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| **Semester: II**  **Maximum Marks: 50 Examination: Examination Date: 27 July, 2024 Duration: 2.5 Hrs** | | |
| **Programme code: 18**  **Programme: MBA for Working Executives** | **Class:** FY | **Semester/~~Trimester~~:** II  **Batch I (2023-24)** |
| **College:**  **K. J. Somaiya Institute of Management** | **Name of the department/Section/Center: General Management** | |
| **Course Code: 117P18C204** | **Name of the Course: Business Writing & Communication** | |
| **Instructions:**   1. **Questions 1 & 2 are compulsory.** 2. **Attempt any two questions from the remaining questions.** | | |

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| **Question No.** |  | **Max.**  **Marks** |
|  | **Read the following situation and answer the questions given below:**  As Amit prepared to leave the offices of OS UK, he felt a tinge of sadness. Today is his last day at the office and he will be taking the morning flight to India the next day. It was an assignment which was supposed to have lasted for 18 months, but here he was, leaving at the end of just six. He was being sent back because of ‘discipline’ issues. Amit was not sure if he really deserved the punishment or if he was a victim of racism.  Language and accent were not the only issues. Amit used to bring his own lunch which he heated in the common kitchen. The strong aroma of Indian food brought forth many comments from the clients and colleagues. Most would appreciate the aroma but many would hurriedly excuse themselves from the kitchen. Gradually, Amit could sense that there was something wrong, as none of the clients on his floor would join him at lunch. Amit also became aware that some people actually avoided him and were a bit reluctant to help him out with project issues. Maybe, he took a long time understanding or maybe, they just did not like talking to him. There was a particular group who made their dislike for him obvious. Once he found them discussing cricket and Amit could not stop himself from joining the discussion. They listened for a while but suddenly changed the topic of their discussion to rugby. Amit was left wondering if he had said something wrong.  Things reached a boil when one of the employees of OS, Simon C, spoke to Amit in a singularly derogatory way. It was raining heavily that day and Amit had brought his trusted pink umbrella to office. As he was about to leave for home, he noticed a group of people chatting and laughing. He could sense that the joke was about him. As he passed them, Simon remarked in jest “It seems you Indians have a peculiar taste when it comes to colour. Only sissies have pink umbrellas in our country.” This was the last straw. Amit literally exploded. He called Simon a ‘racist pig’ and threatened to sue the company.  Next morning, this was big news. Russell was very upset that Amit had used such strong language. He called Amit and asked why he said what he did and also why he was kept in the dark if Amit had issues with the team members. The matter was escalated to the OS Project Manager, who in turn escalated it to the OS HR head in the UK. The decision was swift. Amit should leave before the week was over. Amit felt victimized. It was not just the racism at the workplace which bothered him; his own company’s lack of empathy shocked him.   1. **Identify the various issues related to cultural communication in this case.** 2. **What would you do in Amit’s place? Explain your choice(s).** 3. **Write an e-mail from Amit to his company explaining his viewpoint and justifying his reactions in the given situation.** | **(05)**  **(05)**  **(10)** |
|  | The management of a textile mill in Ahmedabad was surprised that though it insisted on a high level of education among its supervisors and junior officers (many of them were “foreign returned”) production was falling and there were many labour problems, while a rival mill which had employed local men as its supervisors and officers was doing very well. An expert in management was consulted and he reported that the chief cause of poor production and labour problems was that the Gujarati speaking workers were in awe of the English speaking officers and were very reluctant to approach them with their problems or difficulties. Also instructions given in English and broken Gujarati were not understood by the workers, and their queries and suggestions were not understood by the seniors.  **Identify any two problems in the above situation and suggest solutions.** | **(10)** |
| **3.** | **For each of the following situations given below, identify the direction/type of flow of communication. Choose the most appropriate medium of communication for each situation and give reasons for your choice.**     1. The President of Expert Engineering Corporation has just come back from his international tour and wishes to share some important information with everybody in the company. 2. Your close friend and fellow officer Mr. Mehra wants to share with you, in the company canteen, some unhappy incident that occurred this morning. 3. As a director of Internal Communication, you want to convince the top management of the need for a company newsletter. 4. The supervisor of the production unit of a company needs some immediate clarifications from his manager on a proposal he has to submit. 5. As a marketing manager you want to help employees understand the company’s goals and its attitudes towards workers. | **(10)** |
| **4.** | **Evaluate the following letter for tone, consideration, conciseness, correctness, and organization.**  **Rewrite the letter incorporating the necessary changes.**  Dear Mrs.Pradhan  Your long and shabbily hand written complaint letter dated 18th September 2018 has been received by our department and the contents have been noted.  Our department receives dozens of complaints every week, and if we receive such lengthy complaints, all our time will be spent only in reading such complaints. Just think how damaging this will be to our productivity!  After going through your very lengthy letter, I note that you are making a claim for the repairs to the refrigerator purchased from us. We refuse the claim for the following reasons:   1. The original bill that you attached is soiled and barely readable. Are you sure that it has been purchased from our outlet? 2. The warranty is for six months and your letter has reached us one day late, yesterday being a holiday for our company. Surely, you could have sent it by courier. 3. As a rule, we expect typed complaints instead of difficult-to-read handwritten complaints. 4. From what you stated in your letter, it is clear that the problem with the refrigerator started three months back, but you have reported only now. 5. My department has no powers to consider such claim cases and only our Customer Relations can pass such claims. 6. I hope you will understand the circumstances under which my department is declining the claim. 7. We are happy to state that we make it a point to respond to every complaint within 48 hours.   Always assuring you of our best services.  Sincerely  Mohan Apte  Manager- Complaints | **(05)**  **(05)** |
| **5** | **Write short note on: (any two)**   1. Halo Effect 2. Empathy in Communication 3. ‘Concreteness’ as an important attribute of communication | **(05)**  **(05)**  **(05)** |