

<b>Name:</b>	
<b>Enrolment No:</b>	

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, December 2018**

**Course: Executive and Business communication**  
**Programme: MA Economics**

**Semester: I**  
**CC:HRES 7006**

**Time: 03 hrs.**

**Max. Marks: 100**

**Instructions: Read carefully all the instructions in all sections before you answer**

**SECTION A**  
**Answer all questions**

S. No.		Marks	CO
Q 1	What is the role of encoding and decoding in the communication process?	2	CO1
Q2	Describe the „frustration” concept in motivation!	2	CO2
Q3	What is the role of memory?	2	CO2
Q4	Can we save time by using visual aids?	2	CO3
Q5	Which are the possible objective to use group discussions in communication?	2	CO1
Q6	If management cannot eliminate rumours entirely then what should it do?	2	CO1
Q7	What can be a semantic barrier in communication ?	2	CO3
Q8		2	CO3
Q9		2	CO1
Q10		2	CO1

**SECTION B**  
**Answer any four**

Q 1	Which are the six steps (or stages) of communication? Explain Briefly.	5	CO4
Q2	What is the meaning of this sentence: „Seeing is believing.”	5	CO1
Q3	Compare the oral and written channels of communication!	5	CO4
Q4	Describe the most important duties of a discussion leader!	5	CO4

Q5	Explain Effective Communication. With example.	5	CO5
<b>SECTION-C</b>			
<b>Answer any two questions</b>			
Q 1	List the characteristics of communication! Explain with real life example.	15	CO5
Q2	What's your understanding of Business Communication ? and how critical is the need of getting it right?	15	CO4
<b>SECTION-D</b>			
Q1	<p>A well-known media conglomerate recently had a serious incident when one of their customer service representatives changed a customer's name from "John Smith" to "A!@hole Smith" (not the customer's actual name) after a heated phone call. This incident went public and caused a wave of bad press for the company. Likely, the company also had legal ramifications from this incident, though they were never made public.</p> <p>The company immediately engaged Inversoft to solve this problem.</p> <p><b>IMPACT</b></p> <p>Incidents like these cost corporations millions of dollars each year in litigation and payouts. eLawForum estimates the total cost of litigation for Fortune 500 companies to be equivalent to one-third of the after-tax profit. This means that a company with \$1 Billion in after tax profit will have as much as \$333 Million in total litigation costs.</p> <p>Problems with profanity in customer communications can have a substantial impact on revenue for any company. Furthermore, most B2C companies understand that customer satisfaction is crucial to the success of the business.</p>	30	CO5
Q1.	Suggest a Solution to the company for better communication.		
Q2.	What are the different ways of Business communication can be used to alter this kind of problem in future?		