

Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2018

Course: Business Communication	Semester: III
Program: MBA LSCM	Code: HRES7004
Time: 03 hrs.	Max. Marks: 100

Instructions: Attempt all questions of Section A carrying 20 marks. Attempt any 5 Short Answer Questions from section B; Each question carries 4 marks. Section C and Section D are compulsory and carry 30 marks each.

SECTION A

S. No.		Marks	CO
Q 1	Explain the following: (i) Essentials of business communication (ii) Four basic modes of body language (iii) Johari Window (iv) Emblems (v) Grapevine (vi) Limitations of email as a form of formal communication (vii) Circular (viii) Agenda (ix) Memo (x) Role of communication in LSCM	20	CO1

SECTION B

Q 2	What is the importance of communication in modern day business? Illustrate process of communication while highlighting the various reasons for noise	4	CO1 CO2
Q 3	Why listening is difficult than speaking? Explain with suitable example.	4	CO1 CO2
Q 5	What are the rules of making effective power point presentations? Elaborate with reasons.	4	CO1
Q 6	Write a press release announcing a merger of your company with an MNC from USA.	4	CO2 CO3
Q 7	Discuss role of non-verbal cues in communication with their importance.	4	CO1
Q 8	Shannon and Weaver Model of Communication is known as mother of all models. Why?	4	CO1

SECTION-C

Q 9	<p>Draft a reply (cover letter) in response to the following advertisement.</p> <p>“Urgently required management executive in purchase department for Star Mart, Kolkata. Candidate should be management graduate with in-depth knowledge of logistic management. Candidates meeting the requirement send in an application along with the resume within ten days to recruiter@starindia.com.”</p>	15	CO2 CO3 CO4
Q 10	<p>Revise the memo to promote credibility and convey goodwill.</p> <p>TO : All New Sales Reps : Old and New in Years FROM : Tripti Bhatia, Manager DATE : August 15, 2013 SUBJECT : Training</p> <p>Dear new staffers, both old and new in years:</p> <p>I would like to welcome you mates aboard my ship. Training begins soon and I want to let you know that with my guidance and your whole-hearted attention, we will have smooth sailing in no time at all. Unlike the last group of new staffers who were dumber than a box of rocks, I hand picked you all and I know you will do great because the light bulb is on above your head.</p> <p>My training program is based on the Indian Computer Associations most recent handbook, published two years ago. No fears; you all will do fine, especially you younger ones who can think on your feet. You single people who have flexible schedules due to your lack of family commitments are in for a lot of overtime if you want it.</p> <p>The meeting begins at 8:00 a.m. sharp, not 8-ish. Be on time. I gave the last old timer so much trouble he left here with his hair on fire and his backside catching.</p> <p>It is sink or swim now!</p> <p>John</p>	15	CO2 CO3 CO4
SECTION-D			
Q 11	<p>You are in-charge of the customer care center in General Motors Ltd. You received a letter from a car owner who is not satisfied with the fuel efficiency of his car and is planning to move to Consumer Court. Draft a letter consoling the customer and requesting him not to move to the Consumer Court; and also suggesting him the ways of increasing the fuel efficiency of the car.</p>	10	CO2 CO3 CO4
Q 12	<p>Case: Effective Communication</p>	20	CO1 CO2

<p>Mr. Dhananjay is a 77 year old man who was admitted to the ICU, 12 days ago after surgery for a perforated ulcer. Within 48 hours of surgery, he developed some infection and remains ventilator dependent. His surgical wound is not healing well. In the last several days, his creatinine has been rising and urine output falling. The surgeon visits daily before 7 AM but has not spoken directly to the family since day one, when he reported that the surgery went well. The admitting intensivist (now off service) spoke briefly to the family – the patient’s wife of 60 years, and his adult son - on Day 3 of the ICU stay about the status at that time. A nephrologist who saw the patient yesterday told the wife that he had been consulted to provide dialysis. At today’s ICU rounds, the current ICU attending predicted that the patient may die in the hospital, but this was not discussed with the family.</p> <p>The wife has asked several times for reassurance that her husband will ultimately be able to return home with her. The son, who often accompanies his mother during visiting hours, seems angry with the physicians caring for his father. An ICU family meeting attended by the ICU attending physician, the patient’s designated nurse, the wife and the son, is held to discuss goals of care. The family has been insisting that everything should be done.</p> <p>Questions:</p> <ul style="list-style-type: none">(i) Discuss the case from the view point of communication. What do you think the problem is? Examine the case in detail.(ii) If you were asked to convene the meeting with the family, what would have been your communication strategies? What would you have suggested to the ICU people and to the family? Discuss in detail.	<p>CO3 CO4</p>
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UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2018

Course: Business Analytics **Semester: III**
Programme: MBA BA
Time: 03 hrs. **Max. Marks: 100**

Instructions: Attempt all questions of Section A carrying 20 marks. Attempt any 4 Short Answer Questions from section B; Each question carries 5 marks. Section C and Section D are compulsory and carry 30 marks each.

SECTION A

S. No.		Marks	CO
Q 1	Explain the following: (i) Business Communication (ii) Types of non-verbal communication (iii) MOM (iv) Encoding (v) Conflict (vi) Proxemics (vii) Circulars (viii) Line & staff authority (ix) Barriers to effective classroom listening (x) 7 Cs of effective communication	20	CO1

SECTION B

Q 2	Communication is a social process like any other processes such as urbanization, industrialization etc. How?	5	CO1 CO2
Q 3	Elaborate Lasswell's model of communication with its major contributions in area of business communication.	5	CO1 CO2
Q 5	What do you understand by term 'negotiation'? Why effective communication is key to win business negotiations?	5	CO1 CO2
Q 6	What is audience analysis and why is it important for speaker to analyze audience? Elaborate with reasons.	5	CO2 CO3
Q 7	Write a press release announcing a launch of a new mobile phone by your company in Indian Market.	5	CO2 CO3

SECTION-C

Q 8	Draft a notice highlighting the important of punctuality and adhering to lunch timings; to streamline work in your department.	15	CO2 CO3 CO4
Q 9	Draft a Cover letter in response to the following advertisement. “Urgently required management executive in purchase department for Star Mart, Kolkata. Candidate should be management graduate with in-depth knowledge of logistic management. Candidates meeting the requirement send in an application along with the resume within ten days to recruiter@starindia.com.”	15	CO2 CO3 CO4
SECTION-D			
Q 10	You recently purchased a laptop. The laptop is not functioning properly. Write a letter of complaint to the company highlighting the problem and seeking appropriate relief.	10	CO2 CO3 CO4
Q 11	Case: Presentation Skills Mr. John Hauser president of A&E Education in Germany visited a management institute in Chennai. After an informal meeting with the principal director, they moved to a large seminar hall equipped with a multimedia projection system. Jon proposed to give a presentation on his learning Management System Model. He spoke for about 40 minutes, covering the worldwide processes of educational administration and e-management. His presentation used power point and visually supported by graphic data- charts, graphs and diagrams. At places, he was difficult to follow because of the unusual accent in which English is spoken by German. However, the elaborate visual aids helped him put his point across successfully. The power point slides were in the form of bullet points outlining the structure of the presentation. During the discussion of at the end of John's presentation, the principal director opined that the international model discussed would need to be customized with specific local content, and went on to share his own software model of learning management system. John appreciated the new insight and they agreed to collaborate and integrate the models for marketing the software to educational institutions across India. Questions: (i) Does the size of venue affect the quality of presentation? How? (ii) Discuss the benefits of using PowerPoint and visual aids when giving a presentation to a foreign audience. (iii) What were John’s presentation objectives? Was he successful in achieving them?	4 8 8	CO1 CO2 CO3 CO4