


Trim: June – Sep 24			
Maximum Marks: 50	Examination: ETE Exam	Date: 4 Nov, 2024	Duration: 02 hrs
Programme code: 14		Class: FY	Semester/Trimester: I
Programme: MBA – Sports Management			
College: K. J. Somaiya Institute of Management		Name of the department/Section/Center: General Management	
Course Code: 317P14C101		Name of the Course: Business Communication	
Instructions: 1. Question No 1 is compulsory. 2. Attempt any three questions from the remaining.			

Question No.		Max. Marks
1.	<p>Read the following case and answer the question given below:</p> <p>ADIDAS CANCELS RELEASE OF 'SHACKLED' SNEAKERS</p>  <p>Adidas is a German sportswear manufacturer and the largest sports clothing manufacturer in Europe. It is the second biggest sportswear manufacturer in the world, which, besides the well-known Adidas and Reebok brands of sports footwear, also produces products such as bags, shirts, watches, eyewear, and other sports and clothing-related goods. It was founded in 1948 by Adolf Dassler. Like other sports brands, the company is believed to enjoy high consumer brand loyalty due to its world-class quality and well worked-out marketing communication strategies. For instance, its "Adidas is all in' slogan aims to tie all its brands and labels together, presenting a unified image to consumers interested in sports, fashion, street music, and pop culture. Likewise, in the 1990s, the company had signed the iconic cricketer Sachin Tendulkar and sponsored the cricket bat he used. It had even created a new bat, "Adidas Master- Blaster Elite', personalized for him. The company is endorsed by a number of Indian cricketers such as Sachin Tendulkar, Virender Sehwag, Suresh Raina, Ravindra Jadeja, and Rohit Sharma. In 2012, in the much-hyped Indian Premier League (IPL), it was the official apparel sponsor of three teams-Mumbai Indians, Delhi Daredevils, and Pune Warriors.</p> <p>The company was in the news over a controversy that one of its ads had created. On 14 June 2012, Adidas had posted on its Facebook page a picture of 'JS Roundhouse Mids", a pair of sneakers in purple and gray with attached short shackles that bore the company's name, with a caption which read 'Got a sneaker game so hot you lock your kicks to your ankles?" The picture was of the planned shoe line that the company had intended to release late in August the same year with a price tag of USD 350.</p>	<p>7</p> <p>6</p> <p>7</p>

	<p>The images in the post quickly caused a controversy. Many people, including Reverend Jessie Jackson, protested. He was quoted as saying:</p> <p><i>For Adidas to promote the athleticism and contributions of a variety of African-American sports legends especially Olympic heroes Wilma Rudolph and Jesse Owens and boxing great Muhammad Ali and then allow such a degrading symbol of African-American history to pass through its corporate channels and move toward actual production and advertisement, is insensitive and corporately irresponsible.</i></p> <p><i>The attempt to commercialize and make popular more than 200 years of human degradation, where blacks were considered three-fifths human by our Constitution is offensive, appalling and insensitive.</i></p> <p><i>These slave shoes are odious and we as a people should be called to resent and resist them. If put into production and placed on the market, protests and picket signs will follow. Adidas cannot make a profit at the expense of commercialized human degradation.</i></p> <p>Shortly after the outcry the German sportswear maker cancelled the shoes on 18 June and responded to the criticism, first with the statement:</p> <p><i>The JS Roundhouse Mid is part of the Fall/Winter 2012 design collaboration between Adidas Originals and Jeremy Scott. The design of the JS Round-house Mid is nothing more than the designer Jeremy Scott's outrageous and unique take on fashion and has nothing to do with slavery.</i></p> <p><i>Jeremy Scott is renowned as a designer whose style is quirky and lighthearted and his previous shoe designs for Adidas Originals have, for example, included panda heads and Mickey Mouse. Any suggestion that this is linked to slavery is untruthful.</i></p> <p>As this statement given by the company did not resolve the controversy, Adidas tried again and cancelled the shoe release saying:</p> <p><i>Since the shoe debuted on our Facebook page ahead of its market release in August, Adidas has received both favourable and critical feedback. We apologize if people are offended by the design and we are withdrawing our plans to make them available in the marketplace.</i></p> <p><u>Source:</u> Business Communication, Shalini Verma, Vikas Publishing House Pvt Ltd., Pg 163</p> <p>Case Discussion Questions:</p> <p>a. What is your view of the Adidas ad on 'Shackled' Shoes? What do you think has gone wrong in its communication both verbal and non-verbal?</p> <p>b. Do you see the Adidas ad on "Shackled' Shoes as racist, harmless, or something else?</p> <p>c. What might have been a better response to the controversy?</p>	
2.	Based on your experience during the semester discuss the essentials of an effective business presentation.	10
3.	<p>Read the scenario carefully. Based on the dialogue, explain any two communication barriers. Mention the type of the barrier and give specific examples to justify your statement.</p> <p>It is Friday evening. Though there is some urgent, pending work, Team A wants to leave and then come back to work on Saturday morning. Team B's work depends on Team A. Team B wants to stay back late and finish the work, so they can avoid coming in on Saturday.</p> <p>Read this conversation between the managers of Team A and Team B.</p> <p>Manager - Team A: We are all tired. We cannot work late today. We will come in on Saturday morning.</p> <p>Manager - Team B: But on Saturday morning we have to play our cricket match. It is the final game.</p> <p>Manager - Team A: We cannot work now. We will finish the work only on Saturday morning. Your team can come in after the match and do what they have to. Why should we work when we are so tired? Is the cricket match more important?</p> <p>Manager - Team B: The cricket match is important to us. On Saturday evening we have to attend our teammate's wedding. We are ready to stay late today and work. Why are you not co-operating with us?</p>	10
4.	<p>Write an appropriate e-mail for the following scenario.</p> <p>You head a small firm consisting of 100 employees. Most of your business comes from a large manufacturing concern, Multigear Pvt. Ltd. Usually, you raise an invoice for your services and Multigear clears it within 45 days.</p>	10

	<p>There is an unexpected delay this time. An invoice that was raised 70 days ago has not yet been cleared. Your employees have been following up with Multigear's accounts department. They have not received any concrete response or an assurance on when the payment is going to be made.</p> <p>Write an e-mail to the head of Multigear's accounts department.</p>	
5.	<p>Explain how the following contribute towards effective communication:</p> <ul style="list-style-type: none">a. Politenessb. Clarity of purposec. Feedbackd. Attentive listeninge. Control of emotions	10