

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2018

Course: Business Communication

Course Code – 7004 , Semester: I

Programme: MBA- BA/ET/AVM/PSM/GEN

Time: 03 hrs.

Max. Marks: 100

Instructions:

SECTION A

S. No.	Objective Questions (2 marks each) Attempt all Questions	Marks	CO
Q 1	Statement of question		
	Q1. Create a clear statement out of the following a) Although Bradley Hall is regularly populated by students, close study of the building as a structure is seldom undertaken by them. b) He dropped out of school on account of the fact that it was necessary for him to help support his family. c) It is expected that the new schedule will be announced by the bus company within the next few days. d) There are many ways in which a student who is interested in meeting foreign students may come to know one.	2	CO1
Q2.	Make it Gender Neutral a) If a customer pays promptly, he is placed on our preferred list. b) When an unauthorized employee enters the security area, he is subject to dismissal. c) A supervisor is not responsible for such losses if he is not negligent. d) When a customer needs service, it is her right to ask for it.	2	CO1
Q3.	Find the communication pattern as per Johari window for following characteristics	2	CO2

	<p>a) does not transmit information, accept interaction and feedback, does not trust fellow but must receive information from them for survival, constantly asks for thoughts but hesitant to give view.</p> <p>b) shows outstanding leadership, empasizes open lines of communication, accepts 2feedback from superior and subordinate alike</p>		
Q4	<p>a) Communication that occurs for conducting work within an organization is known as _____.</p> <p>b) Work related communication with people outside the organization Is known as _____</p>	2	CO1
Q5.	What are the two approaches of writing a bad newsletter. Briefly write about each.	2	CO3
Q6.	<p>Convert the following statements from active to passive voice</p> <p>a) We sell our products only through franchised retailers.</p> <p>b) Mark made a programming error that delayed our project.</p> <p>c) I am unable to make a cash contribution this year because of unusually high expenses.</p> <p>d) We cannot process your application this month.</p>	2	CO1
Q7.	<p>Re- Write the following openings for routine requests</p> <p>I need a computer printer that is not too expensive but will enable me to print term papers and occasional correspondence. I believe your Model 500 might work for me if it is compatible with my Hi-Tech computer.</p> <p>I am conducting a training class for postsecondary students of photography at West Valley Training Centre, and I saw a picture that we would like to use in one of our sessions</p>	2	CO3
Q8.	<p>Define :</p> <p>a) Substantive Conflict</p> <p>b) Emotional Conflict</p>	2	CO4
Q9.	<p>i) Nonverbal communication skills are important to be a good communicator. (check one)</p>	2	CO2

	<p>a) True b) False</p> <p>ii) The objective of communication is</p> <p>a) control and management b) information and persuasion c) skill development d) All of the above</p> <p>iii) Downward communication</p> <p>a) Superior to superior b) Superior to subordinate c) Subordinate to subordinate d) Subordinate to superior</p> <p>iv) _____ channel of communication is called grapevine</p> <p>a) Vertical b) Horizontal c) Informal d) Y- network</p>		
Q10.	Write down your career objective?	2	CO4
<p>SECTION B</p> <p>Answer any 4 questions. Each Question Carries 5 marks</p>			
Q 1	How one can use Johari window for improving feedback. Explain	5	CO2
Q2	What are the goals in communicating bad news? What techniques you will suggest in controlling damage with disappointed customers.	5	CO3
Q3	You are management trainee with Global Best Company, you have been asked by your head (Teena) to find out the site for a company conference in the month of December in Singapore. She has given you a list. The list has some very interesting hotels. The boss asked you to write the draft body of the letter and show it to her. Write the draft.	5	CO4
Q4	Describe the writing Plan for a routine claim letter including following	5	CO3
	1. Opening		

	<p>2. Body</p> <p>3. Closing</p>		
Q5	. Define negotiation. What are the two basic kinds of negotiation?	5	CO4
<p>SECTION-C</p> <p>All questions carry 15 marks each</p> <p>Instructions: Read the following passage carefully and answer the questions that follow.</p>			
Q 1	<p>Q1. You, the sales manager for the Lake Sweets company are embarrassed. You received a claim from Technology Supply. After receiving the claim from Technology supply you checked your records. The claim is correct. You sent the company's 1244 customers for Diwali, 1 Kg packages instead of 2 Kg packages it ordered. You inspected the original order and 2 Kg sweets are clearly indicated. The price information clerk should have told the shipping clerk the size that was ordered, but apparently the clerk just made an error. You discuss the matter with the clerk and his shipping crew and instituted a procedure to double check all orders in the future. Such errors will not happen again. Your attention now turns to correcting the damage done to your relations with Technology Supply. You would like to keep this lucrative account; but now you will have to change its thinking about your company services. To do your best to regain the good will lost you conclude that you have no choice but to agree to technology supplies request to send to 1 Kg packages to each of the 1244 customers, by doing this, Lake sweets will face a small loss, but you think that it will profit in the long run. Also you will promise to send an explanatory letter with each gift package.</p> <p>A) What is the style of managing conflict that has been used in this case – evaluate.</p> <p>B) Write the body of the letter to the customer (Assume the name of the manager and any other information required)</p>	15	CO4 CO3
Q2.	<p>. Evaluate the following letter and write the improved Version</p> <p style="text-align: center;">4930 Winding Way Nepean ON K2P OH8</p>	15	CO3

	<p>December 10, 200x</p> <p>Captain Chicken, International 900 Western Highway Dallis Beach, ON K4A 1W6</p> <p>Gentlemen:</p> <p>I'm looking for a good way to invest some capital that I recently earned from a real estate transaction. I'm also interested in starting my own business, and I heard that Captain Chicken might be a good franchise for me.</p> <p>Can you answer some questions I have about this possibility? The most important thing is how much total investment is needed. If I don't have enough cash on hand, may I borrow some of the capital required? What is the length of the franchise contract? I'm also interested in what kind of support Captain Chicken provides its franchisees.</p> <p>Of course, I would not be interested in the franchise at all unless one were available within a reasonable distance from my home in Nepean, Ontario. Is there a training course for new owners, and if so, how long is it?</p> <p>I have many other questions, but this will get me started. Thanks for any information you can provide.</p> <p>Sincerely,</p> <p>Russell W. Re</p>		
--	---	--	--

SECTION-D
Attempt all Questions

<p>Q1.</p>	<p>The board of directors of a large courier company decided to do away with lengthy reports memos and other Material by way of hard copy. The whole net through a website and all important functionaries were given email ids to help them communicate through the server. It was also decided that all memos and intimations would be sent by email to all concerned and there would be no hard copies made. It took some time for everyone to get into their group and then the system started working really well. Information was shared and replies to various queries was sent and received via Email. The information traded between offices through mail and the mailboxes of</p>		
------------	---	--	--

	<p>various branches especially those who were the hub centres begin to overflow. Old data was deleted in need for fresh data to be stored; this became normal practice for the branches that had heavy mail traffic.</p> <p>The head office received a request from the Income Tax Department regarding a client. The data needed was regarding - letters packets couriered from the client's office to certain places and addresses they wanted a record for the last 3 years. The company had records for the last 3 years. It asked all its officers to give them the record pertaining to that particular customer. Some officers complied very quickly others were having certain problems which they had not and searched. Some officers had already erased records of the period 6 months prior to the date when the request was made. From the time there officers were fully computerized they had made their own norms regarding retention of old records. The head office had a lot of explaining to do for this lapse on the part of the officers some officers had had a failure in their back up. Power system and their data had been lost. This too had lead to serious problems in reconstructing the courier records of the client in question.</p> <p>The only records they had were the records of bookings made at the office this is what save the day for them all., on paper which came in handy in this situation.</p>		
Question a)	List the points for the memo.	5	CO3
Question b)	Draft a memo of the above case assuming that you are Technology officer and a submitting it to the vice president Technology	10	CO3
Q2.	<p>You have successfully prepared yourself for the career of your choice, the recruiters visiting your school has not yet offer you a job. Now you must look on your own., searching newspapers, pieces, announcements find following job which you like the most and it is in your domain</p> <p>Global leader in high Technology affect management needs individual to prepare proposals for clients. Person selected must be a team player 31 Hitech challenges in fast paced environment and possess a state of the art solution orientation excellent writing skills essential along with MBA degree and experience with various hardware software Technologies job includes</p>	15	CO3

	<p>coordinating appropriate person to define solutions and preparing program plans with cost estimation for clients.</p> <p>Write a cover letter for this position.</p>		
--	---	--	--

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2018

Course: Business Communication, Sem 1
Programme: MBA- BA/ET/AVM/PSM/GEN

Course Code – 7004

Time: 03 hrs.
Instructions:

Max. Marks: 100

SECTION A

S. No.	Objective Questions (2 marks each) Attempt all Questions	Marks	CO
	Statement of question		
Q 1	Create a clear statement out of the following a) A campus rally was attended by more than a thousand students. Five students were arrested by campus police for disorderly conduct, while several others are charged by campus administrators with organizing a public meeting without being issued a permit to do so. b) The subjects that are considered most important by students are those that have been shown to be useful to them after graduation. c) Although Bradley Hall is regularly populated by students, close study of the building as a structure is seldom undertaken by them. d) He dropped out of school on account of the fact that it was necessary for him to help support his family.	2	CO1
Q2.	Make it Gender Neutral a) If a customer pays promptly, he is placed on our preferred list. b) When an unauthorized employee enters the security area, he is subject to dismissal. c) A supervisor is not responsible for such losses if he is not negligent. d) When a customer needs service, it is her right to ask for it.	2	CO1
Q3.	Find the communication pattern as per Johari window for following characteristics	2	CO2

	<p>a) little feedback, no communication to subordinate or superior, withdraws from decision making, not willing to take risks by making decisions, concerned with self-protection than function effectively</p> <p>b) continual self-expression and refusal to accept feedback from others, believe they have all the correct answers, strive to emphasize their authority and dominance over others, friends and colleagues soon realize that only feedback confirming to a belief system is accepted</p>		
Q4	List any four barriers in communication.	2	CO1
Q5.	Define Grapevine. List four suggestions on controlling grapevine.	2	CO1
Q6.	Differentiate the writing plan of a bad news letter by a relationship oriented writer Vs a Efficiency oriented writer.	2	CO3
Q7.	<p>Define</p> <p>a) Functional Conflict</p> <p>b) Dysfunctional Conflict</p>	2	CO4
Q8.	Differentiate between functional and dysfunctional conflict.	2	CO4
Q9.	<p>i) The most important part of the letter is</p> <p>a) Respected Sir</p> <p>b) Ladies and gentlemen</p> <p>c) Dear Sir/ Madam</p> <p>ii) Upward communication</p> <p>a) Superior to superior</p> <p>b) Superior to subordinate</p> <p>c) Subordinate to subordinate</p> <p>d) Subordinate to superior</p> <p>iii) Reports from the subordinate to superior the takes the form of</p> <p>a) Face –to face</p> <p>b) upward</p> <p>c) Downward</p> <p>iv) Following are the examples of internal operational communication</p> <p>a) Customer feedback</p> <p>b) Advertisement</p> <p>c) Memo</p>	2	CO2

	d) Order to the supplier		
Q10.	Define Negotiation.	2	CO4
Section B			
Answer any 4 questions. Each Question Carries 5 marks			
Q 1	Describe any of the two models in detail: a) The Johari Window b) Schramm's Model c) Lasswell's model d) Mathematical model	5	CO2
Q2	What are the possible buffers on can use in writing a bad news? Mention the techniques of de- emphasizing a bad news	5	CO3
Q3	Describe the writing Plan for an Information Request 1. Opening 2. Body 3. Closing	5	CO3
Q4	Define Conflict. What are the various approaches to deal with conflict.	5	CO4
Q5	List suggestions for giving constructive criticism during a performance review when you need to be critical of an employee.	5	CO4
Section C			
All questions carry 15 marks each			
Q 1	Instructions: Read the following passage carefully and answer the questions that follow. You, the sales manager for the Lake Sweets company are embarrassed. You received a claim from Technology Supply. After receiving the claim from Technology supply you checked your records. The claim is correct. You sent	15	

	<p>the company's 1244 customers for Diwali, 1 Kg packages instead of 2 Kg packages it ordered. You inspected the original order and 2 Kg sweets are clearly indicated. The price information clerk should have told the shipping clerk the size that was ordered, but apparently the clerk just made an error. You discuss the matter with the clerk and his shipping crew and instituted a procedure to double check all orders in the future. Such errors will not happen again. Your attention now turns to correcting the damage done to your relations with Technology Supply. You would like to keep this lucrative account; but now you will have to change its thinking about your company services. To do your best to regain the good will lost you conclude that you have no choice but to agree to technology supplies request to send to 1 Kg packages to each of the 1244 customers, by doing this, Lake sweets will face a small loss, but you think that it will profit in the long run. Also you will promise to send an explanatory letter with each gift package.</p> <p>Question.</p> <p>1. Write the body of the letter to your head seeking her approval in following the course of action decided by you. (you may assume any information required)</p> <p>2. Is this negotiation distributive or integrative . Why</p>		<p>CO3</p> <p>CO4</p>
<p>Q2.</p>	<p>Evaluate the following letter and write the improved Version Customer Service Department HomeCo, Inc. 2508 Lathrop Avenue Edmonton, AB T4L 5G</p> <p>Gentlemen:</p> <p>In December I had a HomeCo water heater installed. The heater cost \$279.84, and the installation charges were \$101.35. When I received my bill, I noticed that an extra charge of \$20 had been added for a maintenance agreement. I paid the full amount of the bill except the \$20. Now I have received in the mail a maintenance agreement contract for that water heater.</p> <p>I did not sign any maintenance agreement, and I most certainly do not want such a service. I insist that this \$20 charge be removed from my bill; and, furthermore, I want this unneeded maintenance agreement voided. I'm furious</p>	<p>15</p>	<p>CO3</p>

	<p>that a company as large as HomeCo would have to make extra profits by pushing unwanted maintenance agreements off on unwary customers. I've done business with HomeCo for years. In fact, nearly all my major appliances were purchased from you. I'm very disturbed by this transaction.</p> <p>Please take care of this matter immediately. I don't know where this \$20 charge came from on my bill, but I do know what I'd like you to do with it.</p>		
--	---	--	--

Section D

Attempt all Questions

Q1.	<p>You have successfully prepared yourself for the career of your choice, the recruiters visiting your school has not yet offer you a job. Now you must look on your own., searching newspapers, pieces, announcements find following job which you like the most and it is in your domain</p> <p>Management trainee. Named by Fortune Magazine as one of the best places to work, king International Company uses share decision making and clear career paths so that employees can be productive and well rewarded. Challenging management training program requires candidates with good communication skills and high energy levels to be successful. Applicant must be computer literate and possess good interpersonal skills.</p>		
-----	---	--	--

	Write a cover letter for this position.	15	CO3
--	---	-----------	------------

Question 2)	<p>Last year the office information system department installed a Voicemail system. One of the features of this system is that users can now call over the telephone and dictate their correspondence and reports. All executives and R&D engineers below the rank of vice president use the system. 3 full time transcription is in the OIS department then transcribe the dictation using word processing software. Turnaround time is typically less than 5 hours.</p> <p>Yesterday Angela Harper transcriptionist told Department Head Eric Fox that she really wants to be able to spend more time with her 3 year old daughter. She asked about the possibility of job sharing. She has a friend Taruna who</p>		
-------------	---	--	--

	<p>has had extensive experience as a transcriptionist and who would also like to work half time. Angela could work from 8 a.m. until known daily, Taruna could work from one until 5:00 p.m. Eric has had difficulty finding workers, he does not want to lose Angela.</p> <p>On the plus side, if you accept Angela’s plan he will have highly qualified employees. If one employee is sick the other might be willing to cover for her. Two employees working half a day would probably be more productive than one employee working the entire day and any deficiency is in one employee might be compensated for by the other for example, if one employee is better at handling technical vocabulary such the dictation could be saved for her. On the negative side is the fact that there might be some coordination problems especially in the beginning, increase in fringe benefits, estimates are that the increase will be about 15%.</p>		
Q 1	List the points you should cover in the memo.	5	CO2
Q2	Write a memo to Daina Coleman recommending job sharing for this position because of sharing would be a new company policy.	10	CO2