

Seat No.: _____

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA(International Business) – SEMESTER 1 – EXAMINATION – WINTER 2018****Subject Code: 1519302****Date: 26/12/2018****Subject Name: Business Communication & Etiquettes****Time: 10:30 am To 01:30 pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1 Define the following terms: **14**

- (a) Sender
- (b) Kinesics
- (c) Ego defensiveness
- (d) Listening
- (e) Correctness
- (f) Presentation
- (g) Blogs

Q.2 (a) Indicate the critical difference between successful and ineffective communication. **07**

- (b) “Last week, I paid my balance in full with a personal cheque. However, the enclosed statement shows a current balance of Rs. 300. Will you please correct my account balance to the correct figure – zero?” Write a “no” response to this letter explaining why the request cannot be granted. **07**

OR

- (b) The process of job hunting requires three steps; writing and sending a resume to the target company, participating in the group discussion, and attending a personal interview. How would you prepare yourself for each of these? **07**

Q.3 (a) Mention three important characteristics of written communication that you would like to achieve in your letters and memos. **07**

- (b) Write a formal report as a marketing manager to your company's vice president of marketing on the reasons you have investigated for the sudden fall in the demand for your product. **07**

OR**Q.3** (a) Discuss the chief characteristics of a good business report. **07**

- (b) (i) As a token of goodwill, you want to present your Chinese host an expensive Titan watch from India. When should you present it: on meeting, on parting, or never? **07**
- (ii) In India, the gift is usually presented to the lady of the house. What is the normal etiquette of presenting gifts in the Middle East?

- Q.4** (a) Discuss some factors that may contribute to communication breakdowns in international business. **07**
- (b) You are a project manager for a team of 20 resources. Write an email to your team, enquiring about the irregularity in submitting their weekly timesheets and stressing the importance of the same. **07**

OR

- Q.4** (a) Discuss atleast three characteristics of a good resume. **07**
- (b) The management of ABC Corporation is concerned about the long tea/coffee breaks by majority of its employees. In the past few months, such long breaks have led to the decreased level of job engagement and productivity which has even come to the notice of the top management. As a head of the Human resource department, draft a memo to stop employees from taking long refreshment breaks. **07**

Q.5 Mr. Sinha is an MBA. He is being interviewed for the position of management trainee at a reputed company. The selection committee is chaired by the vice-president. Mr. Sinha's interview was as follows:

Committee: Good morning.

Mr. Sinha: Good morning.

Chairperson: Please take a seat.

Mr. Sinha: Thank You [sits down at the edge of the chair. Keeps his portfolio on the table.]

Chairperson: So, Mr. Sinha, I can see that you have finished your MBA with a first division.

Mr. Sinha: Yes, madam.

Chairperson: Why do you want to work in our organization?

Mr. Sinha: Your company has a very good reputation in the industry.

Committee member: This job is considered to be quite stressful. Do you think you can manage the stress involved?

Mr. Sinha: Yes, I think there is too much talk about stress these days.

Sir, would you tell me more clearly what do you mean by stress?

Committee member: What do you think are your strengths?

Mr. Sinha: Sir, who am I to boast about my strengths?

Committee member: What are your weaknesses?

Mr. Sinha: I become angry too quickly.

Committee member: Do you want to ask us any questions?

Mr. Sinha: Yes, sir. I was wondering what future opportunities there are for someone who starts as a management trainee.

The committee member tells Mr. Sinha the typical career path for those starting as management trainees. The chairperson then thanks Mr. Sinha. Mr. Sinha promptly says in response, "You are welcome", and then exits the room.

- (a) Do you find Mr. Sinha's responses to the questions effective? Give reasons for your view on each answer given by Mr. Sinha. **07**
- (b) Write out the responses that you consider most effective to these questions. **07**

OR

- (a) Mr. Sinha has observed the norms of respectful and polite behavior, but do you think something went wrong in his case? Account for your general impression of Mr. Sinha's performance at the interview. **07**
- (b) As an interview panelist, how would you analyze the performance of Mr. Sinha as an interviewee? **07**

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