

PGDM/PGDM (IB)/PGDM (RM)/ PGDM (IBM), Batch 2015-17
Business Communication-I/Intercultural Business Communication
DM-202/IB-207/RM-207/INS-206
Trimester – II, End-Term Examination: December 2015

Time allowed: 2Hrs. 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

Write **brief notes** on **any three** of the following questions. [15]

A1. For each of the following extracts from advertisements, identify the persuasion appeal used (ethos , pathos or logos) and also explain your reasoning in a sentence or two.

- a) 4 out of 5 people choose **VITALISE** for effective pain relief.
- b) **Dynamite Security**- we keep your family safe.
- c) **Butterlys' Knives**- The professional choice.
- d) **Macaronni Cheese**- Just the way Mom makes it.
- e) **All True Make –up**: Because you deserve the best!

A2 . Read the following sentences and rewrite according to instructions: _____

- a) In view of the fact that the customer service department is closed, we do not have the capability of offering refunds until such a time as they re-open. (*Remove unnecessary words*)
- b) The engineers collaborated together in order to produce the uniquely original final outcomes of their research. (*Remove unnecessary words*)
- c) We allow 2 percent discount for cash payments. (*Emphasize the 'you' attitude*)
- d) To help us improve our production schedule, we would appreciate your ordering two weeks in advance. (*Emphasize the 'you' attitude*)
- e) With women especially, there is a lot of social pressure to conform to a certain physical shape. (*Rewrite the sentence replacing the informal expression with a more formal equivalent.*)

A 3. Write a legitimate paraphrase of the following paragraph:

"Of the more than 1000 bicycling deaths each year, three-fourths are caused by head injuries. Half of those killed are school-age children. One study concluded that wearing a bike helmet can reduce the risk of head injury by 85 percent. In an accident, a bike helmet absorbs the shock and cushions the head." From "Bike Helmets: Unused Lifesavers," Consumer Reports (May 1990): 348.

A4. Improve the Table of Contents given below. You may add or delete any element to make the Table of Contents appropriate for a business report.

TABLE OF CONTENTS

- 1) LIST OF FIGURES
- 2) LIST OF TABLES
- 3) INDUSTRY CERTIFICATE
- 4) SUMMER PROJECT CERTIFICATE
- 5) ACKNOWLEDGEMENT
- 6) LETTER OF TRANSMITTAL
- 7) LETTER OF AUTHORIZATION
- 8) EXECUTIVE SUMMARY
- 9) REFERENCES
- 10) INTRODUCTION TO THE INDIAN CERAMICS INDUSTRY
 - 1.1 Highlights
 - 1.2 Background
 - 1.3 Overall picture of the industry
 - 1.4 Current status of the industry
 - 1.5 Ceramic tile industry statistics
- 11) INTRODUCTION TO ABC CERAMICS PVT. LTD.
 - 2.1 Vision and Mission
 - 2.2 Timeline
 - 2.3 Business model of ABC Ceramics Pvt. Ltd.
 - 2.4 Product catalogue
 - 2.5 Key Points
 - 2.6 SWOT Analysis
 - 2.7 Strong Points
- 12) CONSUMER ATTITUDE
 - 3.1 Characteristics of different consumers
 - 3.2 Key Insights
 - 3.3 Communication objective
 - 3.4 Focus Shift
 - 3.5 Positioning Framework
- 13) CREATIVE RENDITIONS
 - 4.1 Engagement and activation ideas

A4. Sensodyne toothpaste: Consider the information to be found on a tube of Sensodyne bought in Holland and on a tube bought in France.

- *Same product:* both tubes show identical ingredients (in English) and the same product description ('Sensodyne for sensitive teeth') in their respective languages.
- *Same message:* the Dutch tube gives the following message in Dutch: 'Daily use of Sensodyne protects sensitive teeth and prevents the pain from returning.' The French tube gives the following message in French: 'If used daily, it prevents the sensitivity from returning.'
- *The difference on the Dutch tube:* ' **Brushing twice a day brings a lasting result.**' *On the French tube:* ' **After three weeks' use you will be able to notice the improvement in your dental sensitivity and regain the pleasure of savouring everything you like.**'

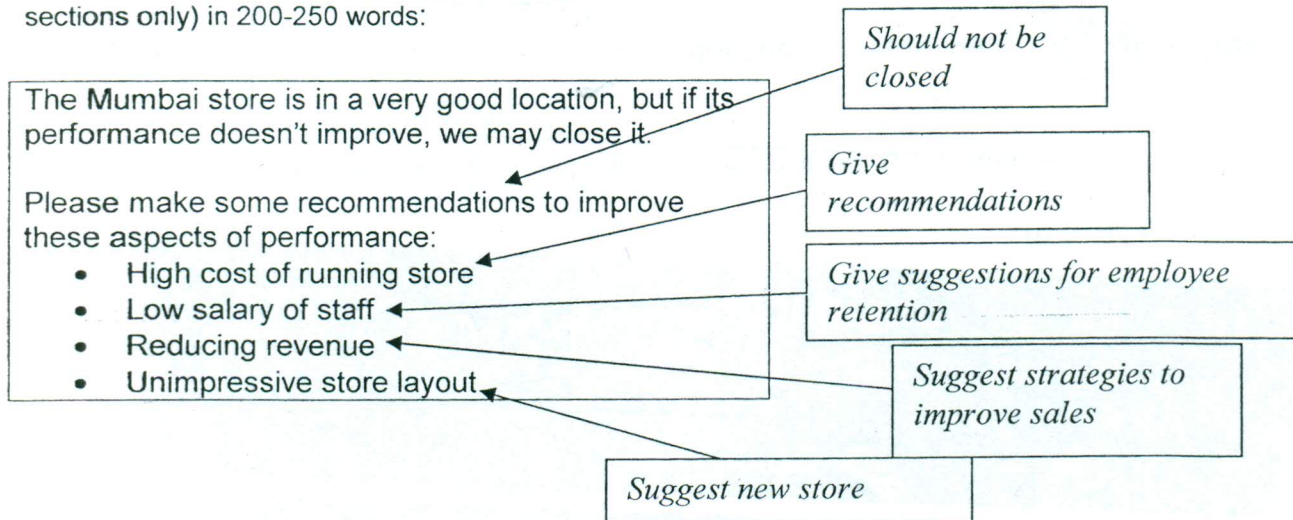
Question: Using your understanding of cultural dimensions, comment on the reasons for the difference in message in the French and Dutch toothpaste tubes.

Section-B

Answer any two of the following questions.

[20]

B 1. Memo-proposal: The international retail company you work for is concerned about the performance of its Mumbai store. Your Zonal Head has asked you to write a proposal making recommendations for the store's future. Look at the information below, on which you have already made some handwritten notes. Using all the handwritten notes, write your memo-proposal (main sections only) in 200-250 words:



B2. Persuasion: What are Cialdini's six principles of persuasion? Keeping in mind these principles, identify the principle(s) used in the three advertisements given on the next page and also the reason for your choice.

a)

Click here to download The Amazon Best-Seller Marketing Plan
You'll get Scott's:

- List of the top free giveaway sites to drive downloads to your book
- The Insider's Sheet Template
- The P.S. Real Estate Ask Email Script
- The Amazon Purchase Script
- The Ask For A Review Email Script



b)

The screenshot shows the Kaya skin clinic website. On the left is a woman's face. The main headline reads "Only an expert can hear what your skin says!". Below it, there is a form with fields for "Name", "Age", "Phone", and "Email", and a "REQUEST" button. A callout box points to the headline with the text "Only an expert can hear what your skin says!". Another callout box points to the "REQUEST" button with the text "I want an expert opinion. Sign me up!".

c)

The screenshot shows a promotional banner for Quicksprout. At the top, it says "83% off original price!" and "Discount valid till midnight tonight: 12:46:18". Below this is the Quicksprout logo. The main text reads "You're About to Enter Neil Patel's Traffic University" and "For Bloggers, Marketers, Consultants, and Startup Founders".

B3. E-mail Writing : The following e-mail has been written by an obviously upset student. Revise the e-mail to improve its tone. You may add or delete any words , phrases or sentences to make this e-mail effective.

Dear Ms Puja Virmani

I am Vishal Garg whom you interviewed yesterday as part of the campus placement process at ABC Institute of Management, though for some reason you did not select me.

Let me tell you something about myself. I have done my engineering from IIT-B and have a work experience of 2 years, besides having a CGPA of 7.5, yet you did not find me suitable. I am surprised how you judge the suitability of a candidate by some random questions in 10-15 minutes. Moreover, there was nobody in the panel who was form my area of specialization and there were no question on my subject knowledge. Rather, it appeared you had decided not to take me even before the interview started.

When I asked you why I was not selected, you did not give me a specific answer. I would like to know the reason for my rejection, though your not selecting me is a reflection of your faulty procedure.

With the kind of skills, knowledge and experience I have, my not being selected is a loss for your company and I wonder how many bright minds you miss by not selecting the right people.

I would appreciate if you reply to this mail by sharing with me the reasons of my not being selected.

Section C (Compulsory)

C. Read the following case and answer the questions that follow. (15 Marks)

Germans aim to spring a World Cup surprise: they're fun

By Hugh Williamson

For the host country Germany, next month's football World Cup is about a lot more than its (pretty slim) chances of lifting the trophy. An image overhaul for Europe's largest economy is the prize in its sights.

Robert Rode, a Berlin bus driver, understands the scale of the challenge. A stocky man with a strong local accent who speaks little English, he was one of 4,000 drivers who recently struggled through a "World Cup language course."

Taking a break from learning how to guide fans through Berlin, he says that, despite the tongue-twisting, the course was worth it. "When people arrive in Berlin, say at the airport or main station, and the first German they talk to is a bus driver who either cannot understand them or tells them to go and ask someone else, then that doesn't create a very good impression."

Mr Rode is in good company. True to the tournament motto "A time to make friends", chancellor Angela Merkel and her government, leading companies and cultural organisations

and dozens of local authorities, have planned thousands of initiatives in the most ambitious attempt by a country to alter the way it is viewed.

Ms Merkel heralded the tournament as "a unique chance for Germany to present itself as a welcoming, tolerant and modern country, bursting with ideas".

But as teams arrive in Germany this week ahead of kick-off on June 9, a senior German official is disarmingly candid. "The world generally sees us in a positive, but one-sided way. A bit like the cars and household goods for which we are famous, Germans are seen as efficient, reliable but a touch boring."

"We need to show we are more than this: friendly, surprising and fun". At stake is more than national *amour propre* (self love). The transformation is seen as vital if Berlin is to maximise the country's post-reunification potential on the world stage.

The business community alone has invested more than €10m (\$12.8m £6.8m) to promote Germany as a "Land of Ideas". "An opportunity of this kind will not return for another 50 years," says Franz Beckenbauer, president of the German tournament organising committee.

Since 1990, Germany has stepped up its public diplomacy, as it has increased its role in international peacekeeping operations and intensified efforts to gain a permanent United Nations Security Council seat.

Its World Cup campaign marks not only a new milestone in its engagement with the world but also a form of laboratory experiment in whether image offensives work.

Many are sceptical. A German ambassador, who declined to be named, argues: "You can't market a country like a washing powder. To believe you can just tell others that, all of a sudden we [Germans] have become funny and good looking, is wrong. You can't deceive people."

Germany's endeavour, which started three years ago, includes a €30m arts programme linking soccer and culture: a "friendly service campaign" involving handbooks on how to welcome foreign guests; and giant sculptures in Berlin of football boots and aspirins to illustrate the wonders of German creativity.

Attempts to stir national pride raise some discomfiting parallels, however. "You can't conquer history, or wash it away by just being happy," says Ulrich Maly, mayor of Nuremberg, the city infamous for Hitler's Nazi party rallies where England is due to play one of its games.

Meanwhile, Volker Perthes, director of Berlin's Institute for International and Security Affairs, points out that in 20 years, West Germany went from post-war international pariah to economic beacon - only to see its attempt to present a more open face to the world go "terribly wrong" when Israeli athletes were murdered at the 1972 Munich Olympics.

Germany's campaign is part of a broader debate on the value of public diplomacy and "soft power" - the tools increasingly used by national governments to deepen their influence without resorting to economic and military might.

Joseph Nye, a Harvard professor and author of *Soft Power: the means to success in world politics*, argues that it can be used to complement traditional diplomacy. "Tangible threats or payoffs" are replaced by initiatives to influence stereotypes about a country, for example.

According to an internal German government strategy paper seen by the Financial Times, this approach was partly behind the decision to use the World Cup to alter Germany's image

abroad. "States are increasingly in competition for markets, tourists . . . value systems and political influence", and in this context "Germany must take a position", the paper argues.

It notes that foreigners' images of Germany often "lack emotion" and "exclude the [country's] more dynamic developments over the last 20-30 years". "Emotional aspects, such as street cafes in Munich . . . [German] lifestyle brands such as Adidas and Boss, and the happiness of reunification in 1989/90" need to be emphasised, the paper concludes.

In a section on "Germany's Image Abroad", Michael Reiffenstuel of the foreign office enthuses that the World Cup provides a "unique communications opportunity".

Germany is not the first country to attempt a national makeover. Britain tried - with limited success - to repackage itself as "Cool Britannia" early in Tony Blair's premiership.

Japan, co-host with South Korea of the 2002 World Cup, ran a less elaborate image campaign than Germany's. But visitors were surprised to find a country more vibrant and accessible than many had expected. The Japanese government has since deployed "soft power" to exploit the popularity of manga cartoons and Japanese design and fashion. The number of tourists has noticeably increased - in part the result of an official tourism campaign but also reflecting a "word-of-mouth" effect from the World Cup.

In Germany the jury is out on the campaign's impact. Nathalie Thiemann-Huguet, of the business-led Land of Ideas programme, says the giant sculptures in Berlin have become a "major tourist attraction", while about 2,000 foreign journalists have registered to use pictures and TV footage on "positive aspects of Germany's economy and society".

Yet a series of organisational and other problems that have blighted tournament preparations have brought negative media coverage. Most recently, Ms Merkel was forced to allay concerns in the United States Congress that Germany was ignoring an alleged rise in illegal trafficking of prostitutes for the tournament. Worst of all was last month's apparent racist attack that left a young Ethiopian man in a coma.

Experts argue that such incidents are unlikely to undermine Germany's broader campaign, but that this must in turn be seen as only one element in reshaping its image. Ulrich Sacker of the Goethe-Institut, Germany's overseas cultural agency, says the World Cup will remain in the minds of tens of millions of global television viewers. "We have to surprise people, make them think: 'Germany is different to the country I imagined'," he says.

Mr Perthes believes government campaigns can only ever have a modest impact, given the post-Cold War complexity of public diplomacy. But rhetorically posing the question "will the country's image after the World Cup return to the cliché about the ugly German?", he provides his own, upbeat answer: "I don't think so. At least something from the campaign will stick."

Source: *Financial Times*, 22 May 2006:19.

Discussion Questions

C1) Comment on the statement made in the text: 'You can't market a country like a washing powder'.

C2) What are some prevalent stereotypes about German culture, as given in this case? Can you suggest any additional strategy to improve Germany's image in the world?

C3) Comment on the statement made in the text, 'Will the country's image after the World Cup return to the cliché about the ugly German?'