

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

MCA - SEM - I Batch (2016– 2019)
Subject: - Communication & Soft Skills
End Semester Examination

Date: 30/11/2016

Day : Wednesday

Maximum Marks: 30

Duration: 2 hrs

Note: (1) All questions are compulsory. (2) Marks for the question are indicated on the right.

Q1) Case Study Analysis (10)

Although many modern Japanese are not particularly conscious of their religious heritage, the Shinto religion is the origin of many rituals that survive today. From Shinto comes the concept of *kata*, or form -- the right way to do something. Those who have studied a martial art such as karate know about the painstaking, repetitive practice of *kata* (basic forms) which must be mastered before one even throws a punch.

In business, the importance of form can be observed in the attention that is given to correct procedure when Japanese exchange business cards. The prescribed way is a way that is the result of long tradition and experience, and therefore something to be mastered. When all members of society understand and conform to the *kata*, ambiguity is removed. This shared understanding breaks down when Japanese interact across cultures.

As an example, many Southeast Asian factory workers have been frustrated when their Japanese supervisors say, "Do it this way," without explaining why that way is best. If questioned, the Japanese may say, "Because I have thirty years of experience and I say you should do it this way."

Foreign businesspeople from results-oriented cultures are often baffled by the Japanese emphasis on form and process. An Indonesian businessperson in the clothing industry gave the example of a product that was returned by a Japanese customer because of one wrinkle. Frustrated by Japanese customers' rejection of semiconductors with cosmetic defects on the package, an American factory manager exclaimed, "If it works, what's the problem?" Cosmetic defects, to the Japanese eye, signal defects in process, which in turn indicate that the overall quality of a product may be low.

The importance of form in business customs can also be seen in the formality of initial meetings in the early stages of a business relationship or negotiation. Sometimes very little of substance is actually discussed in these meetings, but they are critical to getting off to the right start with a Japanese business partner.

Discuss the communication issues involved in the above case study. If you have a personal experience to justify your points, please use the example(s).

Q2) a) Explain the types of non-verbal communication. Give examples to support your answer. (10)

OR

b) Explain the importance of the use of visuals and formatting in effective communication.

OR

c) Analyse the effectiveness of the following samples of written communication:

- I. Neiman Marcus, the Dallas-based chain of department stores, has built much of its reputation on its responsiveness to customers. Here is how then-Chairman Richard Marcus replied to one customer's complaint:

Dear Ms. Klugman:

I am astonished to learn of the shoddy service you recently received from our Mail Order Department, and there is no excuse for the lack of response and discourteous conversation you had with a member of our Mail Order phone staff.

I'm asking Mr. Ron Foppen, senior vice-president and director of our Mail Order operation, to investigate this matter immediately, and he will personally contact you within a few days.

I apologize for any inconvenience and embarrassment we may have caused you, and trust that we will have the opportunity of serving you better in the future.

Yours sincerely,

Richard Marcus

- II. Amazon.com introduced its new on-line auction service in a letter with this closing note:

P.S. We've worked hard for many months to bring you Amazon.com Auctions and we're super-proud of it. As an Amazon.com customer, you're pre-registered for both buying and selling. I think you'll be surprised how easy it is to use. For a short time, we're also doing a promotion where first-time buyers receive a \$10 Amazon.com gift certificate. Please come and give it a look at www.amazon.com — just click the Auctions tab.

Q3) a) Explain the role of technology in modern communication. Does it enable better communication? Give examples to support your answer. **(10)**

OR

- b)** What are the various channels of communication in an organisation? Explain with examples.

OR

c) Do as directed:

- i. 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?
- ii. In a group meeting Amit keeps looking at the team leader while making his presentation. How effective is he in communication? Give reasons with respect to the non verbal cues involved?
- iii. Vrunda is slouching (shoulders are bent) as she delivers her presentation. She is pitching to a very important client. She also talks very softly during the entire presentation and during the question and answer session. The company rejected her pitch. Why do you think this happened? Discuss solutions.
