

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End-term Examination, December 2019

Course: Business Communication
Programme: MBA (logistics and supply chain management)
Course code: HRES 7004

Semester: I
Time: 03 hrs.
Max. Marks: 100

Instructions:

SECTION A

S. No.	Attempt all of the following, each question carry two marks.		
Q 1	Favored technique for resolving conflict is a. Conciliation b. Negotiating c. Removal of participants d. All of the above	2	CO 1
Q 2	ZOPA stand for... a. Zonal of Potential Agreement b. Zone of Potential Agreement c. Zone of Potential Assessment d. Zone of Potential Authority	2	CO 1
Q 3	Least favorable point at which one will accept a deal a. Reservation price b. Least price c. ZOPA d. least price	2	CO 1
Q 4	BATNA stands for.. a. Best alternative to a negotiated Approval b. Best alternative to a negotiated Agreement c. Best access to a negotiated Agreement d. None of these	2	CO 1
Q 5	It takes place whenever two or more people interact & exchange messages or ideas a. Interpersonal communication	2	CO 1

	<ul style="list-style-type: none"> b. Intrapersonal communication c. Transpersonal communication d. None of these 		
Q 6	<p>I win you lose situation comes under?</p> <ul style="list-style-type: none"> a. Compromise b. Competition c. Collaborate d. Accommodate 	2	CO 1
Q 7	<p>I lose or give in situation comes under?</p> <ul style="list-style-type: none"> a. Competition b. Collaborate c. Accommodate d. Compromise 	2	CO 1
Q 8	<p>We both win situation comes under?</p> <ul style="list-style-type: none"> a. Competition b. Collaborate c. Accommodate d. Compromise 	2	CO 1
Q 9	<p>As per Newman and Summer Communication is the Exchange of.....</p> <ul style="list-style-type: none"> a. Facts b. Opinion c. Emotions d. all of the above 	2	CO 1
Q 10	<p>_____ is widely used for human relations and leadership training</p> <ul style="list-style-type: none"> a. Business games b. Role play c. Simulation d. Case study method 	2	CO 1
<p>SECTION B Attempt any Four</p>			
Q 1	How would you explain a complicated technical problem to a colleague with less technical understanding?	5	CO2
Q 2	What is difference between resume and CV and biodata?	5	CO3

Q 3	What are the different steps of report writing?	5	CO2
Q 4	Do you prefer written or verbal communication? Justify.	5	CO3
Q 5	How have you handled working under someone you felt was not good at communicating?	5	CO3
SECTION-C Attempt all three			
Q 1	The concept of 7 C's of Effective Communication first appeared in business, where time is precious and there is no room for mistakes done out of misinformation. The 7 C's stand for seven essential principles of communication starting with the letter C. Each one represents a requirement that the message should meet to be effective. How do you apply these principles to your communication to ensure that your message will be in sync with the recipient's understanding and free from ballast?	10	CO4
Q 2	Imagine you are the managing director of a full service restaurant. One day you receive a complaint letter from a guest reporting s/he was not satisfied with the follow up regarding their criticism of being overcharged in one of your restaurants. a) Why was the complaint made? b) Is there a communication gap? If yes/no then explain it.	10	CO4
Q 4	An individual hired for a position finds out that the work he was asked to do was not the work he was hired to do. Is it possible? Discuss	10	CO2
SECTION-D Attempt all three			
Q 1	"Communication is not merely for delivery of message but is for accomplishment and improvement of performance". Discuss.	10	CO4
Q 2	Mr. Kishore is a branch manager of Indian Bank at one of its village branches. His staff included two clerks and an attender. Very often Mr. Kishore was left alone in the bank after 5 p.m. to tally accounts, day books and complete all other formalities. On the 30 th March 2019 Mr. Kishore was working till past 2 a.m. tallying the accounts since hardly one day is left for closing the account for the year. On this fateful night, the Branch Manager was attacked by a band of robbers, who looted Rs. 20 lakhs after brutally wounding Mr. Kishore's right hand, which had to be amputated later. After his recovery, the Branch Manager applied for compensation. The Branch Management was of the opinion that Mr. Kishore violated the job specification by working beyond the stipulated hours of work. He, in their views, was not entitled to any compensation as the accident occurred during the non – employment hours. They also called for an explanation as to why the amount lost cannot be recovered from his salary and provident fund. a) How do you justify the bank's stand in this case? b) What modification do you suggest in job specification to overcome such incident in future?	10	CO2
Q 3	You are attending an interview for change of job. You are in salary negotiation stage, you are concerned about your child's education, currently you are in a transferrable	10	CO3

job, you are demanding 30% increase, and the new company is offering the same salary.		
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| a) What is your BATNA in this situation?
b) What is your ZOPA in this situation? | | |
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