

ROLL NO. : \_\_\_\_\_

PGDM IBM 2016-18

Business Communication-I

INS 106

Trimester-I & IV, End-Term Examination: September 2016

Time Allowed: 2 hrs 30 mins

Maximum Marks: 50

Please note:

- This question paper contains 3 printed pages.
- This question paper has 3 sections: All Sections must be attempted. Answer each section as directed.
- **SECTION C is compulsory case study.**
- Be to the point and avoid unnecessary details to avoid being lengthy in your answers.
- Adopt appropriate formats wherever necessary.

SECTION A

Attempt any THREE

[ Marks: 3\*5=15 ]

- Q1. Why is feedback considered to be an important component of communication process?  
How can a sender ensure effective feedback?
- Q2. Is Grapevine an informal or formal communication? Is it advantageous or disadvantageous for any organization? Justify your viewpoint.
- Q3. "Acronyms and long, hard words contribute to miscommunication. Thus, they should be avoided in ALL business communication". Discuss.
- Q4. What are some of the poor listening habits that hamper workplace efficiency?
- Q5. Explain the concept of Stereotype with few examples from the western culture. Is it the same as being Racist?

## SECTION B

Attempt any **TWO**

[ Marks: 10\*2=20 ]

- Q1. What are the 7 Cs of business communication? Substantiate your answer with adequate examples from the workplace written communication.
- Q2. Your upscaling clothing store –part of a national chain, recently moved from Geeta Colony, Delhi to Greater Noida. You would like your loyal customers of Geeta Colony to continue to shop with you. Write to all the local customers who patronized your store and invite them to visit your new location. Your new location is quite far away. But it provides wonderful customer experience and loyalty programs.

Draft a letter applying both visual and verbal contents that would entice your customers to continue to shop with you. Apply AIDA plan of persuasive writing while drafting this sales letter.

- Q3. Discuss the impact of Non Verbal communication in workplace. What are the various types of Non Verbal communication that affect day to day conversations? Give adequate examples of each type.

## SECTION C

COMPULSORY CASE STUDY

[3\*5=15 Marks]

Read the case carefully and answer the questions that follow:

### “Missing Briefcase”

#### Missing Briefcase

It was Saturday afternoon and Rajesh was determined to take care of all pending correspondence before leaving for the weekend. A few days back, he had received a memo from Sunit John, a sales representative, which went as follows:

‘Last week I made a sales presentation to TechIndia Electronics and carried two briefcases with me—my regular one plus a second one filled with brochures and pamphlets. At the conclusion of my presentation, I distributed the brochures, picked up my regular briefcase and left—completely forgetting about my other suitcase. When I discovered the following morning what had happened, I immediately called TechIndia Electronics, but so far they have been unable to locate the suitcase. This leather suitcase was around a month old and cost ₹3,500. Since the company policy manual states that employees will be reimbursed for all reasonable costs of carrying their assigned duties, may I please be reimbursed for the loss of the briefcase? The cash memo is attached.’

Rajesh has been thinking about this situation all week long, he had even discussed it with Deepak Barua, Marketing Chief, who has told him to make whatever decision he thought was reasonable. Sunit is a good sales representative and the policy manual does contain the exact sentence he has quoted. On the other hand, Rajesh feels

that assuming responsibilities for such mistakes would not only be expensive but also might encourage padded expense accounts. Finally, Rajesh decides to do two things. First, he would write a memo to all the sales staff, interpreting more fully the company policy. He wants the sales staff to know that in future he intends to interpret this policy to mean that any personal property that is stolen will be reimbursed at present value only if reasonable care has been taken to secure such property, if the incident is reported within two working days, and if the value can be determined. Any sales representative can, however, appeal Rajesh’s decisions to Deepak. Second, because the present policy may not have been sufficiently clear, Rajesh would write a memo to Sunit and agree to his reimbursement request.

#### Questions

1. How reasonable was John’s claim? Was the intent of the policy clear? Should Rajesh have reimbursed him? Why or why not?
2. How reasonable is John’s interpretation of the company policy?
3. Compose the two documents that Rajesh intends to write the memos to the sales staff and—Sunit. Format them in appropriate styles.