

Trim: June – Sep 24		
Maximum Marks: 50 Examination: ETE Exam Date: 04-11-24 Duration: 02 hrs.		
Programme code: 06	Class: FY	Semester/Trimester: 1
Programme: MBA-Healthcare Management (Batch 2024-2026)		
College: K. J. Somaiya Institute of Management	Name of the department/Section/Center: MBA	
Course Code: 317P06C101	Name of the Course: Business Communication & Report Writing	
Instructions: Question No 1 is compulsory Select any 3 from Question 2 to Question 5		

Question No.		Max. Marks
1	<p>There had been several complaints against a suburban branch of Pioneer Bank relating to poor customer service and indifferent employee attitude. The Head Office of the bank decided to send Ms. Priti Paul, a consultant, to visit the branch, make observations, and submit a report. The consultant visited the branch on a busy Monday morning. Before discussing with the customers and the staff, she decided to stand in a corner and observe the activities on her own.</p> <p>Her careful observations revealed the following:</p> <ol style="list-style-type: none"> 1. The signage of the bank name outside the bank looked shabby with some letters missing. 2. The security guard was standing in a corner of the banking hall leaning against the wall and was busy with his mobile. 3. The clerks at the counters seldom raised their heads while dealing with customers. 4. The person at the 'Help Desk' was reclining on a chair and was staring at people in an embarrassing manner. 5. The cashier called out token numbers in a low shrill voice and handed out the cash with a grim, unpleasant face. 6. The customers had to reach the cash counter by walking in-between the tables of two clerks and the cash window was quite high. 7. The lady clerk who opens new accounts had an unkempt appearance and kept her eyes half closed. 8. The manager sitting inside his cabin was speaking on his cellphone most of the time and quite often ignored the ringing of the landline phone. His top shirt button was missing, and he was wearing soiled sandals. 9. The banking hall was dimly lit as two of the five bulbs had fused. 10. The telephone on the accountant's table was ringing constantly since he was busy talking to a VIP customer. <p>When the consultant finally walked into the manager's cabin and introduced herself, the branch manager gave her a limp handshake and slumped on his chair. The consultant interpreted each non-verbal message coming from the branch manager, the staff, and the organizational body language and incorporated them in her report.</p> <p>Questions:</p> <ol style="list-style-type: none"> a. Put yourself in the role of the consultant and list out all non-verbal messages coming from the staff members. How do you interpret the manager's body language? b. Describe how the situation in the branch could be made positive. 	20
2	<p>The covering letter accompanying a resume is an important piece of Communication. Draft a covering letter in response to an announced job opening which showed a lot of interest in you?</p>	10
3	<p>You travelled to Delhi via ABC Airlines last week. You selected a vegetarian meal but were offered a non-vegetarian meal. The records with the flight attendant said that you ordered a non-vegetarian meal itself. Based on your experience write an email to hrmanagere@abcairlines.com to file the complaint and request a refund. When you deliver the bad news, what techniques can help soften the impact? Do you think a buffer needs to be used in this situation, If yes why?</p>	10

4	Successful communication depends on the common ground between you and your audience. Describe the ways to adapt your message to audience? Use the 7 Cs of Communication.	10
5	Explain how empathy plays an important role in both oral and written communication.	10