



CII Institute of Logistics
PGDSCM & Certificate Programs
Semester-end Examination – June 2010

BUSINESS COMMUNICATION

Time : Three Hours

Marks : 100

Part A

Answer all questions

(10 x 1 = 10 Marks)

1. Which of the following is not included as part of the organizational plan for routine requests ?
 - a) Request or main point
 - b) Necessary details.
 - c) Courteous close.
 - d) A brief statement of sympathy.
2. The informal communication network called the "grapevine" _____ .
 - a) Carries information along the organization's formal chain of command
 - b) Deals exclusively with personal matters.
 - c) Carries information along the organization's unofficial lines of activity and power
 - d) Rarely contains information that is accurate
3. In order to use effective persuasion, you should _____ .
 - a) Talk people into accepting an idea, product, or service that they neither want nor need.
 - b) Support your message with facts
 - c) Influence your audience by informing them and aiding their understanding.
 - d) Know and obey the law.
4. The general purpose of a business message will be to
 - a) Inform, persuade and collaborate with audience
 - b) Inform, persuade and sell your product to your audience
 - c) Inform, persuade and promote your professional reputation
 - d) Inform, persuade and eliminate your competition
5. Facial expressions, touch behaviour, gestures and postures, vocal characteristics and personal appearance are categories of:
 - a) Verbal Communication
 - b) Non-Verbal Communication
 - c) Horizontal Communication
 - d) Vertical Communication
6. All the following are elements in the listening process except
 - a) Interpreting
 - b) Remembering
 - c) Focusing
 - d) Evaluating
7. Grapevine follows _____
 - a) Chain network
 - b) Wheel network
 - c) None of the above
 - d) All Channels
8. During a negotiation with an industrial buyer, you notice that his hands are tightly clenched. It means that he is _____
 - a) Experiencing boredom with your logic

- b) Frustrated
- c) Actively Listening
- d) Relaxed and appreciating your logic

9. Who of the following is not a good listener?
- a) One who tunes out dry subjects and enter into arguments
 - b) One who listens for facts and takes extensive notes
 - c) A only
 - d) Both A & B
10. _____ has a fixed form with four mandatory entries on top like: from, to, date, subject line.
- a) Report
 - b) Circular
 - c) Memo
 - d) Agenda

Part B

Answer any four (4x15 = 60 marks)

1. Explain the communication process with a diagram. Identify the factors that influence communication.
2. List and explain at least three phases of listening process.
3. Explain the importance of communicating in teams with illustrations.
4. You have been asked to make a presentation to the top management about your sales targets and achievements. Enumerate the several steps involved in your "Presentation-Building".
5. What are the main purposes of management reports? What are the three basic methods of classification of managerial reports?
6. Write down any 10 body languages and its implications in oral communication.

Part C

Answer all the Questions of this part: (3x10=30 marks)

" I don't want to hear any excuses. Just get those planes in the air", Jim Tuchman was screaming at this gate manager. As head of American Airlines' operations at the Mexico City airport, Tuchman has been consistently frustrated by the attitude displayed by his native employees. Transferred from Dallas to Mexico City only three months ago, Tuchman was having difficulty adjusting to the Mexican style of work. "Am I critical of these people? You bet I am! They don't listen when I talk. Thy think things are just fine and fight every change I suggest. And they have no appreciation for the importance of keeping on schedule."

If Tuchman is critical of his Mexico City staff, it's mutual. They universally dislike him. Here's a few anonymous comments made about their boss: "He's totally insensitive to our needs." "He thinks if he yells and screams, that things will improve. We don't see it that way." "I've been working here for four years. Before he came here, this was as good place to work. Not anymore, I'm constantly in fear of being chewed out. I feel stress all the time, even at home. My husband has started commenting on it a lot."

Tuchman was brought in specifically to tighten up the Mexico City operation. High on his list of goals is improving American's on-time record in Mexico City, increasing productivity, and improving customer service. When Tuchman was asked if he though he had any problems with his staff, he replied, "Yep. We just can't seem to communicate. "

Discussion Questions:

1. Does Jim Tuchman have communication problem? Explain.
2. What suggestions, if any, would you make to Jim to help him improve his managerial effectiveness?
3. What are the key points to be learnt, from this case?