

RM, 2020-22
Business Communication-I
RM-101

Trimester - I, End-Term Examination: October, 2020

Time allowed: 2 Hrs 30 Min
Max Marks: 50

Roll No: _____

Instruction: Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means**. All other instructions on the reverse of Admit Card should be followed meticulously.

Sections	No. of Questions to attempt	Marks	Total Marks
A	Minimum 3 question with internal choices and CILO (Course Intended Learning Outcome) covered	3*10	30
B	Compulsory Case Study with minimum of 2 questions	20	20
			50

SECTION A

Answer the following:

[10 Marks]

A1(i) (CILO 3) Mary supervised 36 professionals in 6 city libraries. To cut the costs of unnecessary overtime, she issued this one-sentence memo to her staff:

When workloads increase to a level requiring hours in excess of an employee's regular duty assignment, and when such work is estimated to require a full shift of eight (8) hours or more on two (2) or more consecutive days, even though unscheduled days intervene, an employee's tour of duty shall be altered so as to include the hours when such work must be done, unless an adverse impact would result from such employee's absence from his previously scheduled assignment.


After the 36 copies were sent out, Joanne's office received 26 phone calls asking what the memo meant. What the 10 people who didn't call about the memo thought is uncertain.


Keeping the principles of Effective Communication in mind, Draft a clearer and effective version of Mary's Memo.

Or

(ii) COLA WARS

The long-time rival soft drink producers The Coca-Cola Company and PepsiCo have engaged mutually-targeted marketing campaigns for the direct competition between each company's product lines. Utilising the data provided below, draft the Analysis section of a Business Report in manuscript format doing a comparative analysis of both the companies.

SWOT Analysis 	
Strengths	Weakness
<ul style="list-style-type: none"> ➤ Most Valuable Brand for 13 years ➤ Worlds largest in beverages : \$15 Billion ➤ Diversification:500+brands;200 countries ➤ Extensive Global Dist. Network ➤ Leader in Fountain Accounts ➤ Strong in emerging markets : China, Brazil, Eastern Europe 	<ul style="list-style-type: none"> ➤ Declining market share since 2000 ➤ Negative publicity ➤ CSD focus : only32% non-CSD share ➤ Price Pressure from mass retailers(Wal-Mart):40% of US packaged sales
Opportunities	Threats
<ul style="list-style-type: none"> ➤ Expand non CSD Products ➤ Expand and Mostly CSD line ;Sprite Green(coke) ➤ Global Expansion in emerging markets: India ,China, Brazil(coke) ➤ Innovative Offerings tailored to local taxes 	<ul style="list-style-type: none"> ➤ Growing "health-conscience" society ➤ Changing Consumer tastes and preferences ➤ PepsiCo's Gatorade, Tropicana and Aquafina are stronger brands ➤ Boycott in the Middle East ➤ Protest against Coke in India ➤ Negative publicity in Western Europe

SWOT Analysis 	
Strengths	Weakness
<ul style="list-style-type: none"> ➤ 22nd Most Valuable Brand ➤ 2nd Largest in F & B in world : \$22 Billion ➤ Leader in Non CSD ➤ Diversification : "The power of One" ➤ Extensive Global Dist. Network ➤ Successful marketing Campaigns and celebrity endorsements. 	<ul style="list-style-type: none"> ➤ Declining market share in beverages ➤ Negative publicity ➤ Overdependence on US markets ; 50%of total sales ➤ Low market share in fountain accounts: 20% vs Coke's 69% ➤ Price pressure from mass retailers: 12% of revenue(Wal mart)
Opportunities	Threats
<ul style="list-style-type: none"> ➤ Expand non CSD juice sport energy bottled water ➤ Gatorade, Naked(Pepsi) ➤ Expand and Mostly CSD line ;Pepsi Next,Trop50(Pepsi) ➤ Global Expansion in emerging markets: India ,China & Russia(Pepsi) ➤ Innovative Offerings tailored to local taxes ➤ Herb drinks (Pepsi) ➤ Growing nutritious snacks product markets 	<ul style="list-style-type: none"> ➤ Obesity and Health Concerns ➤ Changing Consumer tastes and preferences ➤ Coca-Cola Increases Marketing and Innovation Spending to \$400M Globally ➤ Relying on North America only is Bad ➤ Decline in Demand for Carbonated Drinks. ➤ Negative publicity during 2003 World cup incident of Pepsi Blue.



A2 (i) (CILO 2) Walther Habers works for Global Architects, a Dutch firm that designs, installs, and supports network solutions for businesses involved in commodity trading. Habers had recently moved from a marketing position in the company to direct sales, and he is given his first lead, an Italian company, Ascoli and Sons, which is headquartered in Milan. Habers is to meet with the company president, Giorgio Ascoli, at 10:00 a.m. to discuss the services that Global could provide.

Walther arrives at Ascoli and Sons at 9:50 on the appointed day. He is told by Mr. Ascoli's secretary that Mr. Ascoli cannot yet meet with him, and he is shown a place where he could sit. When Walther asks when Mr. Ascoli would be available, he is told "soon."

At 11:00, Habers is still waiting. At 11:30, Mr. Ascoli arrives at the office and greets Walther cheerfully. He asks him to wait "just a minute" until he looks through a few papers and answers a phone call.

At noon, Ascoli comes out of his office, puts his arm around Walther's shoulder and says, "Let's go to lunch." Walther, who was quite hungry by this time, assents. Lunch takes place over two hours during which time Mr. Ascoli talks about his family and his hobbies, including wine tasting and truffle hunting.

By this time, Walther is extremely annoyed. He wants to tell Mr. Ascoli about Global Architects, and what it could do for Ascoli and Sons. Just as he is about to start that conversation, Ascoli calls for the check and signals lunch is over.

Q. Should Walther have done something differently up to this point? What should he do now? In the light of the given scenario, describe how Culture acts as a barrier in Communication.

Or

(ii) (CILO 3) A Professor received an email asking if she could provide a discount for an online course that she taught. She was surprised at the request but wanted to help. At the same time, she did not want to pressure anybody to take her course.

Here's what she wrote, specifically:

"The Early Bird price is the lowest discount I can afford to offer for Mastering Major Gifts. If you can't afford it, you're probably not ready for the course yet, as you do need some existing donors for the course to be effective. I suggest starting with my books on Amazon. Try Major Gift Fundraising for Small Shops. I also offer regular free fundraising advice through my blog which you can subscribe."

The professor received an almost immediate response wherein she was called "arrogant and rude."

Q. Keeping the 7 Cs of Communication in mind, rewrite the given e-mail message to reflect all principles of good writing, so that it no longer remains unpleasant and ineffective.

A3(i) (CILO 2) Picture a product manager going into his boss's office. The latest version of the company's flagship product is receiving poor reviews among beta testers. The release date is scheduled for two weeks out, and the product manager knows adhering to that release date will spell disaster. He fidgets and appears nervous, telling the boss that the team could use some "more time" to "fine-tune" some features.

The boss actively listens and hears the message behind the words. She asks the product manager for specific beta-tester feedback and gathers that the early users dislike the user interface. The two then work together to devise a new product timeline, complete with a new product user interface team. The new product plan also takes into account a number of other variables, including the two partners they are working with, three beta customers, and another smaller company product scheduled for release that month. The revised plan is the result of active listening and agile learning in action.

Q. What do you understand by Active, Empathic and Critical Listening?

Q. What do you think contributed to success in the given situation?

Or

A3(ii) (CILO 4) Aristotle's rhetorical triangle is used for persuasion all over the world. Explain each of its techniques briefly and identify them as persuasive appeals used in the advertisement given below:

give · invest · support

**THIS IS THE
COLLISION.**



**THIS IS THE
AMBULANCE.**

**THIS IS WHEN 36 SPECIALISTS
HAVE 36 MINUTES
TO PERFORM THE
IMPOSSIBLE.**



THIS IS THE VICTIM.

**THIS IS THE
IMPOSSIBLE.**



THAT'S WHY IT MATTERS.

 Sunnybrook

INNOVATION WHEN IT MATTERS MOST.

Paid for by the friends of Sunnybrook Foundation | sunnybrook.ca

SECTION- B

CASE (CILO 1)

Manoj manages the customer relations department of a public utility company. The department is responsible for replying to customer requests for information and to customer complaints. There are seven typists in the department who handle the correspondence to customers dedicated by the staff. Manoj recently promoted Reena to office supervisor. Reena had been a typist in the department for ten years. She was considered the fastest and most accurate typist who had ever worked for Manoj. Reena has the best attendance record in the department and Manoj considered her his most dependable employee. She was very well liked by all the typists and they considered her to be a good personal friend. As a supervisor Reena does a good job handing out work assignments, but she does little else to supervise the typists. She does not like to criticize the typists and does not enforce office rules. No matter what a typist does, Reena does not take any disciplinary action. She makes no attempt to check the work of the typists for compliance with quality standards or to see that work is complete on time. In fact, she spends most of her time typing to reduce the work load of other typists. The human resource department have been receiving an increasing number of complaints from various staff from different departments about the poor quality of the typing and about the slow turnaround time of the work. A number of the complaints target towards Reena's poor supervisory skills, complaints were also received about the typists under Reena taking excessively long coffee breaks and spending time on personal phone calls. The Human resource department conveys the complaints to Manoj who has been asked to inquire and rectify the problem. When Manoj talked to the typists, they told him that Reena frequently invites them to her house for dinner or to play bridge. It appears to Manoj that the typists all like Reena as a friend, but they are becoming concerned about her lack of supervisory skills. Manoj mentions to Reena that she should focus her efforts on improving the work of the typists. She replied, "These women are my friends and I don't feel right cracking down on them".

Q1. Identify the various types of communication barriers in the given case that impede the communication process.

Q2. Discuss the measures that can be adopted to remove such barriers to effective Communication.