

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH**  
**Vidyavihar, Mumbai- 400077**

**Program: PGDM-RM/FS/Comm (Batch 2017-19), Trimester-I**  
**Subject: Business Communication**  
**(End Term Examination)**

**Maximum Marks: 50**

**Duration: 3 Hours**

**Date : 22/09/2017**

**Instructions:**

- 1. Section I- Question Nos.1 & 2 is compulsory.**
- 2. From Section II- Attempt any three questions from Question Nos.3 to 7.**
- 3. Each Question carries 10 marks.**

**SECTION I**

**Question 1: Case Study - Jamie Turner at MLI, Inc**

**(Marks 10)**

From your study of the case 'Jamie Turner at MLI, Inc, what are the issues on Interpersonal Communication between Jamie Turner and his boss Pat Cardullo? Suggest effective interpersonal communication strategies to overcome the issues?

**Question 2: Analyze the following sentences that are parts of letters and address the C qualities of communication. State what qualities of communication do the sentences lack. Re-write the sentences and discuss how the changes you have made have improved them.**

**(Marks 10)**

- a. When all is said and done at the conclusion of this experiment, I would like to summarize the final windup.
- b. The expectations of the president for a stock dividend were accentuated by the domination of evidence that the company was in good financial condition.
- c. I really do not appreciate how your IT team ignores the requests of my team alone. My team is an important function in this organization too and we have our own IT requirement. Can you ensure that your team responds promptly to my team's requests hereon?
- d. "Hilltop Resort is the best resort. Do come to us on your next holiday."
- e. Further to our conversation today, I am attaching the plan for the first stage of the project. Hope the one week deadline is okay with you and your team. Let us meet tomorrow to discuss the product launch event. Please be there on time.

**SECTION II**

**Question 3: Discuss the following situations with appropriate justifications for your answer.**

**(Marks 10)**

- a. During a debate, a section of the opposite team's supportive audience keeps staring at the main speaker of a particular team without even blinking. What kind of non-verbal communication is taking place in this situation? What is the purpose for this kind of communication? What do you think the speaker should do in such a case while presenting his speech?
- b. There is a team meeting taking place in a very small room with 20 people. The seats are arranged very close to each other. There is no electricity and the windows are closed as it is an air conditioned office. What will be the effectiveness of communication in this scenario and why? State your reasons with respect to barriers to communication and non-verbal cues.
- c. A cover letter has many grammatical mistakes in it. The level of language is also not formal. What is the effectiveness of the letter? Which barrier is involved herein?
- d. Rakesh suffers from the problem of poor retention and is unable to recall important statistics at the review meeting. How will this affect the quality of his communication? State what barriers will this lead to and what may be his non-verbal signals.
- e. If someone requests you with a catapult posture (hands and elbows behind head) which is used to show intimidation, how will you interpret the request? Explain.

**Question 4: Case Study**

**(Marks 10)**

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!

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH**  
**Vidyavihar, Mumbai- 400077**

**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.

- a. Did Abhinav agree to the initial timeline requested by Rebecca? What might Rebecca be thinking about Abhinav? **(Marks 05)**
- b. What might Abhinav be thinking about Rebecca? How will this incident affect their future interactions? **(Marks 05)**

**Question 5:**

**(Marks 10)**

**Evaluate the effectiveness of the following letter written to the company's distributors for tone, conciseness, completeness, courtesy, correctness, and consideration and rewrite the letter with the necessary changes:**

Our new apartment-sized microwave oven means that young couples, retirees, and students can enjoy the convenience of microwave cooking. We have received your letter asking for an in-store demonstration for our microwave ovens during your upcoming tenth anniversary sale. Company policy prohibits our providing an in-store demonstrator for your tenth anniversary sale. You must realize how expensive it would be to supply an in-house demonstrator for anniversary sale such as yours!! As you may remember, for many years we provided in-store demonstrators for our line of microwave ovens! We did this for the reason that we felt that customers needed to be able to see the superb, spectacular results of our new browning element, which made microwaved food look as if it had just come from a regular oven. We discontinued this practice five years ago. We cannot supply demonstrators to you because of high costs attached. Do not seek support from us on this issue. Imagine the cost that will be incurred by the company if all our distributors started asking for such support. We cannot do this again and again at the present time. You will need to find other ways to do this.

**Question 6:**

**(Marks 10)**

**Write a brief memo, responding to this one:**

**MEMORANDUM**

To: (Your name), V.P. of Manufacturing  
From: Rajesh Sharma, Production Supervisor, second shift  
Date: Monday, September 18, 2017  
Re: Accidental spill

We recently experienced an accidental discharge of mildly toxic chemicals into the creek that runs past

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH**  
**Vidyavihar, Mumbai- 400077**

one of our plants. Although there have been a few complaints of contamination from downstream property owners, I don't think that the spill can be traced back to our plant. Besides, other nearby companies have been getting away with more serious abuses for years, so let them take the heat.

I am confident that this is a one-time occurrence, so let's not blow the whole thing out of proportion. If we were to have to pay for a cleanup, this would have a big impact on quarterly profits, and our shareholders wouldn't like that at all. Furthermore, in light of our recent efforts to promote an image of an environmental-friendly company, I say we should definitely keep quiet about this and let things die down. What do you think?

**Rajesh**

**Question 7:**

**(Marks 10)**

**Write a buffer opening and middle for the following brief provided:**

Assume the role of Sakshi Saxena, the leasing manager of Northern Plaza mall in New Delhi. You have decided not to renew the lease of T-shirts Plus, which operates a T-shirt decorating outlet in the mall. Thrice in the past thirteen months, the store's employees have left their heat-transfer machinery switched on after closing. Each time, the smoke activated the mall's smoke alarms and brought the fire department to the mall during the late night hours. Although no damage has occurred, your insurance agent warns that the mall's rates will rise if this situation continues.

The lease that T-shirts Plus signed five years ago specifies that either party can decide not to renew. All that is required is written notification to the other party at least 90 days in advance of the yearly anniversary of the contract date. By writing this week, you will be providing adequate notice. Convey this information to the store's manager, Harish Kumar.

\*\*\*\*\*