

PGDM (IB), 2021-23
Inter-cultural Business Communication
IB-105
Trimester – I, End-Term Examination: October 2021

Time allowed: 1 Hour 30 Minutes

Roll No: _____

Max Marks: 30

Instruction: Students are required to write Roll No on every page of the question paper. All instructions on the reverse of the admit card should be followed meticulously.

Sections	No. of Questions to attempt	Marks	Total Marks
A	3 question with 2 internal choices.	3*5	15
B	Case Study with 3 compulsory questions.	15	15
			30

Part A

A1. a. As one of the first to enter the field of office automation, Axon Software, Inc. had built a reputation for designing high-quality and user-friendly database and accounting programs for business and industry. When they decided to enter the word-processing market, their engineers designed an effective, versatile, and powerful program that Axon felt sure would outperform any competitor.

To be sure that their new word-processing program was accurately documented, Axon asked the senior program designer to supervise writing the instruction manual. The result was a thorough, accurate and precise description of every detail of the program's operation.

When Axon began marketing its new word processor, cries for help flooded in from office workers who were so confused by the massive manual that they couldn't even find out how to get started. Then several business journals reviewed the program and judged it "too complicated" and "difficult to learn." After an impressive start, sales of the new word processing program plummeted.

Axon eventually put out a new, clearly written training guide that led new users step by step through introductory exercises and told them how to find commands quickly. But the rewrite cost Axon \$350,000, a year's lead in the market, and its reputation for producing easy-to-use business software.

Q A1a. Identify the communication error taking into consideration the language and style of writing. What possible solution could you have provided with reference to the case? What are the principles of communication that should be taken into account while drafting such reports/manuals?
(CILO 1)

Or

Q A1b. Tom (in blue shirt and tie as shown in the picture) had called a meeting at the last minute to discuss about employee satisfaction and work-life-balance that he wanted to present to senior managers. His team had prior commitments but reluctantly agreed to come for the meeting. Somehow, the meeting didn't go as expected. All the team members were overburdened with work and couldn't communicate the same to Tom. Look at the picture and enumerate the non-verbal cues that Tom should have gathered from their demeanour. What could be the possible reasons for such unenthusiastic response by the team members? (CILO 1)



[5 marks]

A2 a. Hyundai's Safety with everyone in mind

The covid-19 outbreak has been the milestone moment of 2020. The automotive sector is surely one of the sectors affected most. Many of them had to stop production for a while. Since safety was the biggest concern for all, Hyundai's digital ad campaign took care to emphasise the importance of safety. They maintained that Hyundai makes safety technology widely available; openly stating that "Korea's commitment to safety is at the forefront," and "Safety is the most important philosophy that is embedded in Hyundai's development culture."

Their advertising campaign said that in Korean culture safety inventions are developed to improve the lives of the masses ensuring universal safety for all and not just a few. For "the new normal" they built upon Driverless Technology and remote smart parking assist and other driver assistance technologies.

Q A2a. Explain Cialdini's persuasion principles employed by Hyundai to market its products in the post-pandemic world. (CILO 4)

Or

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\$10 OFF
ANY PURCHASE!

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A2b.

Q A2 b. Using the above image, explain Aristotle's modes of persuasion. (CILO 4)

[5 marks]

A3 a. **A Simple Conversation**

Porter: You can either leave your baggage near the back of the go-cart and we'll take it down the hill for you, or you can bring it down yourself.

Bran: Why should I take it along with me? It would be too much hassle.

Porter: Sure, suit yourself please.

Bran: No, just tell me where I can leave it off. I am not going to carry it as I made it amply clear!

Porter: I have understood. And will take your wishes into consideration. You may leave the bag and continue to the resort.

Bran: But I don't have a car!