

**PGDM, 2020-22**  
**Business Communication-1**  
**DM-201**

**Trimester – II, End-Term Examination: January 2021**

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 1)**

**Q.** Study the image below carefully. Identify the possible organizational communication barriers that may occur in similar situations and discuss the probable solution to resolve them.



Or

**(ii) (CILO 2)**

**Q.** Discuss why Active listening is a core communication skill in our professional lives. What would you do if you notice that your colleagues are not paying attention to you during a crucial presentation meeting? What could be some of the probable reasons that they seem to have lost interest?

**A2. (i) CILO 3**

The startup, EdiblePRO founded by Shaila Gurudutt and Lakshmi Bheemachar, offers more than 80 variants in terms of designs, flavours, colours, and textures at affordable rates. It was a shared passion for the environment that drove ex-IBM employees, Shaila and Lakshmi to quit their jobs and launch the venture in 2018.

“We are all aware of the damage single-use plastic cutlery items can cause to the environment and water bodies. Plastics last for hundreds of years that can affect your health in more ways than one. Being an eco-conscious person, I always wanted to introduce eco-friendly alternatives in the food industry. EdiblePRO is our way to reduce plastic usage,” Shaila tells. (From a report by **The Better India**)



NUTRITIONAL INFORMATION	
Proteins	1.06
Fat	0.12
minerals	0.13
Fiber	0.19
Iron	0.56 mg
Calcium	2.43mg
Proteins	1.06mg
Energy	34.86

As Marketing Manager of EdiblePro, write a recommendation report (letter format) to the Admin officer of BIMTECH motivating him to replace all cutlery used on campus with their edible cutlery.

**[10 Marks]**

Or

**(ii) CILO 1**

An Indian-American entrepreneur, Ms Sanjana Rishi, 29, married Delhi businessman Dhruv Mahajan, 33, on 20 September in the capital, Delhi. She had worked as a corporate lawyer in the US before returning to India last year and the couple were living together for close to a year. They had planned a wedding in September in the US - where the bride's brother and most of her friends live - and a second traditional Indian wedding in Delhi in November. "I knew I was going to wear a pantsuit, and I knew exactly which one," she told me.



"It was a pre-loved vintage suit, made in the 1990s by Italian designer Gianfranco Ferré. I was surprised and delighted to know that it was still available when I decided to get married."

While working as a corporate lawyer in the US, suits were her choice of clothing because all the "strong modern women I idolised" wore them too.

"I have always thought that there is something very powerful about a woman in a pantsuit. I loved them and I wore them all the time."

But then some bridal accounts shared her pictures and the trolls began trashing her.

In the comments, they said she had brought a bad name to Indian culture, and warned her husband that he was stuck with an attention-seeker who would do anything in the name of feminism. Some said she would never understand Indian traditions because her mind had been influenced by the Western culture. Some "even told me to go kill myself".

Ms Rishi says she doesn't understand the criticism since "Indian men wear pantsuits at weddings all the time and nobody questions them - but when a woman wears it then it gets everyone's goat".

Until 2013, it was illegal for women to wear trousers in France, though the ban had been ignored for decades.

In South Korea, female students were only recently told that they could buy a set of trousers to replace the skirts that came as standard with their uniforms.

Female students in North Carolina in the US had to go to court to be allowed to wear trousers in school, even in the harsh winter cold. In Pennsylvania, an 18-year-old took on her school for her right to wear trousers last year and won.

A similar resistance to women wearing trousers continues in India.

**Q.** Draw inferences from the Nonverbal cues in the story to comment on the importance of culture and context to interpret non-verbal communication.

**Q.** Discuss the non-verbal elements that are the reasons for trolling in the above caselet.

**A3. (i) (CILO 4)**

McDonald and Dominos were recently fined 2.5 lakhs each for spreading garbage in the locality by a Greater Noida RWA.

**Q.** As the Head of the RWA which fined them, draft a strong communication to them about the fine.

**OR**

**Q.** Draft a reply on behalf of McDonald refusing to pay the fine.

**[10 Marks]**

**SECTION B**

PTO

**'Vacumizer' Food Device Failed to Impress Housewives in India**

By Sumit Sharma Staff Reporter of The Wall Street Journal Jan. 9, 1998 1201 am ET

THE TALE of an Indian product called the "Vacumizer" highlights how someone who got it so right the first time can get it so wrong the second. Bombay-based Real Value Appliances Ltd. scored a bull's-eye when it launched a handy fire extinguisher about nine years back. But it was wide off the mark with its next innovation -- a gadget designed to keep food fresh for several days by sucking the air out of special plastic containers. The concept seemed perfect. The appliance -- which looks like a food processor or a portable soda maker -- would save housewives time and the trouble of cooking three meals a day. Besides keeping food fresh, it would also speed up the process of marinating meat and pulses. Launched in 1995 when many Indian homes were acquiring satellite TV, the time seemed right: Instinct told Pheroze Engineer, chairman and managing director of Real Value, that he couldn't go wrong. And with his track record, why not? Mr. Engineer had created an entirely new market for India's first handy fire extinguisher called Ceasefire. Since its launch in 1989, the company used door-to-door selling to place over 1.5 million of the small units in homes, offices and cars, while other makers catered to factories and large office blocks which were legally required to have fire extinguishers.

THE COMPANY saw a similar opportunity with the Vacumizer, based on the concept of sealing plastic bags to preserve food. The launch was backed up by an elaborate press and television ad campaign. "The advertisements generated enough interest to get the consumers to the stores," says Nirvik Singh, chief executive officer of Trikaya Grey Advertising India Ltd., which spearheaded the campaign. Some TV ads narrated recollections of yesteryear when cooks and housewives kept the kitchen ready to offer oven-fresh meals to men back from work: Here was a way, the message ran, even the modern woman could keep up the tradition of serving food hot and fresh without having to cook it anew.

But just a couple of years after its launch, the Vacumizer virtually vanished from the stores, and the factory closed down. What went wrong? Those involved blame a mix of poor pricing, weak promotion and a public that at least in the field of cooking, remains wedded to tradition. "Indians like to eat their food freshly cooked and consume most of it," explains Piyush Pandey, the executive creative director at Ogilvy & Mather Advertising Ltd. in Bombay, which was also involved in the campaign before Real Value ran into trouble.

ADVERTISING experts say the company wanted the ads to create demand, trying to establish a sales momentum that in fact didn't outlast the campaign itself. Laxmikant Shah, a sales manager at Asiatic Department Stores agrees. "The product stopped selling when the ads stopped," he says. Initial buyers included the affluent who wanted to try out the product and those who saw it as a corporate gimmick or gift. They proved a fickle customer base, while the broader market remained skeptical. "I think it is a big farce. On my own I would never have bought it," says Snehalata Talwar, a Bombay-based housewife. Her Vacumizer was a gift from her father about six months back. "Even to use it is a big hassle," she grumbles, adding she often has to get her husband to operate it. Urban housewives like Ms. Talwar usually welcome gadgets that make life easier, but most are cost-conscious and wary of appliances that replace traditional methods of cooking without necessarily saving them time or trouble. Only a few appliances, like refrigerators, food grinders and mixers, have

found a permanent place in Indian kitchens. Others, including microwave ovens and vacuum cleaners, are much harder to sell, says Mr. Pandey of Ogilvy & Mather.

Mr. Engineer of Real Value defends his product, denying he miscalculated the wants of the Indian market. Instead, he blames inaccurate market perceptions of the product and its pricing: Retailers didn't explain the concept properly and tried to sell eight food containers at \$128, which was double the cost of three, he says. This meant the product was too expensive for most potential buyers, he says. If it had been aimed at affluent people to start with, it may have stood a chance, he says, adding, "We were trying to sell it to just everyone." Eventually the product was withdrawn.

CHASTENED by the experience, the company now plans to return to what it was good at: putting out fires. It plans to focus on fire-protection systems, including a wider range of fire extinguishers, smoke and gas detectors, and flameproof document cases and is also planning to offer fire insurance.

*12/3/2020 'Vacumizer' Food Device Failed To Impress Housewives in India - WSJ  
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Q1. "Mr. Engineer of Real Value defends his product, denying he miscalculated the wants of the Indian market. Instead, he blames inaccurate market perceptions of the product and its pricing". Assuming that you are Mr Pheroze Engineer, Chairman and Managing Director of Real Value, write an email to your investors who have asked an explanation for the loss incurred due to the market failure of Vacumizer.

In your email defend yourself and convince them for continued support. (8)

Q2. "If it had been aimed at **affluent people** to start with, it may have stood a chance, he says, adding, "We were trying to sell it to just everyone." Eventually, the product was withdrawn.

The company wishes to relaunch the product and has hired you to design a new campaign. Create one campaign applying Cialdini's six principles of persuasion. (6)

Q3. "**Retailers didn't explain the concept properly.**"

Do you think Mr Engineer was right in blaming the retailers? If you were a retailer what would you have said so that the product would have been accepted in the market? Draft this message for customers in not more than 150 words. (6)