel C. Sender D. Receiver	2	CO1
Q 7	Orders and directives are the example of: A. Diagonal communication B. Horizontal communication C. Upward communication E. Downward communication	2	CO1
Q 8	While listening, being ----- is critically important for effective communication .  A. Prejudice B. Empathetic C. Impatient A. Horridness	2	CO1
Q 9	Which social media platform is most suitable for short, visually engaging brand stories, making it ideal for businesses that want to capture a younger, trend-conscious audience?  A. LinkedIn B. Twitter C. Instagram D. Facebook	2	CO1
Q 10	In CBE of verbal communication B and C stand for A. Belief and clarity B. Behaviour and conduct C. Brevity and conduct D. Belief and confidence	2	CO1

**SECTION B**  
**4Qx5M= 20 Marks**

**Note: Attempt any four questions**

Q 11.	State the difference between informational and analytical reports.	5	CO2
Q 12.	Use one word for the given phrases: <ul style="list-style-type: none"> <li>• In the days and weeks preceding</li> <li>• Source of the great wealth</li> <li>• Additional compensation</li> <li>• Has the ability to</li> <li>• In the near future</li> </ul>	5	CO2
Q 13.	What is Meta-communication and why there is a need for meta-communication in Business Communication?	5	CO2

Q 14.	Define and differentiate between Agenda and Minutes of the Meeting.	5	CO2
Q 15.	Describe the different kinds of electronic communication in business communication.	5	CO2
<b>SECTION-C</b> <b>3Qx10M=30 Marks</b>			
	<b>Read the following questions and answer any three questions below:</b>		
Q 16.	Your company has planned an event cum outdoor meeting for all the employees on 21st January 2023. You are one the organizers. Draft a memo and write 5 agenda points for the meeting and event.	10	CO3
Q 17.	Your subordinate Rajeev has been overlooked for a promotion. You have to break this bad news to him using the indirect message and Burger Theory.	10	CO3
Q 18.	Faye has recently been making errors and you want to examine systems and procedures that may have contributed to the mistakes. You expect some resistance as the systems were designed by Faye. Draft a mail that you will send to her persuading her to do, what she is expected to do.	10	CO3
Q 19.	Illustrate the importance of feedback in a business communication process. Discuss using two key examples.	10	CO3
<b>SECTION-D</b> <b>2Qx15M= 30 Marks</b>			
	<b>Read the following case and answer the questions below:</b>		
	<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. 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</p>		

	<p>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 20.	<p>What is the essence of the case discussed? Why did the CEO make the comment? 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 21.	<p>If you had a subordinate who behaves the way Rahul does, how will you communicate the issue to him? Draft a full letter to him, explaining the issue and the possible solutions to it.</p>	<b>15</b>	<b>CO4</b>