

PGDM-IBM, 2013-2015  
Business Communication-I  
INS-207

Trimester – II, End-Term Examination: December 2013

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**. In case of rough work please use answer sheet.

Section-A

Attempt any three of the following questions.

[3\*5=15 marks]

- A.1. What is the significance of Oculistics in a business environment?
- A.2. What are the factors that affect careful listening?
- A.3. Explain the 7Cs of Communication given by Francis J Bergin.
- A.4. Define Ekman's classification of non-verbal communication.
- A5. Rephrase the following messages with a positive tone:
- We must turn down your extension request as the deadline has been crossed.
  - We cannot afford to continue the program and it will end on May 1.
  - Although it wasn't our fault, there will be an unavoidable delay in your order.
  - All employees must sign the attendance register before 9 am sharp, failing which one day's leave will be deducted.
  - We cannot mail the order as you failed to provide your address.

Section-B

Answer any two of the following questions.

[2\*10=20 marks]

B.1. Your friend, who is working in Birla Sun Life, has informed you about summer internship program offered by his company to students pursuing MBA. Write a solicited cover letter to the company giving your friend's reference, to be sent through email. (200 words)

B.2 (a) Discuss the formal communication networks that exist in business organizations. (4 marks)

(b) Of late, you have been receiving complaints of disruptions caused by mobile phones in your company during meetings, presentations, conferences, and even the office seating chambers. Assuming that you are the Dy. Director of your organization, write an internal memo to your employees on the use of mobile phones inside the premises of the organization. (6 marks)

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B.3. Rewrite the following email in an effective manner.

To: [cust\\_serv@slocity.org](mailto:cust_serv@slocity.org)  
Sub: Review my bill

We have been at our present location only three months, and we don't understand why our October utility bill is Rs. 9000 and our November bill is Rs.10000. Businesses on both sides of us, in offices just like ours, are paying only an average of Rs. 5000 and Rs. 6000 for the same months. We all have similar computer and office equipment, so something must be wrong.

Small businesses are helpless against big utility companies. How can we prove that you read the meter wrong or that the September bill from before we even moved in here got added to our October bill? We want someone to check this meter right away. We can't afford to pay these big bills.

This is the first time we've complained to you about anything, and we want this problem to be sorted out within five days.

Regards

### Section-C

#### Case Study(compulsory)

[15 marks]

Although Sudipta was Shaina's manager, they were good friends. They were hired around the same time about a year ago, and they first met during the interview and attended the induction programme together. Sudipta held an advantage owing to her master's degree and a couple of years of work experience. Shaina was relatively new in the industry. Sudipta was offered a managerial position, and Shaina was to report to her. Although it was a manager-subordinate relationship, they never looked at it that way, and the synergy between both of them was very good.

They both performed well in their respective duties. Shaina was working on an important project- a compilation of the history of their company, which had completed 50years of operations. It was Sudipta who nominated Shaina, when Sudipta herself was assigned the responsibility to compile important data and prepare a report on the company's performance and social relevance in the half a century of its existence. The director of the company was eagerly awaiting the first draft of the report.

However, things soon got complicated. With the onset of the global economic recession, the company needed to downsize at short notice. Amongst the employees who had to be laid was Shaina. The information was to be passed on to the employees concerned by their respective managers. Alongside a notice announcing the downsizing on the main notice board, a list of the names of employees who were being laid off was also to be put up.

It fell upon Sudipta to convey the bad news to Shaina. Sudipta found it difficult to pass on the bad news, particularly owing to the good relationship that they shared. Sudipta thought she could stay silent and in a couple of days Shaina would anyway get the news from the notice board.

Downsizing was the topic of conversation among executives during tea breaks. As the requisite information was only available with the managers and the higher management,

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most executives were very apprehensive about their fate. Shaina was sure that Sudipta would give positive feedback on her performance and would try to argue against her expulsion. Shaina thought that in the worst case, Sudipta would at least inform her as soon as she herself learnt anything. She focused her energy on the project of compiling the company's history.

Sudipta stayed quiet about the issue. One day, Shaina, out of curiosity, checked the notice board. It had a notice with the names of employees who were being laid off. She thought she had misread it and checked again. Her name was on the list. She was shocked: How could Sudipta not tell her? A couple of her colleagues passing by whispered, 'Look how she is pretending to be shocked, as if she did not know it already!'

Shaina was too upset to go to Sudipta and ask for a clarification. She just wrote a one-line mail to her and left. Feeling very bitter, she said to herself that she would never return to the organization. The report that Shaina was working on was still incomplete.

The next day, Sudipta opened her mail and saw Shaina's mail. It said, 'I am more disappointed with you than the company. Goodbye.' The next mail was from the personal assistant to the director. It was a reminder. The report that Shaina was working on was to be submitted within a couple of days.

#### Questions

C1. Which barriers to communication do you identify in the above case? (5 marks)

C2. Now, Sudipta has a two-fold task ahead of her. She must write to Shaina giving the reasons why she was laid off and also persuade her to come back and complete the project or hand over the project to another person. Draft the letter in complete block format. (10 marks)