

PGDM IBM 2019-21
BUSINESS COMMUNICATION 1
INS 105

Trimester – I , End-Term Examination: September 2019

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.

ALL QUESTIONS ARE COMPULSORY

SECTION A – (10 marks * 3 questions = 30 Marks)

A1a

(CILO 1)

Discuss the importance of technology in communication with reference to Schramm's Model. According to you what kind of technological barriers disrupt the flow of communication at inter personal level. Also, through a few real life examples show how technological interface removes barriers during communication.

OR

A1b

"A flat organisation is a myth". To what extent can an organisation function without a structure with levels of authority?

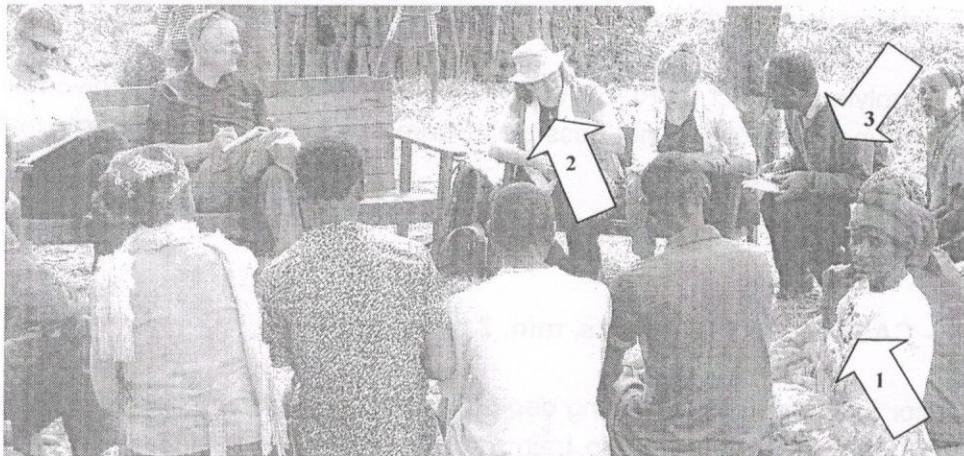
What are the ways in which organisations encourage or discourage "upward" communication? What steps will you take as a manager to reduce 'too many transfer stations' for quick decision making in your organisation?

A2a

(CILO 2)

Analyse the photo below of a scene from an intercultural group communication in a village. Discuss the following on the basis of your interpretation of the body language of participants.

1. What are the types of listening demonstrated by participants no 1, 2 and 3?
2. Identify five listening barriers probable in such a group communication. How do you think they can be minimised or removed?



OR

A2b

A corporate communicator was listening to her CEO complain about how hard it was to send a strategic message to employees. "Actually," said the communicator, "I'd have no trouble at all doing that. In fact, I could get a message out in 48 hours across the entire company just by spreading a rumor through the grapevine."

"But don't you remember Jaya had to quit because of the embarrassment she faced when rumours about her closeness to her boss spread even when it was not true. We cannot allow rumours if it may cost us a good resource person."

What has been the impact of grapevine in this organisation? As a manager how can one control active grapevine? Can grapevine communication as suggested by the corporate communicator really help her organisation?

A3a**(CILO 3)**

You have recently organised a cleanliness drive and waste management activity in your residential colony. It turned out to be a very successful event which saw full participation of residents of all age groups. Motivated by the response you wish to take this to nearby localities.

Draft a brief report in Full Block Letter format, in about 300 words, to be submitted to RWA head of your sector. Include recommendations as to why such activities are the need of the hour.

Fabricate the necessary details like names, address etc.

OR**A3b**

As a customer service representative for a manufacturer of upscale kitchen appliances, you are going to have to say no to Mrs Dayawanti's request for a refund. According to the handwritten note she included with the food processor which she just shipped back to you via Courier, was mail ordered by her almost three months ago, when it was on sale. She had then stored it until her niece's wedding. But when the niece got around to using the food processor, it made a weird sound and gave off an electric smell. So Mrs Dayawanti has sent it back and is asking for a refund to her credit card.

The problem is that Mrs Dayawanti has waited too late to make this return. The packing slip clearly said "any defective products need to be returned within 60 days of purchase". After that, there is nothing you can do except recommend an authorized repair centre.

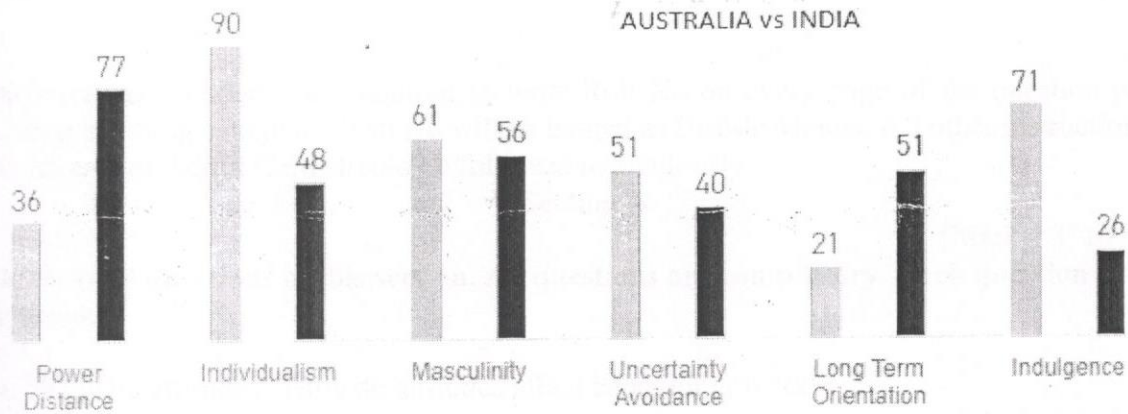
Write a letter (applying Indirect BURGER MODEL plan) to Mrs Dayawanti to give her the bad news that this refund is absolutely not possible. Share any possible adjustments that can be done so that the customer is not lost.

SECTION B – CASE STUDY (20 Marks, min. 2 questions)**All CILOs**

You are a senior executive of the training department of a leading private Life Insurance firm "Jee le corpse". You have been told to train a team which will be handling a very coveted Australian client "Messrs Simpsons" Your team from India will soon be visiting the client on

site with a business proposal. It is a very critical project for your company as it is your company's first global opportunity.

The Chief Marketing Officer of your company cannot afford to make any mistakes during this meeting. Hence, he has conducted a research on the traits of the two cultures and shared the findings with you which compare the two countries on the basis of Hofstede's Cross Cultural Dimensions. Keeping in mind the comparative scores shared below, you have been asked to develop the contents of a training manual.



Q1. Interpreting each of the scores shown above, according to you what will be some of the do's and don'ts for Indians when dealing with Australian counterparts.

Q2. Develop a two page "Etiquette and Protocols" training handout to be distributed to your team travelling to Australia. Explain all the dimensions and discuss the barriers that can be caused due to the cultural differences and how to handle those.
