

PGDM (IBM), 2020-22
BUSINESS COMMUNICATION 1
INS-105

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 4 questions	5*4	20
			50

SEC A

Attempt ALL questions

3X10=30

Q1. CILO 1

In organizational communication, one faces several barriers while communicating with seniors/bosses. Cite five such barriers and provide tips on how to overcome these issues to achieve effective oral and written workplace communication.

OR

According to communication experts, the most well-known and influential formal model of communication was developed in 1949 by Claude Shannon and Warren Weaver called "SHANNON and WEAVER MODEL". It is considered as the most relevant organizational communication model. Describe the elements of the model in detail to justify why it is the most accepted of all. Highlight the following with examples-

- a. How is Noise different from Barrier?
- b. Why is it important for Sender and Receiver to be aware of each other's environments?

Q2. CILO 2 & 4

A leading TV journalist invited a panel of eight members for a discussion on a hot crime story during his daily primetime show. Invited guests were among top politicians, human rights activists, social activists, lawyers, onsite reporters, family of accused, and family of deceased.

During the show many guests quit midway complaining about the brash nature of the journalist. The family of deceased threatened to file a defamation case for misreporting of evidences found. The politicians quit as they considered the foul behavior of the host as a disrespect to their stature. It was according to them demeaning to be a part of such a poor

show. The host was reported to be “screaming all through”. There was utter chaos with everyone shouting to be heard, several of them resorting to hurling of expletives, and eventually no one could listen to each other.

Soon after the show was aired, the TV channel owner received a notification that the channel is being banned.

The moderation by the anchor was labelled as “inciting guests”, “using flaring and abusive language”, “screening the crime scene visuals inappropriately”, “misconduct and disrespectful body language being used with guests”, “serious violation of code of conduct”, “poor listening”, “invading the privacy of the kins of victims” and “coercing onsite reporters to forcibly enter into the homes and crime scene at odd hours”.

As an HR of this TV channel, you have to draft a strict code of conduct document for all anchors about the dos and don'ts with special emphasis on paralinguistic features, listening skills and other aspects of non-verbal communication.

OR

During the ongoing COVID 19 pandemic crisis, when everyone is struggling to get internships, you recently lapped up an exciting dream project on your favorite domain of IoT in Insurance. This lucrative offer has come from a globally acclaimed research organization based in China. They are offering excellent growth and financial aid. The rider from their end is that due to privacy protocols you will be required to spend three months in Wuhan, where their IoT Lab is situated.

You are in a fix due to ongoing pandemic, as well as current geopolitical scenario between the two countries.

Draft a short acceptance/rejection email response to them.

What could be some of the cross cultural barriers you may face being an Indian?

SEC A Q 3 on Page 3 & 4

Q 3. CILO 3
SALES LETTER

Study the image carefully and identify the application of Robert Cialdini's Six Principles of Persuasion. As a sales executive of IFFCO-TOKIO, draft a sales letter to prospective customers applying these principles.



Car insurance in India is not only mandatory by law, it is also quite essential for your safety and your peace of mind while driving on the road. Whether you purchase your car insurance online or through an agent, these covers are must-haves in your policy



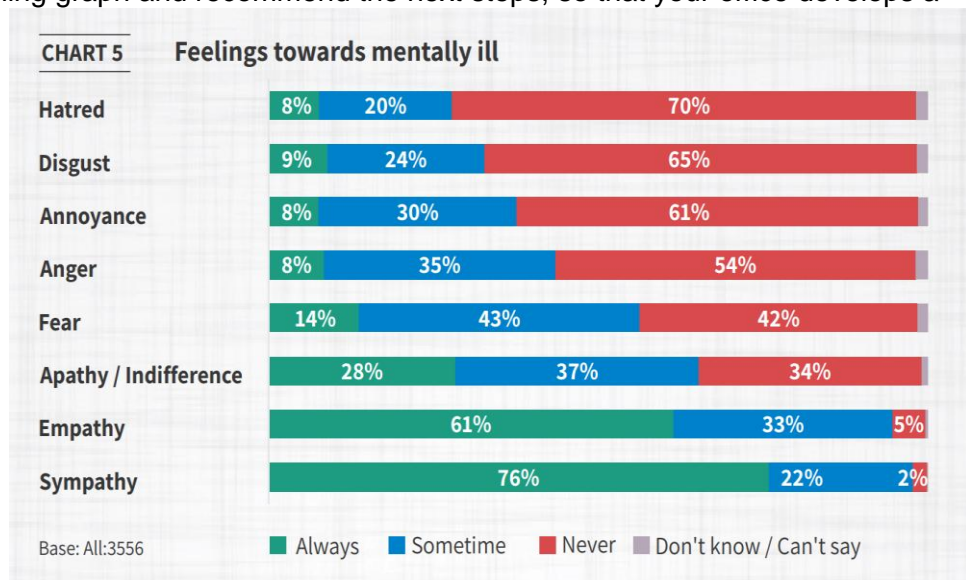
OR

REPORT WRITING

You belong to a reputed Insurance firm. Recently, you realized that water cooler conversations are centered around alarming rise in mental health cases. Based on the information shared in the graph, draft an unsolicited recommendation report in full block letter format to your Vice President.

Explain the adjoining graph and recommend the next steps, so that your office develops a strategy to ensure mental well-being of its employees and makes your office a psychologically safe place.

(Feel free to fabricate necessary details. Do maintain word limit of 500)



Excerpts: “What people feel about sufferers”

Respondents were asked about their feelings towards people with mental illness.

- More than a quarter admitted that they would always be ‘indifferent’ towards people with mental illness.
- This admission of the general public to their feelings towards people with mental illness again indicates the prevalent stigma in society.

Source: Deepika Padukone, Founder, Live Love Laugh Foundation focusing on Mental Health issues wrote an article on “How India Sees Mental Health” for World Economic Forum.

SECTION B
CASE STUDY (ALL CILOs)

All questions are compulsory

5X4=20

Oralee Electric Company

Case

Background

In 1961, two engineers who had just received their MBA degrees from the University of Michigan decided to capitalize on the exploding revolution in technology by going into business. Andrew Zamora and John Lee combined their expertise in electrical engineering with their new knowledge about management by opening a small factory in Dallas, Texas that produced television sets. Soon the company was producing not only televisions but also toasters, can openers, crock pots, and other small appliances.

One of the founders of the company, John Lee, had concentrated in transistors in engineering school. Lee continued to work in this area and was instrumental in the development of integrated circuits and semi-conductors. This work helped make the Oralee Electric Company a success, leading to growth and moderate profits for many years. In 1976, Lee and his partner, Zamora, sold the company for five million dollars to the Matsushita Corporation, an Osaka-based Japanese conglomerate with holdings all over the world. Matsushita kept the name of the company and made Oralee Electric a division of Matsushita. Oralee Electric remained profitable throughout the '70's and early 80's, but in 1985, due to the economic recession and increasing competition, it began a slow decline in profits and market share. In the fall of 1996, Matsushita sold the company to the Daewoo Corporation, a South Korean chaebol company, for 22 million dollars. This was considered to be a bargain for Daewoo in spite of the problems Oralee Electric was having.

Current Situation

Daewoo, the fourth largest corporation in South Korea with many diverse interests throughout the world, acquired Oralee Electric for the purpose of gaining a foothold in the U.S. market. Daewoo owns two electronics companies in South Korea (Daewoo Electronics Company and Orion Electric, LTD.) and makes parts for several international companies. Although Daewoo has been importing some products, such as TVs and VCRs, name recognition is poor. Acquiring Oralee Electric offered an opportunity to break into the American market with an established company. Daewoo management was excited about the potential for growth.

Oralee Electric became a subsidiary of Daewoo Corporation. Daewoo placed three top-level people in the management of Oralee Electric. Sang-Chull Lee became president of the subsidiary after the acquisition. (The former president was Toshiaki Ohmura, who stayed with Matsushita.) Two other Daewoo corporation executives became Vice-President of Administration and Director of Human Resources, positions created for them. Il Suk Park, the Vice-President of Administration is a careful, exacting person who demands lots of information and evidence for all actions and expenditures. Jin Cheon Kim, the Director of Human Resources, is an idea man, creative, energetic, and often willing to take risks. The new president is also energetic and a workaholic—somewhat slow to make decisions, but once he makes them, doesn't change his mind easily.

The remaining members of top management at Power Electronics consist of three vice presidents, one the chief financial officer, one in charge of operations, and the third the chief legal officer. The chief financial officer, Bruce Jarin, is notoriously conservative in approving expenditures; Kevin Anderson, the VP of operations, is much less conservative and a strong personality, who can push through most expenditures he believes are necessary for the operation of the two manufacturing facilities. The chief legal officer is Lynn Winters, a perfectionist who demands careful analysis and evidence before agreeing to any company

action. Surprisingly, this group of Daewoo executives and Oralee electric executives got along well from the start. The Oralee executives believed that Daewoo would provide a needed rejuvenation of the company, allowing Oralee to share in the exciting developments in digital TV and other technology advances.

Then the Asian economies fell apart. For months, nothing was decided at Oralee Electric. The company continued to produce products, but sales were anemic. However, a few months ago, the entire top management of Oralee Electric met in Seoul with Daewoo's executives. Daewoo's creative and daring Chairman Kim led the meeting. At the end of the five-day meeting, Oralee Electric executives flew back to Dallas with a promise of support, commitment, and direction for the company. They were all relieved, but there is much to do to make Oralee secure and ensure its continued profitability.

Problems

At present, Oralee Electric has a number of problems. Morale is low among the employees. Conditions in parts of the factories are sub-par. Medical expenses have been higher than usual. And even though Oralee has been profitable in the past, there is little name recognition. Daewoo has not yet made a decision regarding whether or not to change the name of the company. Management has decided to address these problems over the next few weeks and hopes to enlist the help of their most promising employees.

As part of Daewoo's commitment to helping Oralee Electric resolve its more pressing problems, a small group of top executives from Seoul are coming to Dallas and will stay for at least two weeks. Chairman Kim himself will be there for the first week. The other members of the group include Suk-Hi Rhee, Chairman of Daewoo International, Seong-Jin Kim, Chairman of the Daewoo Economic Research Institute, and Soon-Hoon Bae, Chairman of Daewoo Electronics. (All names are listed in the American convention of first name followed by last name. Korean conventions list the last name first.) This group will meet with Oralee executives and others to listen to problems and help with solutions.

Company Profile

Name: (at present) Oralee Electric Company

Products: TVs, VCRs, radios, toasters, can openers, food processors, etc.

Annual Sales: \$200 million in U.S. dollars

Employees: 227

Facilities: Headquarters and two manufacturing facilities in Dallas, Texas

Questions

1. How many cultures are represented in this case?
2. How might the management styles of the Japanese and the South Koreans differ?
3. Where do the Americans fit into the mix, and might there be more than one American culture represented, such as Hispanics, African-Americans, etc.?
4. What are the important issues to resolve in order to restore profitability to the company?

Source: Association for Business Communication
