

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, December 2023**

**Course: Business Communication & Ethics**

**Program: MCA**

**Course Code: HRES 7018**

**Semester: I**

**Time: 03 hrs.**

**Max. Marks: 100**

**Instructions: Attempt all the sections**

**SECTION A**  
**5Qx4M=20Marks**

**Attempt any 5 questions**

S. No.		Marks	CO
Q 1	Draw a communication model with reference to its process.	4	CO1
Q 2	<b>State true or false:</b> <ul style="list-style-type: none"><li>We must avoid fig position while giving Presentation.</li><li>Hands inside the pocket demonstrate confident demeanor.</li><li>Business gaze is looking between fore-head, eyes and nose.</li><li>Twister handshake demonstrates warmth.</li><li>Push off hand shake conveys that you should stay in your limits.</li><li>Pointing fingers while talking is a positive body language.</li><li>Body language communicates the least and words most, according to Albert Mehrabian survey</li></ul>	4	CO1
Q 3	<b>Dining etiquette and Work place etiquette:</b> <ul style="list-style-type: none"><li>When you keep fork and knife crossed on a plate. What does it imply?</li><li>What is the full form of PEEP?</li><li>What do all capital letters convey in a mail?</li><li>What does BMW mean?</li></ul>	4	CO1
Q 4	What are Personal Ethics and how are they different from Professional Ethics? Give one example each of Personal and professional ethics.	4	CO2
Q 5	What are the characteristics of Fair and Justice Approach Theory. Explain with example?	4	CO2
Q6	What various aspects will you cover in writing the minutes of the meeting?	4	CO2

**SECTION B**

**4Qx10M= 40 Marks**

**Note: Attempt any 4 questions**

Q 1	<b>Change the following into polite and courteous phrases:</b>	<b>10</b>	<b>CO3</b>
-----	--	-----------	------------

	<p>1.You have been coming to work late all week</p> <p>2.You can never do anything right.</p> <p>3.I cannot process this file as, the documents are not complete.</p> <p>4. Your work is not up to the mark. Fix it!</p> <p>5. You did not submit the report on time. Where is it?</p>		
Q 2	As an MCA fresher, write a professional cover letter for a multinational company operating in IT project management, highlighting your organizational, marketing and computer skills and any other skills which you feel are best suited for the job.	10	CO3
Q 3	<p>Use the Paired Comparison Analysis to identify and rank the top sportswear brand from the given 5 names for the Indian Women cricket team.</p> <ul style="list-style-type: none"> <li>• Reebok</li> <li>• Puma</li> <li>• Under Armour</li> <li>• Nike</li> <li>• New Balance</li> </ul>	10	CO3
Q 4	<p>Your colleague, has been making a lot of mistakes which is impacting your work, as you both are working as a team. You want to convey to her directly however, you see resistance from her as she is a diligent and sensitive worker.</p> <p>Write an email using the indirect message to convey her mistakes to her. Use the Burger Theory of Feedback to help her improve.</p>	10	CO3
Q5	<p>You are working in sales department. A customer bought an expensive TV, made partial payment and promised to come back with the balance payment.</p> <p>Since he was an old client, you let him go with the product. Now, you have been told that two months have gone and he has not come back with the balance payment and is not even answering calls and the routine and enquiry mails that were sent to him.</p> <p>Write an Ultimate Collection letter to a client regarding the balance payment.</p>	10	CO3
<p><b>SECTION-C</b></p> <p><b>2Qx10M=40 Marks</b></p>			
<p><b>Note: Attempt all the questions</b></p>			
Q7.	<p>You want to deliver a perfect pitch for the sales department. Based on the ABCDE model, explain the following:</p> <ul style="list-style-type: none"> <li>• What is the purpose of the Presentation?</li> <li>• What all will you consider to bridge the gap between the audience?</li> </ul>	20	CO4

	<ul style="list-style-type: none"> <li>• How will you create the content?</li> </ul>		
Q8.	<p><b>Q1. How would you introduce the following: (Write it in dialogue format)</b></p> <ol style="list-style-type: none"> <li>a. Your Professor to your parents</li> <li>b. A Senior Manager, Sanjeev Sharma to the Vice President, Rupinder Kaur.</li> </ol> <p><b>Q2. According to six thinking hats which hat represent the following statements? Do as directed.</b></p> <ol style="list-style-type: none"> <li>a. I just do not think that idea will work. ' I have a good feeling about doing it this way. ' I have got a hunch that demand for this product is about to fall.' <b>(Change this dialogue according to White hat thinker)</b></li> <li>b. 'They could all go to the grocery store and spend quality time together and make memories cooking while also saving money. <b>(Change this dialogue according to Black Hat thinker)</b></li> </ol> <p><b>Read and explain.</b></p> <ul style="list-style-type: none"> <li>• Rohit believes he gets along great with his colleagues at work, but if you were to ask any of them, they would say that Jack is “intimidating” and “very intense.” Rather than just look at you, he seems to devour you with his eyes. And if he takes your hand, he lunges to get it and then squeezes so hard it hurts. Rohit is a caring guy who secretly wishes he had more friends, but his nonverbal awkwardness keeps people at a distance and limits his ability to advance at work.</li> <li>• Jyoti is attractive and has no problem meeting eligible men, but she has a difficult time maintaining a relationship for longer than a few months. Jyoti is funny and interesting, but even though she constantly laughs and smiles. Her shoulders and eyebrows are noticeably raised, her voice is shrill, and her body is stiff. Being around Jyoti makes many people feel anxious and uncomfortable. Jyoti has a lot going for her that is undercut by the discomfort she evokes in others. Whenever anyone had something to say, Jyoti was always ready with wild eyes and a rebuttal before anyone could finish one’s thought. People soon started avoiding her. She loses out at work for the same reason.</li> <li>• Both are smart, well-intentioned people struggle in their attempt to connect with others. The sad thing is that they are unaware of the nonverbal messages they communicate.</li> </ul>	5X4=20	CO4

	<p><b>Q3. Elicit the non-verbal messages the above-mentioned people are giving and how is it impacting people around. (5x2)</b></p>		
--	---	--	--