

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

Program: BCA

Semester – III

Subject (Course): Business Communication

Course Code : COMM 2001

Marks: 100

Duration: 3 Hour

Note: All Questions are compulsory.

Read the instructions carefully before attempting any question.

Read the given case study:

CALSTAR builds an air-to-ground dispatch system that connects air transport to lifesaving care, *California Shock Trauma Air Rescue* (CALSTAR) a nonprofit regional air ambulance service. Every day, its operations save lives, reduce disability, and accelerate recovery for victims of trauma and illness by bringing critical care to the scene and transport them to hospitals. Approximately 60 percent of CALSTAR flights support regional 911 emergency services networks and the other 40 percent support interfacility transports (ISTs).

Trauma Air rescue/ California: cisco inc. Retrieved on/ 1.san, jose/ September 19, 2011. [http://www.cisco.com/c/en/us/solutions/industries/transportation/commercialvehicles/connected-fleet/calstar.html./](http://www.cisco.com/c/en/us/solutions/industries/transportation/commercialvehicles/connected-fleet/calstar.html/) 2010/ Retrieved From

When the Federal Aviation Administration (FAA) updated its operational control guidance in 2009, CALSTAR initiated its own air-to-ground communication system offering:

SOLUTIONS:

- Built on the existing Cisco network as its high-availability platform.
- Created a control center using Cisco Unified Communications solutions
- Deployed Cisco Instant Connect for fast, centralized communication among first responders, CALCOM, helicopter bases, flight crews, and hospitals, regardless of radio endpoints used Solutions.

CALSTAR deployed Cisco Unified Enterprise Attendant Console and Cisco Instant Connect with its Cisco Unified Communications Manager platform. Gives unified solution with a single recording capability. Each team member in Communications Center (CALCOM) has a single desktop with their apps and a headset to communicate with first responders, helicopter pilots, and base stations. Also bridges hospitals into the communication flow when needed (**1st Ed./internet of things- global technological and societal trends/O. Vermesan/P. Friess/River Publishers/2011/ Denmark, 2011**). Is also able to interface and work with whatever radio, repeater, satellite, and communication links or devices needed to. CALCOM connects to two critical cloud-based services: its computer-aided dispatch system and Sky Connect application for tracking

aircraft. The data center connects to these services through multiple ISPs and load-balances traffic between connections. If one ISP goes down, CALSTAR's connections don't. "Radio, email, and text communications all run through the core network," (Morales/ Stanford University/J.Diebel/2006/Representing Attitude: Euler Angles/112-154/Stanford University journal/45). IT notices when core switch fails, but when Cisco Instant Connect server virtual machine goes down, none is affected. Even if a base loses both circuits, we dial back to Cisco Unified Survivable Remote Site Telephony, and they still have a way to communicate." Results are • Accelerated lift times • Simplified communications and increased accuracy for high situational awareness • Enhanced operational control Results Reducing Lift Time Saves Precious Minutes

When an emergency call arrives the team springs into action. While the caller is on the line, the communications specialist notifies the nearest helicopter base, the flight crew acknowledges the communication and checks weather, assuming it's clear to fly. Meanwhile, the communications specialist can communicate in real time with the PSAP caller, estimating lift time and arrival at the scene without having to hang up and call back. CALCOM stays in touch with that aircraft as it arrives, lands, picks up the patient, and transports the patient to the nearest appropriate hospital. At the same time, CALCOM notifies the hospital of the patient's status minutes out of the process and minimizes **the potential for misunderstandings**. "The Cisco platform helps reduce our lift times and expedites patient care," (Health and safety journal/ 2012/ 45/hyde/ Mitchell/ calcom: the new approach to speedy connect with safety assurance/ 123-148 "The biggest change is that we have better operational control now. Operations has greater peace of mind and so do crews, because they know that our technology helps ensure their safety and security." (9–12 Jan. 2011/brief survey of access control in Wireless Sensor Networks/Consumer Communications and Networking Conference (CCNC)/Butun, I. and Sankar, R.A /2011 IEEE , 12/ 1118–1119,

Q1. Based on the above case study answer the questions.

(Marks: 4x5=20)

CO3

1. Identify Statement of purpose for given case study.
2. State two possible research gaps that lead to the current research.
3. Write Hypothesis.
4. Write two benefits of the given research.
5. Write a small note in not more than 50 words on the data collection used for the mentioned research.

Q2. Write a note on the literature review used for the above research.

(Marks: 15)

CO3

Q3. Write research methodology for the given case study keeping in mind: (Marks: 20)

- Data gathering to solve the problem
- Results and findings

Q4. Format the jumbled up references in the body of the given case study into bibliography format, as per APA style manual.

(Marks 6x5=30)

CO3

Q5. Based on the given case study, write:

- i. A Report, keeping in mind the format of report draft.

(Marks: 10)

CO4

ii. The report should have parenthetical citations.

(Marks: 1x5=5)