

Business Communication (18 MBA 106)

Total Marks: 30

Time: 1½ Hours

Q1. Answer all questions, each in a sentence or two: (1 x 6 = 6 Marks)

- i. What do you mean by 'Clear Articulation'?
- ii. Why is the receiver's feedback important in communication?
- iii. What does 'Proxemics' convey about a person?
- iv. What do you mean by 'Halo effect'?
- v. Would you describe the style in the following example as formal or informal? Give three reasons for your answer.
Hi, fellows! I must say it's jolly decent of you guys to turn up at such short notice for my birthday bash. We've got plenty of grub and soft drinks and there's some real groovy music in case you're musically inclined. So enjoy yourselves.
- vi. Style - formal or informal-refers to a variety of language according to _____. (Fill in the blank with the right word.)

Q2. Answer any THREE questions, each in about 80 words: (3 x 3 = 9 Marks)

- i. How can a manager use the grapevine for the company's benefit?
- ii. Write a brief note on 'Active Listening'.
- iii. What are the characteristics of horizontal communication? Mention its advantages.
- iv. What strategies can you adopt to improve your listening skill?
- v. "Communication works on the Information Gap Principle." Explain.

Q3. Answer (C) which is compulsory, and either (A) or (B) in about 250 words: (7 1/2 x 2 = 15 Marks)

(A) Discuss the four types of formal channels in an organization.

(B) Write a note on the importance of different aspects of Kinesics.

(C) Analyse the case and answer the question at the end.

IMAGE AND RUMOURS AT PROCTER & GAMBLE

Since the late 1970s, Procter & Gamble has been plagued by rumours connecting the company with Satanism and devil worship. The rumours have come in two cycles: from late 1981 to the end of the summer of 1982 and from fall 1984 into early 1985. Procter & Gamble primarily manufactures and distributes household products, including Crest toothpaste and Pampers disposable diapers. The company attributes its success to developing products based on consumers' needs and promoting these products with extensive advertising. It contacts consumers through an extensive network of toll-free telephone numbers and market research projects.

The first rumour that surfaced was that the company was owned by the Church of Satan. The proof of this relationship was the fact that Procter & Gamble was not overly concerned until late October 1981, when a second rumour began to circulate. It claimed that John Smale, President and Chief Executive, had appeared on the 'Phil Donahue show', or a similar talk show, where he supposedly stated that he was a member of the Church of Satan, that the company contributes money to the Church, and that there aren't enough Christians in the world to stop it'. He had never been on any such programme, of course, but the rumours also urged a boycott of all Procter & Gamble products.

Calls began flooding the toll-free telephone lines asking about the legitimacy of the rumours. Most of the calls were from retailers informing the company that some customers were returning Procter & Gamble products or asking why the goods were not being taken off the shelves. Employees were being threatened, and some had had their tyres slashed.

The number of calls peaked at 15,000 in July 1982. Procter & Gamble counter-attacked by sending out a fact sheet to 48,000 churches in southern USA. This group was targeted because the rumours were being spread by fundamentalist religious groups, mostly in the south. The company also enlisted the aid of certain members of the clergy, including Rev. Jerry Falwell, President of the Moral Majority, and Rev. Donald E. Wildmon, Chairman of the Coalition for Better Television. The clergymen issued statements discrediting the rumours and suggesting that people continue using Procter & Gamble's products. The company also obtained statements from television talk show producers confirming that no one from Procter & Gamble had appeared on their programmes. The public relations campaign dispelled the notions about the company's supposed link to the devil.

The rumours died down and the number of calls decreased to 30 or 40 a month. After the success of this counter attack, Procter & Gamble was surprised when the number of calls suddenly jumped to 1,000 in September 1984, and then tripled to 3,000 in October.

This time the rumours concerned the company's trademark and its supposed symbolism in devil worship and Satanism. Unlike the first wave of calls, these calls seemed to come from across the country. Procter & Gamble began sending around media information kits, similar to those used previously, containing a brief history of the logo. They included letters from the producers of the television talk shows and letters from the clergymen. The company also sent a security team to track the source of the rumour and to look for patterns in its transmission. They even threatened to sue anyone caught spreading the rumour.

However, by spring 1985, the problem had gotten out of control. The company was forced to change the logo, which was then 103 years old. Observers agreed that this was the right move, because hysterical rumours can outlast reasoned explanations and even lawsuits. By the time the logo had been changed, the company had spent several hundred thousand dollars on anti-rumour public relations and on extra telephone staff to handle calls on the matter.

The final result was that the company lost a historical symbol that had stood for trustworthy, reliable products to millions of consumers for over a hundred years.



OLD LOGO



NEW LOGO

Questions:

1. *What change, if any, would you have recommended for the company's initial strategy in 1982 to stop the rumours? If you recommend no change, then justify your position.*
2. *Were the toll-free telephone lines advantageous to the company? Why?*
3. *Do you agree with the decision of Procter & Gamble to change their established logo? Justify your view.*

Best of Luck

Q.1. Briefly answer any **FIVE** of the following questions : [2x5=10 marks]

- a) What is horizontal communication ? What are its merits ?
- b) Would you describe the style in the following example as formal or informal ? What are your reasons ?

Hi, fellows ! I must say it's jolly decent of you guys to turn up at such short notice for any birthday bash. We've got plenty of grub and soft drinks and there's some real groovy music in case you are musically inclined. So enjoy yourselves !
- c) What non-verbal message does proxemics convey about a person ?
- d) "The grapevine cannot be completely eliminated from organizations". Explain.
- e) Mention two ways in which non-verbal communication helps managers to interact with their subordinates effectively.
- f) "Listen not only with your ears, but also with your eyes." Explain.
- g) What qualities of speech do we miss in written communication ?
- h) Correct the errors in the following sentences.
 - i) *Ten grams are the smallest quantity they sell.*
 - ii) *I told you the truth, but it seems you are not believing me.*

Q.2. Answer any **TWO** of the following, each in about 150 words : [5x2=10 marks]

- a) "Communication is a circular process." Explain using a diagram.
- b) "Grapevine communication can be used for the management's benefit." Elaborate.
- c) "Time and Tense are not the same". Explain with examples.

Q.3. Answer **ONE** of the questions below in about 300 words : [10x1=10 marks]

- a) "Whether an organization is small or large, it is communication that binds the organization together." Discuss in detail the formal flow of communication in the light of the above statement.
- b) Define non-verbal communication. Briefly describe the different forms of non-verbal communication with suitable examples.

English Communication Skills (MNG107)

Total Marks: 30

Time: 1½ Hours

(Answer as per the instruction given in each question.)

Q.1. Rewrite the sentences after filling in the blanks : [1x 7 = 7]

- a) The reading skill of _____ involves searching the text for specific information.
- b) The multiple meaning of a word can create a _____ barrier in communication.
- c) The first sound in the word 'yellow' is ____/____/____.
- d) Selective perception and Halo effect are examples of _____ barriers to communication.
- e) The phonetic symbol for the vowel in the word 'catch' is ____/____/____.
- f) The process of communication is incomplete without _____ from the Receiver.
- g) The process of recovering meaning from a message with the help of a code is known as _____.

Q2. Answer any FOUR of the following, each in about 50 words : [2x4=8]

- a) What do you mean by the 'Information Gap Principle' ?
- b) What is 'Active Listening' ?.
- c) Give phonetic transcription of the words 'lake' and 'like'.
- d) Show syllable division in the words 'photograph', and 'composition'.
- e) Show syllable division and mark stress in the words 'become' and 'intention'.
- f) Why is feedback regarded as an indispensable part of the process of communication?

Q3. Rewrite the sentences after correcting errors in them. [1x5=5]

- a) The teacher along with her students have arrived at the airport.
- b) She remembered that she saw him somewhere.
- c) I am understanding what you mean.
- d) They are waiting for you for two hours.
- e) Law and order are very important for a fair election.

Q4. Answer any ONE of the following in about 250 words : [10]

- a) Give an account of the five important types of barriers to communication.
- b) Define communication. Explain the process of communication through a diagram depicting the essential components of the process.

Best of Luck

English Communication Skills (MNG107)

Total Marks: 30

Time: 1½ Hours

(Answer as per the instruction given in each question.)

Q. 1: Fill in each blank with the right word(s):

(1 x 7=7)

- (a)refers to the psychological barrier caused by the negative impression of a previous interaction.
- (b) The phonetic symbol for the sound represented by the underlined letters in 'shop' is/...../.....
- (c) In European languages, there is no one-to-one correlation between the sounds and the letters of the alphabet; therefore, they are said to have a writing system.
- (d) You are talking with someone, and he starts scratching his chin. This means that hewhat you are saying.
- (e) The correct phonetic transcription of the word 'table' is
- (f) The multiple meaning of a word can create a barrier in communication.
- (g) The IPA symbol for the vowel contained in the word 'bird' is/...../.....

Q. 2: Answer any FOUR of the following, each in about 60 words:

(2 x 4=8)

- (a) What is the significance of Eye contact in non-verbal communication?
- (b) Why is feedback important in the process of communication?
- (c) What do you mean by the 'Information Gap Principle'?
- (d) Show syllable division in the following words:
 - (i) presentation
 - (ii) academic
- (e) Mention two ways in which non-verbal communication helps managers to interact with their subordinates effectively.
- (f) Rewrite the following paragraph so as to make it bias-free.
A teacher who wants to teach in a school meant for the blind or deaf and dumb students should make sure that his students are treated with kindness and sympathy. Sometimes the teacher may be asked to handle a batch of students who are mentally retarded.

Q. 3 Answer ONE of the following in about 150 words:

(5 x 1=5)

- (a) List the IPA symbols for English consonants with example words.
- (b) *"The use of language often reflects different kinds of bias existing in the minds of people. These biases are not acceptable in the modern society where most people have become aware of their rights".*

Substantiate the idea with appropriate examples of different kinds of bias.

- (c) Give a brief account of the process of communication.

Q. 4 Answer any ONE of the following in about 350 words:

(10 x 1=10)

- (a) Define non-verbal communication, and discuss its various aspects.
- (b) Give an account of Barriers in Listening, and discuss the important strategies for improving the listening skill.

Best of Luck !

English Communication Skills (MNG107)

Total Marks: 30

Time: 1½ Hours

(Answer as per the instruction given in each question.)

- Q1. Answer any FIVE of the following, each in about 60 words:** [2x5 = 10]
- Why is feedback important in the process of communication?
 - Mention two important differences between general communication and Business Communication.
 - How is listening different from hearing?
 - “Communication works on the “Information Gap principle”. Explain.
 - What is ‘Active Listening’?
 - “Effective communication is important for performing key managerial functions”. Explain.
 - What is meant by “Clear articulation”?
 - Give an example of how tense is not always the same as time in English.

- Q2. Answer any TWO of the following, each in about 150 words:** [5 x 2 = 10]
- Explain the process of communication with a diagram, describing the essential elements in the process.
 - Write a note on Characteristics of effective speech.
 - Give a brief account of the Psychological barriers to communication.
 - Suggest five important steps to become an effective listener.

- Q3. Rewrite the following sentences after correcting the errors:** [1 x 5 = 5]
- The leader as well as her team have been carefully chosen.
 - I told you the truth, but it seems you are not believing me.
 - The Mishras are living in Bhubaneswar for four years.
 - My friend has come here last week only.
 - Not even one of the students were able to pass the physical tests.

- Q4. Analyze the caselet and answer the questions that follow:** [1+2+2=5]
CASELET

Mr. and Mrs. Basu went to Woodlands Apparel to buy a pullover. Mr. Basu did not read the price tag on the piece selected by him. At the counter, while making the payment he asked for the price. Rs.950 was the answer.

Meanwhile, Mrs. Basu, who was still shopping came back and joined her husband. She was glad that he had selected a nice black pullover for himself. She pointed out that there was 25% discount on that item. The counter person nodded in agreement.

Mr. Basu was thrilled to hear that. “It means the price of this pullover is just Rs.712”, he thought. “That’s fantastic”, said Mr. Basu.

He decided to buy one more pullover in green colour.

In no time, he returned with the second pullover and asked them to be packed. When he received the cash memo for payment, he was astonished to find that he had to pay Rs.1900 and not just Rs.1424.

Mr. Basu could hardly reconcile himself to the fact that the counter person had quoted the discounted price which was Rs.950. The original price printed on the price tag was Rs.1266.

Questions:

- Identify the three sources of Mr. Basu’s information.
- What should Mr. Basu have done to avoid misunderstanding?
- Who is most blameworthy for this communication gap? And why?

Best of luck