











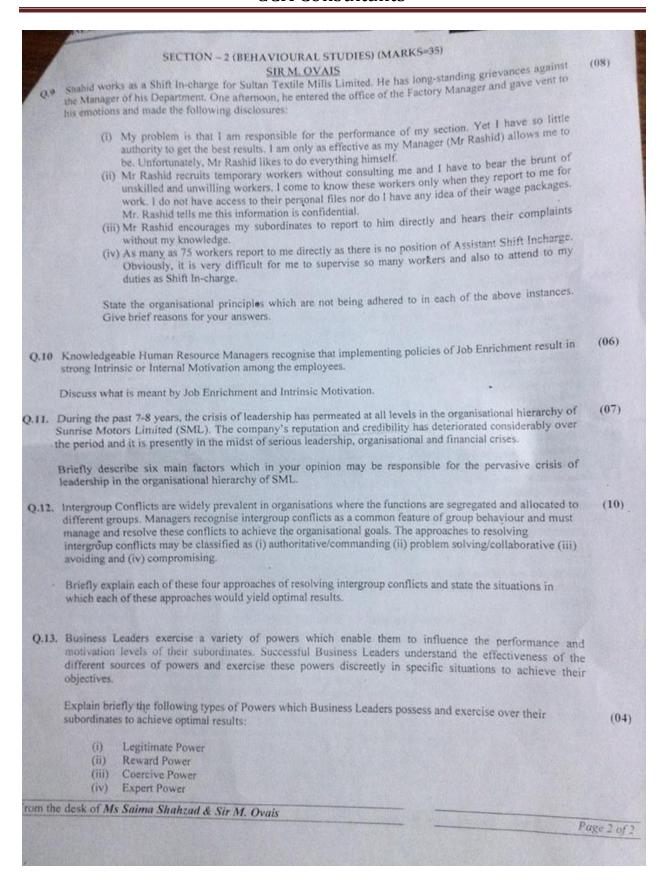


BCBS Mock for Spring 2014 Attempt (TSA)

GCA Consultants

Tin	rid-up Examination 25 IIII SINESS COMMUNICATION AND BEHAVIOURAL STUDIES Thursday: 06 February, 2014	
Service Servic	SECTION -1-(BUSINESS CONTINUED)	
Q.1.	Upward Communication is perhaps the most neglected part of the internal communication system. In organization's where upward communication is not encouraged what impact does it have and what steps organization's where upward communication is not encouraged what impact does it have and what steps should managers take to make it better.	(06)
Q.2.	Feedback is a crucial tool in managing employees within an organization. Explain how feedback proves beneficial both to employees and management. What is the most preferred mode of giving feedback and why is it so?	(08)
Q.3.	Explain how critical listening and emphatic listening. State any two situations in organization where they are used critically and why?	(06)
Q.4.	Explain the benefits of writing minutes of the meeting and differentiate between the three kinds of minutes emphasizing when they should be used.	(06)
Q.5.	What is the importance of writing with consideration? Explain briefly how it can be achieved.	(04)
Q.6.	"Buffers are essential yet can cause offence." Explain this statement keeping in view the role of buffers in bad news message and describe the different buffers that are written in a bad news message.	(08)
Q.7.	You have received a request from one of your valued customers who has recently taken loan and after paying the first few installments on time has asked that he be allowed to skip at least three months installments as be is facing a financial crisis. The reason cited by him relates to austerity measures at his organization and the general price hike that has made it all the more difficult to bear the additional payments by the 1 st of every month. As the loan officer, you are required to write a refusal letter explaining him how imperative it is for him to fulfill his side of the commitment.	(10)
	Oregon departmental store has over the past 10 years built itself a reputation for its high quality products and efficient customer service. Recently a complaint has been received where a customer has written to the President of the departmental store complaining about the store's unfairness. The customer had bought a toaster of a leading brand and it malfunctioned. On assessment it was found to have a slight fault in its circuit, so under warranty replacement was made with the same model and brand. After one month's use, the same customer brought in another replacement request. This time, on examining it was found that the lever was loose and it clearly indicated that force had been applied on it unnecessarily. As it was a clear case of mishandling the request was denied. Now the customer feels he has been dealt unfairly and has written angrily asking for a replacement or a refund.	(12)
1	Assume you are the President of the chain of stores. Explain why the claim cannot be granted. Also focus on building his good will about the store and include any appropriate measure that will help to appease the situation.	
	desk of Ms Saima Shahzad & Sir M. Ovais	

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Thanks to our member (Abdul Samad) for sharing.