

**PGDM (IBM), 2013-15**  
**Business Communication-II**  
**INS-307**

**Trimester – III, Supplementary Examination: September 2014**

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]

- Q1. Describe the conflict process model.
- Q2. What are the four types of roles in third party negotiations?
- Q3. Describe the terms: a) Skip Level meetings  
b) Stand up meetings
- Q4. Explain Cialdini's six methods of persuasion.
- Q5. The following notice and agenda have lot of mistakes. Rewrite the following notice and agenda:

Joint Consultation Pvt Ltd

Dated: 15<sup>th</sup> April 2014

Notice for the meeting

The meeting of the joint comitee of joint consultation Pvt ltd shall take place in Shastri Bhawan, Delhi on 20<sup>th</sup> Apr, 2014. to discuss the following agenda. All the members are directed to attend the same.

Sd/

Secretary

**Agenda**

- Minute of last meeting
- Appointment of new Secretary
- Allocation of buget
- Proposal for new cafeteria
- Any other isue

**Section-B**

**Attempt any two of the following questions.**

[2\*10=20 marks]

Q1. (a) Draft the minutes of a meeting of the Board of Directors at which the following decisions were taken:

6 marks

- i) Approval of the company's seal.
- ii) Allotment of 10,000 equity shares to Mr. Mohan who supplied machinery to the company, and
- iii) Appointment of Mr. Kapoor as the Secretary
- iv) Draft the minutes of the statutory meeting of Anne Publishers.

- v) Draft the minutes of the General Meeting held to decide an issue of 5,00,000 equity shares.
- (b) Two work associates consistently differ in their approach and recommendations regarding systems utilized in the department and projects undertaken in the department. They are disrespectful to each other in the department meetings which disrupt the flow of the meetings.

Which conflict resolution strategy should be used by the department head to resolve the issue and why?  
4 marks

**Q2. Report Writing:** Your college's administration had asked you to compare your college's tuition costs with those of a nearby college, having same ranking, and determine which has risen more quickly. You have researched the trend by checking your college's annual tuition costs for four years and also four-year tuition fee trends for a neighboring college. You have found that your college's fee is rising rapidly due to which the neighboring college is getting more number of students for admission. Prepare a report (main section only) on the above findings and make recommendations.

**Q3. Proposal Writing:** As part of corporate social responsibility, MD of your company has asked you to make a proposal on the following:

Children who drop out early from school and take up jobs, there is no support system that keeps a tab on their behavior and growth as responsible citizens. While the family is ill-equipped to provide such care, neither the civil society nor the government has any systematic support to offer to such children who might fall prey to addictions. In the absence of recreational camps in your region, your company wants to start a project that will facilitate recreation, food and education for such children. Being the regional head of your company, prepare a proposal mentioning the budget, the benefits and any bottlenecks in this project.

**Section-C**  
**Case Study (Compulsory)**

15 marks

The campus recruitment process has begun and all the students of this leading business school are on tenterhooks. Lateral placements are the ones that are being keenly contested, with most experienced professionals looking to "crack" them, as the popular lingo goes. Abhijeet Bhatia is one such candidate. An engineer by qualification, he worked with Indian Oil Company, a public sector enterprise, for nearly four years before joining the post-graduate course in management. He is scheduled to appear for an interview with McKinney, a private consultant firm, for the much coveted position of an Associate Consultant. The first round of interviews has been scheduled for today. Only one interviewer is present. His name is Peter Ulmann and he is a Harvard alumnus. Here is the transcript of the interview. (PU is the interviewer and AB is the student.)

AB: Sir, may I come in please?

PU: Oh sure. Take a seat.

AB: How are you Sir?

PU: Call me Peter, Aabhii-jeet. Did I pronounce your name correctly?

AB: Actually, it's Abhi-jeet.

PU: So, tell me Abhijeet... What is it that attracts you to our firm?

AB: Well, for one, the firm has a reputation of being a very good employer. Moreover, the nature of the job and the offer of posting in London are also quite attractive.

PU: What do you know about the reputation of the firm? I thought the previous question would make you tell me something about yourself.

AB(fumbling): Well, I was going to say that Sir...um...Peter. It's just that I have heard a lot about the firm. Everybody feels it's a good place to work.

PU: You still haven't answered my question.

AB: Which question would that be Sir...um...Peter?

PU: Well, forget it. So, you have worked in the public sector, right?

AB: Yes.

PU: I have heard about the culture of public sector companies in India. What were your experiences?

AB (warming up): Sir, the reason I opted for an MBA was because I wanted to work in a private firm where personal capabilities are given due recognition and there is less bureaucratic red tape.

PU (interrupting him): So, you felt stifled working in IOC? Any bad experiences?

AB: Plenty. I was the supervisor at the shop floor, and the unionism was very difficult to handle. In addition to that, the system followed in the company was one of command and control. It wasn't my type at all.

PU: Let's change tracks here. Tell me about some of your strengths.

AB: Quick decision-making, knowledge about the subject, and ability to quickly grasp the basic issues.

PU: Well Abhi-jeet...it was nice to meet you. You will hear from us soon. Do you have any questions you want to ask me?

AB: Well, Peter...what's the job profile like?

PU: We have already communicated that to your placement officer. I am sure you would have already seen it.

AB: Thanks Peter.

Questions:

C1. Identify the ego states of both PU and AB in the transaction. Also identify the types of transactions between the two.

C2. What could have been appropriate transactions on the part of AB? Redesign the interview to make it more positive and productive.