

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
Online End Semester Examination, January 2021

Course: Business Communication
Program: MBA – Digital Business
Course code: HRES 7004

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

SECTION A – 30 Marks

1. Each Question will carry 5 Marks

2. Instruction: Complete the statement / Select the correct answer(s)

		Marks	CO
Q 1	Communicating in team-based organizations requires that you a. listen well and understand how groups interact b. be assertive and take charge c. speed up the decision-making process d. all of the above	5	1
Q 2	All of the following are elements in the listening process except a. interpreting b. remembering c. focusing d. evaluating	5	1
Q 3	One of the biggest challenges that communicators face in the new age of information is a. effectively formatting their documents b. successfully analyzing their audience c. effectively catching their audience's attention amid all the clutter d. successfully editing for clarity	5	1
Q 4	Cultures like South Korea and Taiwan that rely less on verbal communication and more on context and setting to convey meaning are considered a. basic-context b. moderate-context c. high-context d. low-context	5	1
Q 5	The four main ways to improve business communication include all of the following except a. acknowledge the importance of communication b. improve your workplace sensitivity c. adopt an audience-centered approach d. improve your intercultural sensitivity	5	1
Q 6	Select the sentence with the best "you" attitude. a. You must get approval from the research committee before you can proceed with any test trials on human subjects. b. Your test trial procedures must get approval from the research committee before you can conduct them. c. Any research based on test trials with human subjects must be approved by the research committee.	5	2

	d. Do not proceed with research that involves test trials on human subjects until the research committee has approved your procedures.		
SECTION B – 50 Marks 1. Each question will carry 10 marks 2. Instruction: Write short / brief notes			
Q 7	What is “ <i>the doctrine-of-relative-filth</i> ” ethical trap and how can we overcome it?	10	1
Q 8	<p>Read the following passage (The human factor in service design; John DeVine, Shyam Lal, Michael Zea; McKinsey Quarterly, 2012, Issue 1, page 45-54) and answer the question on “in text citation”.</p> <p><i>It's no secret that the quality of a company's service interactions matters greatly in creating a positive experience with customers. Yet few companies focus on how customers form opinions about those interactions. By applying well-known principles of psychology and behavioral science to service designs and working harder to understand what really motivates -- and irritates -- customers, companies can begin improving the experience quickly and at low cost.</i></p> <p>A. Summarize the above with a Direct Quotation with Author as Part of the Narrative style. (Should not exceed 20 words maximum) B. Reference the source details using Harvard Style.</p>	10	2
Q 9	Your subordinate Rohan has been overlooked for a promotion. You have to break the news to him. Write an email to him about the same.	10	2
Q 10	You are the Assistant Manager (Communication) for McDonalds India. You are asked to present the cultural environment of India that will help in developing an improved advertising campaign that is adapted to the Indian market. Using the S.P.I.N technique, develop the framework for a formal proposal based on the elements of formal proposal report.	10	2
Q 11	Explain circumstances when the following styles of being Competing, Compromise, Accommodative, Avoiding and Collaboration in negotiations is helpful?	10	3
SECTION C – 20 Marks 1. Proposal Development.			
Q 12	You have been given a GD topic, ‘Social Media & Business’. Based on the 6 thinking hats write down your points for discussion. Ensure that you write a conclusive blue hat answer at the end.	20	3