

PGDM-IBM 2017-19
BUSINESS COMMUNICATION-I
INS-106

Trimester – I, End-Term Examination: September 2017

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.

Please Note:

- Do not include any information that reveals your identity in any of your answers.

SECTION - A (Attempt any Three)

3*5 = 15

- Q1.** Describe the three Rhetorical devices propounded by Aristotle. Give instances of application of each in workplace communication.
- Q2.** Mention the elements of the Prefatory part/Front Matter of a long form report. What is the purpose of the Copyright notice? What are the two formats in which it is written?
- Q3.** Revise the following passage to improve its Coherence.

Human beings' desire to have everything their own way was remarked on by Freud. Darwin has light to shed on this trait. Gluttony, lust, greed, and anger could help early humans survive. More food might help a person survive and reproduce. The tendency to hoard food for oneself and one's relatives would be encouraged by natural selection. Whether the food was gained honestly would not matter. Natural selection might favor those willing to fight. They could cow others. They could monopolize resources. They could attract mates. Now guns and knives make it easy to do more damage to others. The old impulses still survive. Infidelity is adaptive. Males spread their genes around. Protection and access to more providers are benefits for females. Creatures strive for evolutionary advantage. Passing your genes to as many of the next generation as possible is evolutionary advantage. Early humans lived in tougher times. Altruistic behavior is something we can afford. They couldn't. Many of the traits of the evolutionary winners have been passed to us. Saint Augustine knew a lot in the 5th century. He didn't have a Darwinian explanation. Our corrupt nature was "already present in the seed from which we were to spring." This was said by Augustine.

- Q4.** What is the relevance of HELLICAL MODEL of Communication? Explain with a relevant example from the Insurance sector.
- Q5.** How is an RFP different from Letter of Transmittal? In what context are both these documents used?

SECTION - B (Attempt any Two)

2*10 = 20

Q1. What do you understand by "high Context Vs Low Context" Culture? Respond to the following caselet "Monsooned" regarding project deadlines.

Rebecca works with United Technologies, a Chicago based company. She is talking on the phone to Abhinav, the manager of one of United Technologies vendors for customer service outsourcing.

Rebecca- We really need to get all of the customer service representatives trained on our new process in the next two weeks. Can you get this done?

Abhinav-That timeline is pretty aggressive. Do you think it's possible?

Rebecca- I think it will require some creativity and hard work, but I think we can get it done with two or three days to spare.

Abhinav- Ok.

Rebecca-Now that our business is settled, how is everything else?

Abhinav-All's well, although the heavy monsoons this year are causing a lot of delays getting around the city.

Two weeks later...

Abhinav- We've pulled all of our resources and I'm happy to say that 60% of the customer service representatives are now trained in the new process. The remaining 40% will complete the training in the next two weeks.

Rebecca- Only 60%? I thought we agreed that they all would be trained by now!

Abhinav- Yes. The monsoon is now over so the rest of the training should go quickly.

Rebecca-This training is critical to our results. Please get it done as soon as possible.

Abhinav-I am certain that it will be done in the next two weeks.

Based on the above conversation reflect upon the following-

- a. Did Abhinav agree to the initial timeline requested by Rebecca?
- b. What might Rebecca be thinking about Abhinav?
- c. What might Abhinav be thinking about Rebecca?
- d. How will this incident affect their future interactions?

Q2. You are the Product Manager of a computer gaming firm and a new product of yours has been reviewed by a reputed computer magazine. The feedback that it has given is quite poor. You feel the review is not fair.

Write a letter to the magazine editor expressing your issues. Draft this letter in Full Block format and use only the Indirect approach of Burger Model. Fabricate other necessary details. (3 marks for format+2 marks for application of model+5 marks for matter)

Q3. Discuss the stages in Listening process. What do you mean by Bottoms-up processing in listening? Discuss five types of listening strategies citing evidences from workplace scenarios.

SECTION - C (COMPULSORY CASE STUDY)

3*5=15 Marks

Read the following case and answer the questions that follow.

MIND YOUR VERBAL AND NON-VERBAL SIGNALS

Deepak had just joined the corporate sales team of a large telecom services provider that was a new entrant to the Indian telecom market.

Deepak had earlier worked in a small advertising company, where the work culture was rather informal. When he was hired, the telecom company was looking for strong performers who could give it good business year on year. The company was open to taking in people from different industries.

Although the interviewing panel during his recruitment was impressed with his attitude towards, it had expressed concern over the way he carried himself. However, the panel members were hopeful that Deepak would adapt to the new work culture soon.

Deepak started handling a profile similar to his job in his previous company, but the client profiles were much smaller there as compared to those at his present firm. Moreover, he was not exactly accustomed to working in a very formal work environment.

The first mistake that Deepak made was coming late for meetings. At his previous organization, it was 'no big deal' to join meetings a few minutes late. His inability to adjust to a formal work atmosphere reflected in his dress sense, particularly when he had to meet important corporate clients. Although he was very aggressive as a sales executive, simple habits such as slouching during meetings and breaking into his native tongue, despite the fact that many in his team did not follow that language, got him negative attention from his colleagues and superiors.

His problems with his clients were the same. As a result, he lost out on many important deals, and his

manager started losing the confidence in his ability to handle large clients.

Deepak had no clue about the body language that was required to handle a corporate client. He sounded monotonous in his presentations. In addition, he was quite loud while on the phone, and disturbed everyone around him. Besides, his phone never failed to ring during meetings.

He maintained a big pony tail, and a golden bracelet adorned his wrist. Although his colleagues were getting accustomed to his persona, his attire stood out in business meetings. His trousers used to sag from his waistline. On Fridays, he would wear half-sleeved shirts, which exposed the big tattoo on his arm. His shoes were brushed at best, but not polished. He thought he looked macho and confident because of his attire, but, unfortunately, it conveyed the opposite qualities. His seniors cautioned him several times about his dress sense.

Deepak particularly enjoyed chatting with his colleagues during lunch hours. He could not stop himself from cracking jokes that were offensive and not meant to be shared in public. His female colleagues complained to the HR head and soon a warning letter landed on his desk.

One day, he was meeting the chief executive officer (CEO) of a mid-sized firm that was hoping to strike a lucrative deal with the telecom firm. In the evening, the CEO called Deepak's manager and said, 'I met your sales executive. I thought your company was young and dynamic but after meeting Mr Deepak, I realized I was wrong'.

Questions

1. If you had a subordinate who behaves the way Deepak does, how would you communicate to him?
2. Why did the CEO make the comment? How did Deepak's style matter to him, anyway?
3. If you are good performer in the company you work for, does your non-verbal communication matter?