

PGDM 2017-19  
BUSINESS COMMUNICATION 1  
DM 201

Trimester – II, End-Term Examination: December 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.

Sections	No. of Questions to attempt	Marks	Marks
A	3 out of 5 (Short Questions)	5 Marks each	3*5 = 15
B	2 out of 3 (Long Questions)	10 Marks each	2*10 = 20
C	Compulsory Case Study	15 Marks	15
		<b>Total Marks</b>	<b>50</b>

Please Note:

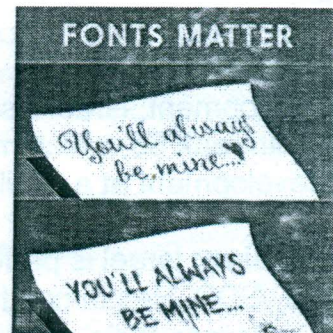
1. All sections are **COMPULSORY**
2. Do not include any information that reveals your identity in any of your answers

**SECTION A**

Attempt any **THREE**

**3\*5 = 15**

- Q1. Write a brief note on Olfactics. Do businesses really need to focus on this to succeed during client handling. Give an example to substantiate your answer.
- Q2. Stephen R. Covey, author of “The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change” has said that “**Most people do not listen with the intent to understand; they listen with the intent to reply.**” As a manager of an MNC comment on this phrase and suggest effective listening strategies for your colleagues.
- Q3. What according to you is the value of visual appeal in professional presentations? Do font design, colour or size matter in business writing whether in documents, presentations or promotional content. As a reader, what is your take on the choice of fonts in the adjoining image?



- Q4. Is “Grapevine” or “Rumour Mill” useful for any organization? How can a manager make good use of it in policy implementation?

Please Turn Over

1



Q5. *Ethos* plays a big role in communication? Justify with evidence from the celebrity endorsements used by two leading brands from the advertising industry.

## SECTION B

Attempt any TWO

2\*10 = 20

Q1. Improve the following section of a report so as to make it more professional.

### Report on India v/s Israel on Human Development Index

India, a large country in size as well as in population whereas Israel is a small in size. Both countries achieved the freedom almost at the same time, India achieved in 1947 and Israel in 1948. India is the third-largest Asian trade partner of Israel, and tenth-largest trade partner overall. According to Global Human Capital Index Report. Despite of being a small country in size Israel is doing quite well, and is having a good overall score in comparison to India i.e. 71.75 versus 55.29

And as per human development index the data for India vs Israel is as follows. 1) Population (in 1000s): The population of Israel is 8192 in comparison to India's population of 13,24,171 i.e.; India's population is approximately 162 times of Israel.

2) **GDP (per capita) (In US \$, PPP):** Israel's GDP per capita stands at \$32,613 whereas India's GDP stands at \$6093, this summarizes that Israel's GDP is almost 5 times of India's GDP.

3) Unemployment Ratio: Both countries seem to be struggling on this front, India has 4.9 % of its population as unemployed and Israel is at 4.8%. Considering India's population, 4.9% is huge in number.

4) Healthy life Expectancy: Israel is doing well in terms of health; India's Life expectancy is 59.6 years in comparison to Israel's 72.8 years.

5) Public Spending on education of India is 3.8% of GDP at the same front Israel's spending is 5.8% of GDP, implying that Israel is spending good amount on education of its citizen and are moving ahead in terms of education also.

6) Ease of Doing Business- India stands at rank 130 in terms of ease-of-doing-business index as per World Bank Ranking and Israel is at 52nd position.

7) CAPACITY IN TERMS OF EDUCATION, Israel's score is 70.7 with rank 58 whereas India's score is 54.5 with rank 101 which is far behind the Israel.

8) Deployment, Israel's score is 70.6 with rank 35 whereas India's score is 52.7 with rank 118.

9) Development, Israel's score is 74.7 with rank 21 whereas India's score is 63.7 with rank 65, which means India and Israel, both are moving towards the development at a similar pace.

**Conclusion:** Israel is performing well in all the spheres be it deployment of people, GDP, Health conditions, education. Israel is developing at a better pace, whereas India seems to be lagging behind inspite of having a higher population and higher GDP.

3



**Q2.** A case study on project deadlines, the Indian 'yes' and high-context versus low-context communication.

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.

Reflection...

- Did Abhinav agree to the initial timeline requested by Rebecca?
- Keeping the case in mind, comment upon the High and low context communication.

**Q3.** Your organization has recently launched a range of bio-degradable cutlery. Draft a Sales letter to be sent via email applying the AIDA format. Fabricate the necessary details.

## SECTION C

### COMPULSORY CASE STUDY

5\*3=15

Marks

Read the following case and answer the questions that follow.

#### **“Case Study on Communication Challenges”**

#### **CASE STUDY 1**

Leigh Randell is a supervisor of in-flight services at the Atlanta base of Omega Airlines, a successful regional air carrier with routes throughout the South and Southwest. In addition to Atlanta, it has bases in six major cities.



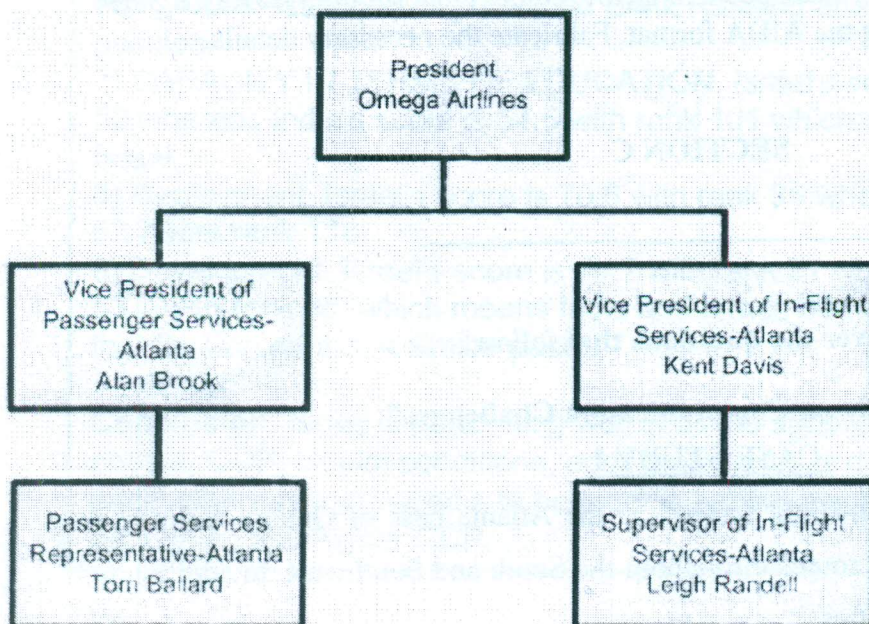
Randell's job involves supervision of all in-flight services and personnel at the Atlanta base. She has been with the airline for seven years and in her present job for two years. While preferring flying to a permanent ground position, she decided to try the management position. In her job, she reports directly to Kent Davis, Vice President of in-flight services.

During the past year, Randell has observed, what she believes, is a great deal of duplication of effort between flight attendants and passenger service personnel in the terminal with respect to paperwork procedures for boarding passengers. This, according to her, has resulted in unnecessary delays in departures of many flights, especially those "through flights" that don't originate or terminate in Atlanta. Since most Omega "through flights" stop in Atlanta, Randell believes that such delayed departures are probably not a major problem at Omega's other bases or at smaller airports.

Thus, she has decided to try to coordinate the efforts of flight attendances and passenger service personnel with a simpler, more efficient boarding procedure, thereby reducing ground time and increasing passenger satisfaction through closer adherence to departure times.

In this respect, she has, on three occasions during the past two months, written memo to Tom Ballard, Omega's passenger services representative at the Atlanta base. Each time, Randell has requested information regarding specific procedures, time, and costs for boarding passengers on through flights. She has received no reply from Tom Ballard. His job involves supervision of all passenger service personnel. He has been with Omega for five years, having joined its management training program immediately after graduating from college. He reports directly to Alan Brock, Vice President of passenger services at the Atlanta base. Exhibit 1 presents the organization structure for the Atlanta base.

Exhibit 1. Omega, Atlanta: Organization Chart





Last week, Leigh wrote a memo to Kent Davis:

*"For several months, I have been trying to develop a new method for facilitating the boarding of passengers on through flights by more closely coordinating efforts of In-Flight Services and Passenger Services. The results would be a reduction in clerical work, cost and ground time and closer adherence to departure times for through flights: "Unfortunately, I have received no cooperation at all in my efforts from the passenger service representative. I have made three written requests for information, each of which has been ignored. Needless to say, this has been frustrating to me. While I realize that my beliefs may not always be correct, in this instance I am only trying to initiate something that will be beneficial for everyone involved: Passenger Services, In-Flight Services, and, most important, Omega Airlines. I would like to meet with you to discuss this matter and the possibility of my transferring back to flight duty."*

Kent Davis summoned Alan Brock and Tom Ballard to a hastily called conference. Tom Ballard was mildly asked why he had not furnished the information that Randell has requested.

"Too busy", he said. "Her questions were out of sight. There was no time for me to answer this sort of request. I've got a job to do. Besides, I don't report to her".

"But Tom, you don't understand," Kent Davis said. "All Leigh Randell is trying to do is improve the present system of boarding passengers on through flights. She has taken the initiatives to work on something that might benefit everyone".

Tom Ballard thought for a moment. "No", he replied, "it didn't look like that to me. You know I've also had ideas on how to improve the system for quite some time. Anyway, she's going about it all wrong."

As a Business English student who has already learned effective communication, analyze and discuss the following questions:

1. What barriers to effective communication do you detect in this case?
2. Is anyone "wrong" in this situation? By what other means could Randell have requested the information from Tom Ballard? What do you think of Tom Ballard's reaction? Why?
3. While communicating information vertically up or down the organization does not present a major problem, why is horizontal and diagonal communication are more difficult to attain?
4. What would you recommend that the management of Omega Airlines do to remedy this situation?