

Name:  
Enrolment No:



**UNIVERSITY OF PETROLEUM & ENERGY STUDIES**  
**End Semester Examination (Online) – July, 2020**

**Program: BBA**  
**Subject/Course: Business Communication II**  
**Course Code: HUMN 1002**

**Semester: 2nd**  
**Max. Marks: 100**  
**Duration: 3 Hours**

**IMPORTANT INSTRUCTIONS**

1. The student must write his/her name and enrolment no. in the space designated above.
2. The questions have to be answered in this MS Word document.
3. Out of 6 Questions, the students are required to attempt any 5.
4. After attempting the questions in this document, the student has to upload this MS Word document on Blackboard.

		<b>Marks</b>	<b>COs</b>
Q.1	<p>You are senior executive in an MNC, that has offices in major cities of the world like Bombay, London, New York, Beijing, Jakarta, Tokyo and many others. The organisation manufactures and distributes electronic gadgets to local and international clients, The number of the customers to whom it caters is more than 1 million. The work force of the MNC is 5000 employees worldwide. The head office is based in Tokyo. Serving to such a massive clientele, the organisation is facing several communication challenges, including:</p> <ol style="list-style-type: none"><li>1. Ineffective use of social media such as blogs, wikis, social networks to support teams in sharing ideas, building knowledge bases and task management.</li><li>2. Lack of quality feedback from clients on ways to improve product quality and service delivery</li><li>3. Misunderstandings and lack of trust based upon intercultural communication issues in different contexts.</li></ol> <p>Your manager has asked you to develop strategies and plans to improve communication at all levels.</p> <p>Q1. Discuss elaborately the communication barriers that they are facing. Q2. To overcome these barriers, what strategies will you undertake in order to improve their organizational communication?</p>	20	CO3

Q.2	<p>You recently ordered food Online from a favorite restaurant near you, but the service was not up to the mark. As the delivery boy made you wait for one hour, he was not very familiar with the city so you provide him directions all the way. Furthermore, his unprofessional attitude made you lose faith in the claims made by the company. He had not even taken the necessary precautions that are mandatory in the times of Corona. Express and draft a letter about your dissatisfaction towards Swiggy.</p>	20	CO2
Q.3	<p>Businesses today are doing more outsourcing than ever before. For any organization you know, select two problems from the list given below:</p> <p>Internet misuse, inefficient payroll practices, poor handling of customer orders, poor use of sales staff, or poor telephone techniques.</p> <p>Assume that the boss has asked you, as a consultant, to either solve the problem or study it and tell the organization what to do. Prepare a proposal describing your plan to solve the problem or perform a service. Describe how much you will charge and what staff you will need. Send your letter proposal to your boss.</p>	20	CO4
Q.4	<p>As the marketing chief of Raymond Garments, you visited Europe to explore the possibility of entering the European market. You found that the company's garments were criticized for dull colours, and limited range of sizes. Write the executive report to the company's directors, recommending the changes to be made in the product design to enable the entry into European markets.</p>	20	CO4
Q.5	<p><b>Convert these MLA style entries into APA Style:</b></p> <ol style="list-style-type: none"> <li>1. Bond, Ruskin. <i>The Book of Nature</i>. New Delhi: Penguin. 1995. Print.</li> <li>2. Wordsworth, William. <i>The Solitary Reaper</i>. Wales, Cambridge University Press, 1989. Print.</li> <li>3. Frost, Robert. <i>Christmas Trees</i>. Catherine Jones Books, 2010. Print.</li> <li>4. Plath, Sylvia. <i>Advice From the Experts</i>. Chicago University Press. 1980. Print.</li> <li>5. Olwin, George, &amp; Rubina Morrison. <i>The Summer I was Sixteen, To Help The Monkey Cross The River</i>, 2015, 18-20. Print.</li> </ol>	20	CO1

	<p>6. Boland, Waine C., Grennan G. Chris, and Joseph M. Williams. <i>The Craft of Research</i>. 2<sup>nd</sup> ed. Chicago: U of Chicago P, 2006. Print.</p> <p>7. Donald, Hall. "Protecting the Troops from England: An Episode in Partnership." <i>The Hamilton Review</i> 15 (1995): <b>87-95</b>.</p> <p>8. Francis, Robert. "Poetry: The Music of Life." <i>International Journal for Poetry</i>, Vol. 130, issue no. 2, 2001, <a href="http://www.wordpress.com/article/poetry">www.wordpress.com/article/poetry</a>. Accessed 7 Jan 2010.</p> <p>9. Wallace, Tony. <i>A Survey of Musical Instruments</i>. New York: Harper, 1975.</p> <p>10. Mathews, W. J. "Developmental model of intercultural sensitivity". <i>The International Encyclopedia of Intercultural Communication</i>, (2017) 1-10</p>		
Q6.	Persuasive business letters use a tone which runs through the whole message and most of the times, the effect is very positive. How do you think this style is different from simple business writing? Critically examine the efficacy of persuasive writing.	20	CO2

**ANSWERS**