



CII Institute of Logistics

PGDSCM & Certificate Programs

Semester-end Examination – December 2008

BUSINESS COMMUNICATIONS

Time : Three Hours

Marks : 100

Part A

Answer all questions (20 x 1 = 20 Marks)

1. Which of the following is /are dimension(s) of mind-media channels?
 - a. Comprehension
 - b. Thinking
 - c. Expression
 - d. All the above
2. When do you defer a message?
 - a. When the purpose is not realistic
 - b. When timing is not right
 - c. When you are not the right person to deliver the message
 - d. 1 & 2 only
 - e. All of the above
3. What are the elements of communication
 - a. Sender
 - b. Receiver
 - c. Media
 - d. All the above
4. Hidden assumptions, false casual relationships, begged questions, hasty generalizations are errors in
 - a. Proposal writing
 - b. Giving memo
 - c. Writing application
 - d. Logic undermining reports
5. In non-verbal communications are sender oriented and verbal communications are receiver oriented [True / False]
6. Match the following
 - a. Intrapersonal communication - a. gestures
 - b. Interpersonal communication - b. club
 - c. Group communication - c. interview
 - d. Mass communication - d. soliloquies
 - e. Non-verbal communication - e. radio
7. Agenda should indicate the time, place, sponsor of each item and if the item is an information or decision or discussion point. [True / False]
8.has the power to stop the message before it gets to primary audience.
 - a. Gatekeeper
 - b. Secondary audience
 - c. Watch dog
 - d. None of the above
9. Fog index is a readability formula [True / False]
10. "As per your request, we beg to inform you that we have transported a truck full of yarn to reach you on Friday this week" This sentence
 - a. lack naturalness, spontaneity and liveliness
 - b. the sentence gives wrong information
 - c. both the above points
 - d. none of the above
11. Match the following
 - a. Concord - a. she will come back after an hour
 - b. Dangling Modifier - b. expression of time and place
 - c. Shift in tenses - c. Having delivered the goods the lorry was paid off
 - d. Prepositions - d. Accompanied by
12. Terms and conditions of service is
 - a. Statuary information
 - b. Regular work situation information
 - c. Major policy information
 - d. Information bulletin
13. Which of the following is not pertaining to Prefatory parts division?
 - a. cover
 - b. title page
 - c. synopsis
 - d. bibliography
14. Match the following
 - a. German reporters - a. Present more concepts and theories
 - b. French reporters - b. Follows conventional structure
 - c. Latin American reporters - c. Will leave out negative information
 - d. Indian reporters - d. Consider historical facts

15. Being specific, focus on goals, being moderate, anticipating opportunities will all weaken the persuasive messages. [True / False]
16. Which one of the following is a negative speaking style?
- Exciting
 - Friendly
 - Patronizing
 - Authentic
17. Short words are always easier to read [True / False]
18. Which one of the following is not a part of a business message?
- Composition
 - Revision
 - Presentation
 - Reference
19. Which of the following is /are the task(s) of audience analysis?
- Anticipating unstated questions
 - Ensuring accuracy of information
 - Both the above
 - None of the above
20. A communication is not complete without feedback [True / False]

Part B

Answer any four (4 x 10 = 40 marks)

- Elaborate on the elements of communication process
- You are invited by your 3PL service provider to deliver an oral presentation on 'Current trends in Outsourcing'. Prepare a checklist for your oral presentations
- Compare and contrast verbal and non-verbal communications
- List out the differences between a report and other forms of writing
- Write short notes on
 - Message organization
 - Reports versus proposals
- Highlight the essentials of good business letter/Memos.

Part C

Case Study : Reinventing Bisleri

While it was widely accepted that branded water quenched thirst, there was very little that branded water could do to provide a fun element. Chauhan said that Bisleri would soon launch an ad campaign to address this problem. By 2000, the smaller players also began to position their products on the purity platform. They also offered better trade margins.

New entrants like Aquafina and Kinley concentrated purely on building their brands in a big way. Bisleri had to come out with an ad campaign to make its brand stand apart. In September 2000, Bisleri launched its Play Safe ad campaign. In the print ad, a lady in a bikini is shown lying face down, soaking up the sun. A part of the lady's body is shielded by a bottle of Bisleri with the message: Play Safe on the bottle.

The television version of the ad ran for 45 seconds. The film opens with a couple sitting on a beach in front of a bonfire. The girl suddenly starts running and is followed by the boy. As she collapses on the sand, she whispers something in his ear which sends him back to the bonfire. He rummages through the bags, but can't find what he is looking for.

He rushes to the nearest chemist's and picks up a huge carton. Back at the beach, he opens the carton, and finds 500 ml Bisleri bottles inside. The girl quenches her thirst, almost in ecstasy, as the boy watches her with a comical expression on his face. Then comes the message: *Play Safe*.

The campaign targeted the youth and hoped to convey a social message: young people need to make sure they are safe even when they are having fun. The ad campaign saw a shift in positioning from "pure and safe" to "play safe."

According to Ambience D'Arcy, the shift had been necessitated by the fact that every new entrant in the mineral water market adopted the purity. Said Chauhan, "Our observation is that people consume mineral water not for the minerals, but for safety. Hence the word "safe" is critical."

Parle Bisleri's aggressive marketing was aimed at making Bisleri a Rs 10 billion brand by 2003. However, new entrants into the branded water market like Pepsi and Coca-Cola were equally aggressive in marketing their brands. In August 2001, Kinley launched an ad campaign with the tag line Boond boond mein vishwas (Trust in every drop). The ad focussed on trust in relationships. The 40 second commercial opens in a rural setting, showing cracked earth and a young boy waiting for rain.

A Kinley truck arrives and sprinkles water all over. The boy's face breaks into a smile. The ad also shows a father running behind his son's school truck to hand over a Kinley bottle.

Commenting on the ad, Pandrang Row, executive creative director, McCann-Erickson, Kinley's ad agency said, "We were trying to show images where people had to trust the water they were drinking, or giving their children.

Kinley is the water you use when you need to be able to trust what you're drinking or giving someone to drink." In late 2001, Coca-Cola announced that it would enter the bulk segment where Bisleri was a dominant player. The 20 litre bulk water packs would be targeted at institutional and home segment.

Kinley's brand positioning of trust and purity would be maintained. With the entry into the bulk segment, Coca-Cola aimed to garner a market share of 40% by 2002. Sanjiv Gupta, Senior Vice-President, Coca Cola India said, "We are aiming to be either number one or a close number two within a year."

Analysts felt that with the cola giants shifting their focus to branded water in India, Bisleri would be the worst sufferer. Chauhan was already planning to sell a 49% stake in Bisleri. However, according to some analysts; he would wait till 2003 when Bisleri was likely to touch a turnover of Rs 10 billion, before selling out the 49% stake.

Others felt that given the pace at which Kinley and Aquafina were eroding Bisleri's marketshare, 2003 could be too late. What remained to be seen was whether Bisleri's new positioning would help it to increase its turnover to Rs 10 billion by 2003.

Answer all the four (4 x 10 = 40 marks)

- 1) How effective was the tele ad in repositioning Bisleri from "pure and safe" to "play safe." ?
- 2) Describe the non verbal communications used in this ad campaign.
- 3) Comment on the positioning by Kenley vis-à-vis Bisleri
- 4) Visuals are more effective in communicating better – Discuss on this.
