



Business Communication & Behavioural Studies

Intermediate Examination
Spring 2014
Module C

8 March 2014
100 marks - 3 hours
Additional reading time - 15 minutes

Instructions to candidates:

- (i) *All the Questions from Section-A are compulsory.*
(ii) *Attempt any FOUR out of the SIX Questions from Section-B.*

Section-A

- Q.1 What is a Third Party Negotiation? Briefly explain the role of each of the following parties who may be involved in third party negotiations.
- (i) A mediator (ii) An arbitrator (iii) A conciliator (iv) A consultant (10)
- Q.2 For an organization to be innovative and responsive to the need for change, a systematic approach should be established for planning and implementing changes. Identify general steps to be followed in a major change initiative. (08)
- Q.3 (a) Briefly explain the term 'Business Report'. Also list the conventional elements included in the prefatory, text and supplementary sections of a long formal report. (05)
- (b) Assume you have recently graduated from a business school and intend to pursue a career in the marketing department of a reputable organization. Briefly explain the information that you would like to include in your curriculum vitae to capture the attention of the prospective employer. (05)
- Q.4 (a) Communication is the essence of living. Human beings cannot coexist peacefully without some form of communication. Different forms of communication are used to convey messages in a civil society such as written, oral and non-verbal communication.
- What do you understand by 'Non-verbal Communication'? List **eight** different methods which may be employed for the communication of messages under this form of communication. (03)
- (b) Give **four** reasons why it would be important for the transmitter of a message to use non-verbal communication. (04)
- Q.5 (a) In order to convey a clear message and elicit an appropriate response, certain communication principles have been evolved which provide guidance for improving contents and style of communication.
- Explain briefly the concepts of Consideration and Courtesy among the 7 C's of effective business communication. (05)
- (b) The importance of listening, whether in meetings or in other business contexts is a vital skill needed to achieve results in the workplace.
- State **five** benefits of active listening which may ensue in an organizational setup. (05)

- (c) Effective communication strengthens the bonds between a company and its stakeholders. Conversely, when communication breaks down, the results can be anything from time-wasting to tragic.

Identify any **ten** potential problems in the communication process. **(05)**

- Q.6 Prestigious Electronics is a large electrical appliance store. Last week you visited the store to buy a Microwave Oven. The salesman showed you one of the popular brands which were currently on display. Unfortunately, the Oven was the only piece available at the store and had some scratches on it. You placed an order with the salesman for a fresh piece of the product which he promised to send you the following week from the warehouse. On receipt of the Microwave Oven you discovered that it was the same piece with scratches which you had seen at the store.

You are required to write a letter to the Store Manager complaining about the inconvenience caused to you and asking him to either replace the product or refund the amount that you have paid. Your letter should be brief and politely worded. Assume necessary details to ensure speedy adjustment of your complaint.

Imagine that your name is **Anjum**. **(10)**

Section-B

- Q.7 Briefly explain the terms 'Group communication' and 'Virtual team'. State **three** primary factors that differentiate a virtual team from a face-to-face team. **(10)**

- Q.8 What is meant by Downward Communication? Briefly describe **four** different circumstances which may result in failure of management to communicate downward in an organizational hierarchy. How can such communication be improved in an organization? **(10)**

- Q.9 (a) What is a 'Buffer Statement' and when it is considered to be unethical? List any **four** types of effective buffers and give one example of each. **(05)**

- (b) List any **five** of the main steps in communication planning. **(05)**

- Q.10 (a) Given below is a jumbled up memo. Arrange the sentences in a logical order and rewrite the memo in a generally acceptable format.

Memorandum

Date: 8 March 2014

I Engineering Limited

Subject: Misuse of Computers

From: Hakim, Administration Office

To: All Departmental Heads

- (i) Computers in the common pool are shut down after use.
- (ii) Unauthorised software is not used or games and other means of personal amusements are not played on office computers to avoid computer crashes and possible lawsuits.
- (iii) Electricity costs in each department have increased manifold.
- (iv) Considerable amount of time and money is spent on cleaning computer viruses and defending copyright infringements.

Please ensure that the following measures are adopted strictly by the staff.

On the subject stated above it has been observed that:-

Signed/Hakim

Ref: Adm./HK/025

(05)

(b) Briefly explain the following concepts:

- (i) Code of Ethics (ii) Total Quality Management (05)

Q.11 Request for Proposal (RFP) is a formal document that describes a project, or need for a service and invites prospective bidders to propose solutions.

Briefly describe the basic elements which should be included in an RFP to enable the potential bidders to craft effective proposals. (10)

Q.12 (a) There are consequences when employees like their jobs and when they are dissatisfied with their jobs. The consequences of dissatisfaction differ along two dimensions: constructive or destructive. Narrate **four** types of behaviour which may be demonstrated by the employees in case of job dissatisfaction. (05)

(b) Management By Objectives (MBO) is a process whereby managers and subordinates jointly set goals, share information and discuss strategies that lead to goal attainment.

State **five** advantages of MBO. (05)

(THE END)