

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2020

Course: English

Program: BBA (AVO)

Course Code: HUMN1002

Semester: IV

Time 03 hrs.

Max. Marks: 100

Instructions:

Attempt all question. Write answers in your own words as far as possible.

		Marks	CO
Q 1	<p>Q1. 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">1. Ineffective use of social media such as blogs, wikis, social networks to support teams in sharing ideas, building knowledge bases and task management.2. Lack of quality feedback from clients on ways to improve product quality and service delivery3. Misunderstandings and lack of trust based upon intercultural communication issues in different contexts. <p>Your manager has asked you to develop strategies and plans to improve communication at all levels. In order to complete this task, what strategies you will undertake in order to improve their organizational communication and subsequently remove the barrier of communication among different cultures.</p>	20	CO2
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. Express and draft a letter about your dissatisfaction towards Swiggy.</p>	20	CO2

Q.3	The best institute of technology and science in Bombay decides to conduct an online examination for about 50,000 graduates in India for their selection to post graduate degree programmes and invites proposals from various consultancy firms. As a CEO of Avenues Consultants Ltd., Banaglore, respond to this request through a business proposal.	20	CO3
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Q 4	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.	20	CO3

<p>Q 5</p>	<p>Q5. Given below are few reference entries in MLA and APA style as indicated in the bracket. Rectify the errors.</p> <ol style="list-style-type: none"> 1. Williams, J. H. Employee engagement: Improving participation in safety. <i>Professional Safety</i>, 53(12), p. 40-45 (2008). (APA) 2. Keller, Tony, Cusick, G. R., & Courtney, M. E. Approaching the transition to adulthood: Distinctive Profiles of Adolescents Aging out of the Child Welfare System. <i>Social Services Review</i>, 81, 453- 484. (2007). (APA) 3. Klaphake, Elizabeth. (1999). <i>My Life as an English Professor</i>. Bellevue Nebraska: Bellevue University Press. (MLA) 4. Gordin, Martin. (2012). <i>The pseudoscience wars: Immanuel Velikovsky and the birth of the modern fringe</i>. Chicago, IL: University of Chicago Press.(APA) 5. Wolinsky, H. “The Blue-Eyed Anomaly.” <i>Ancestry</i>, vol. 27, no. 1, Jan.-Feb. 2009, pp. 58-69.(MLA) 6. Downing, L., Carter, J. C., & McManus, T. <i>Students in our midst</i>. Toronto, Canada: Doubleday. (2007). (APA) 7. Tranquilli, Alice, Mazzanti, L. and Emanuelli, M. 2014. Female foetuses are reactive when mother eats chocolate. <i>The Journal of Maternal-Fetal & Neonatal Medicine</i>, 27(1), 72-74. (APA) 8. McKenzie, Martin, Hayes, and Forsyth, S. Explaining the complexities and value of nursing practice and knowledge. In I. Morley & M. Crouch (Eds.), <i>Knowledge as value: Illumination through critical prisms</i> (pp. 209-224). Amsterdam, Netherlands: Rodopi. (2008). (APA) 9. Dickens, C. <i>Great Expectations</i>. New York: Dodd, Mead, Print. 1942 (MLA) 10. Boughton, M., & Halliday, L. (2008). A challenge to the menopause stereotype: Young Australian women's reflections of 'being diagnosed' as menopausal. <i>Health & Social Care in the Community</i>, 16(6), 565-572. (APA) 	<p>20</p>	<p>CO3</p>
<p>Write your answers here. OR you may write it under every question header.</p>			

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