

Roll No: -----



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2018

Program: MBA PM & IB

Subject (Course): BUSINESS COMMUNICATION

Course Code : HRES 7004

No. of page/s:

Semester – **I**

Max. Marks : 100

Duration : 3 Hrs

Notes :

- 1) Mention Roll No at the appropriate place in the question paper.
- 2) No student will leave the room for one hour, from the time of commencement of examination.

SECTION A

(Marks 10*3=30)

Explain any 3 in brief:	(CO1)
a) Process of Communication	
b) Grapevine	
c) ZOPA	
d) Grievance handling interview	
e) BATNA	

SECTION B

Answer any 2. Each question carries 15 marks.

(marks 30)

1. Explain any situation from your life where you have been a part of negotiation process. Explain your reasons of success/failure.	(CO4)
2. What is Business Letter? Explain the format of a good Letter.	(CO1)
3. You have to attend a meeting that is called by Dean as a CR of your class. What preparation do you need to do BEFORE & DURING the meeting?	(CO3)

SECTION C

Read the case and answer the questions

(Marks 40)

Case Study –
The Wet Floor

Sushma works in Infosoft Solutions Pvt Ltd. She works there as Project Leader. Occasionally her job demands coming early for her duties or stay till late evening hours.

Once she was handling 2 projects simultaneously and on one such day she had convened a meeting with her team members regarding project delivery. She had called her team members at 0800 hours.

Sushma is a disciplinarian and generally she follows duty timings strictly. *Discipline starts with me, was her firm principle.* She had made a habit of coming 5 minutes early at least. However, on that day she could not make meeting time of 0800 hours and she was worried of her reputation could be at stake.

Time was 0805 and she reached main gate of her company. Hurriedly she swiped her card and rushed towards board room. That time few housemen were doing cleaning. One of the housemen had spread soap solution on the floor. Unaware of what is on the floor, she continued to rush to the board room. In hurry, Sushma slipped her foot. The floor was made of marbles and soap solution was sprinkled over it. The floor had become quite slippery. Sushma, could not control her balance on the slippery floor and fell down. Slippery floor dragged her couple of feet further.

The impact was so strong that she wailed loudly. Her team members rushed to help her. Somehow she could get up with the help of her team members. Considering her wailing because of pain, she was taken to the hospital. In the hospital it was discovered that her hip bone was broken. Later she was immobile for about two months because of hip injury.

Later in investigation, it was revealed that the houseman who was cleaning the floor had not put the display board “Caution: Floor is Wet”.

* * *

1. What is the communication issue involved in the case?
2. Who is at fault and how?

(CO2)

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SECTION A

(Marks 10*3=30)

Explain any 3:	(CO1)
• Grapevine	
• Stress Interview	
• NVC	
• Agenda & minutes	

SECTION B

Any two (15 marks each):

(Marks 30)

Q 1. . You are appearing for a selection interview for your placement. Explain any 3 points that you will keep in mind from the point of view of Non-verbal Communication. (CO3)
Q 2. You need to approach the GM-HR of a company to invite him for the launch of HR club of CMES, UPES, Dehradun. Write the format of the mail that you will write to him mentioning the to,from and cc columns. (CO4)
Q 3. If domain knowledge is the blood, communication is the soul. Comment on the statement giving support examples. (CO2)

SECTION D

Study the following case, and answer questions given at the end: (Marks-40)

Active Listening Skills and Techniques – Case Study

You just get off the phone with Ms. June Johnson, your participant from hell! Your conversation is summarized below:

“Ms. Johnson! How are you today? I’m glad to hear you are doing well. I just wanted to follow up with you to see if you in fact did complete that application for the transportation form I sent you. I know how hard it can be for you to get to your appointments without your own car. Mrs. Johnson, says no child honestly I haven’t even had a chance to look at that mess. You keep sending me all this stuff every week. My grandbaby is sick in the hospital and *everyone is focused on helping her get better*. I am not really worried about *my screenings* right now. I know they are important though. The navigator gives her sympathy to Ms. Johnson, and at the same time states maybe I could stop by next week and we can fill out those forms together; and don’t worry about those missed appointments I can reschedule them for you in a couple of weeks. Does that sound good? No, Mrs. Johnson states...I’m not interested right now...how about I will call you in a couple of weeks.

Can you believe Ms. June Johnson? She is driving you absolutely crazy!

It seems like you can not accomplish anything with her. Every appointment you schedule on her behalf, she does not complete. Every time you send her applications for resources she requests such as transportation, help with costs of her co-pays and even an application for help with the costs of her prescription medication, she does not fill them out. She is still over due on all of her screenings and at this point you feel like she is not able to be successfully navigated. After all you tried right?

Questions

(CO2)

- Did the navigator utilize active listening techniques at any point in this conversation?
- Using the above example, incorporate active listening skills into the conversation
- How do you think active listening skills would have benefited both the participant and the navigator?