

Retail Management, 2019-21  
Business Communication - I

RM 104-

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.

Sections	No. of Questions to attempt	Marks	Total Marks
A	Minimum 3 question with internal choices and CILO (Course Intended Learning Outcome) covered Or Maximum 6 questions with internal choices and CILO covered (as an example)	3*10  Or 6*5	30
B	Compulsory Case Study with minimum of 2 questions	20	20
			50

**Section-A**

Attempt any one option of the following three questions: [3X10=30 marks]

A1.a [CILO 2]

Dear Chris

I wanted to let you know that I don't appreciate how your team always monopolizes the discussion at our weekly meetings. I have a lot of projects, and I really need time to get my team's progress discussed as well. So far, thanks to your department, I haven't been able to do that. Make sure they make time for me and my team next week.

Best

Dr. Martin

The above e-mail message is a horizontal communication. Keeping the 7 C s of communication in mind, re write the e-mail message to make it effective.

Or

b. [CILO 2] It is 9:00 a.m. on Monday in Sweden. The Technical Product Manager of company X sent an email about the new design of the product to its subsidiary company in China. He would like to have a production ready model of the new design by Friday when he flies to China. An email came on Thursday stating that there was a 1mm error in the product they made and asked the manager what they should do. The product manager is confused: "Do they need to ask such a question? They could simply adjust the error and give me the model on Friday, why are they waiting for orders instead of taking initiatives?" As for the Chinese manager, he preferred to first inform before escalating the problem.

Draft a short email conveying the problem to the Chinese manager and cautioning her before escalating the problem. Draft it keeping the tone of the email correct.

A2. a. **[CILO 1]** Two sales executive decided to meet at a railway station to discuss the sales strategy for selling shampoos in order to save time on scheduling a meeting. They thought it was a great solution as both of them boarded local trains from the same railway station platform for their homes. But the meeting was a complete failure and caused misunderstanding between the two of them. Explain why did that happen keeping in mind barriers to communication.

Or

b. **[CILO 1]** The sales executive at a Retail outlet could not pay attention to the customers' demands. He was usually good at his work but for the past one week he was not on talking terms with his wife. The store had recently started playing loud music to attract the customers as well. And quite recently, a friend had initiated a discussion with him that belittled people from other castes and region which left him quite confused and disturbed. Discuss the various barriers to communication that he was facing with regard to understanding customers.

A3. a. **[CILO 3]** You have been working way beyond your office hours for a week. Using persuasion models and techniques, how would you persuade your boss to bring a change in the work environment? Explain.

Or

b. **[CILO 3]** A customer in a Mobile phone Retail outlet is convinced that phone X is better as she saw an advertisement on television and social media. How would you persuade her using persuasion model to buy phone Y as it will also be beneficial for the retail store. Explain.

## Section-B

Read the following caselet and answer the questions that follow.

[20 marks]

B1. Your entire team has been looking forward to a meeting for weeks. Now it's time to present your accomplishments to the board of directors. Because appearing in front of the board can be a major career boost, the team planned to present the results together, giving each person a few minutes in the limelight. However, Max Mueller, the leader of your team, had a surprise for you this morning. He'd received word at the last minute that the board wanted a short, concise presentation, and he said that the best way to comply was with a single presenter. No one was happy about the change, but Mueller is the highest-ranking employee on the team and the only one with experience presenting to the board.

Disappointment turned to dismay as you and your teammates watched from the back of the conference room. Mueller deftly compressed your 60-minute presentation down to 20 minutes. However, he never introduced any of the other team members, so your potential moment in the sun passed without any recognition.

a. **[CILO 1]** Did Mueller behave unethically by not introducing you and your teammates to the board? Explain. **10 marks**

b. **[CILO 1]** Suggest a possible solution to the problem. Explain the role of a team leader and team member. **10 marks**