

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2016-18)
Third Trimester Examination April 2017

Subject	Business Communication		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	3	Date	27.04.2017

Note: 1.Each Section (Writing & Reading) to be attempted separately.

2. Each Section is worth 30 marks.

Section1: Writing Skills

Q1) Write a Resume and Application letter in response to an advertisement for the post of Sales Executive at a car manufacturing company. You are expected to be a graduate, with at least two years of relevant experience in this field, and excellent communication skills. **10M**

Q2) Judge any **one** of the following e-mail and write all pros and cons of the same and also give a written evolution in detail. **10M**

(i)

Dear Ms. Tahiliani,

I'm glad that you appreciate the quality of my rexine schoolbags, although you feel that the prices are high. I make every effort to keep the prices low without compromising the quality.

The prices I have offered are quite competitive. However, taking into account the requirements of your locality, and prepared to make you a special introductory offer of 5% on your first order of Rs 10,000/-. I'm making this offer because I would like to do business with you, but I must also point out that this is the best I can do.

I do hope that this revised offer will enable you to place an order.

Yours sincerely,

Rachana

Ramsighani.

44-55-5067(ext - 05)

(ii)

Dr. Lambert:

The review that we had the period before the final was not accurate. As a result, the grades we received could have been incorrect. The T.A.s who led the review gave incorrect information. I would like that you ask to suggest students who were at the review which information the T.A.s gave incorrectly and account for those errors in our grades. There have been a number of complaints from fellow classmates who feel the same way. Please take this into consideration. Thank you.

Q3) Prepare any **One** of the following. **10M**

(i)Write a letter to the Editor of a Newspaper highlighting the road mishap problem in your area. (ii)Draft a speech on why it is important for today's youth to follow their dreams.

(iii)Write an E-Mail asking for a raise in your current salary.

Section2: Reading Skills

Q1) Read the following passage and answer the questions that follow. **10M**

In the last 50 years there has been no apparent increase in personal happiness in Western nations, despite steadily growing economies. In both Europe and the USA surveys have found no greater level of happiness since the 1950s, which seems strange since wealthier people generally claim to be happier than poorer people.

In America, for example, more than a third of the richest group said they were 'very happy', while only half this number of the poorest made the same claim. Although it would be logical to expect that rising national wealth would lead to greater national happiness, this has not happened. Individually, more money does seem to increase happiness, but when everyone gets richer, no one appears to feel better.

Economists have recently paid more attention to studying happiness, instead of the more traditional GDP per person. One suggestion has been that people rapidly get used to improvements, and therefore devalue them. Central heating is a good example: whereas 30 years ago it was a luxury item, today it is standard in nearly every home.

A further explanation for the failure of wealth to increase happiness is the tendency for people to compare their own position to that of their neighbours. Studies show that people would prefer to have a lower income, if their colleagues got less, rather than a higher income while colleagues got more. In other words, happiness seems to depend on feeling better off than other people, rather than on any absolute measure of wealth. Further research suggests that having free time is also closely linked to happiness, so that the pattern of working harder in order to buy more goods is unlikely to increase well-being. Yet Western societies generally encourage employees to spend as much time at work as possible.

1. What is the author's observation with regard to certain economies ?
2. Explain why this seems so strange? What is general presumption?
3. With what study earlier economists were preoccupied?
4. What analogy does the author sites in this passage? What does it prove?
5. what are the author's views with regard to the impact of one's neighbours on happiness?

Q2) Read the following passage and with the help of the same, draft a PPT presentation on 'Employability Skills ' in about 9 slides including the title slide, introductory slide and concluding slide. **10M**

Employability Skills are one of the most important skills when in the workplace. You MUST practice great Employability Skills. You should always: arrive to work on time, stay on task, respond appropriately, follow direction, listen, and maintain personal appearance appropriate to a business. Arriving to work on time is the first skill you should always practice. If you do not arrive to work on time, your boss might fire you. Responding to supervision, following directions and listening is also very important. In a situation, your boss tells you to do something, you forget, and instead asking him what it is, you decide to do whatever and end up messing up something very important. In a professional setting, you must have a personal appearance appropriate to that environment.

Whenever your boss asks you to do something you do not understand, ask for clarification. In my case, I rather ask more than one instead of doing it and not getting it

right. You should always maintain good hygiene. Without it, you could go to work smelling and give off a very bad impression to your fellow employees. If one of your fellow employees are new and they do not know what they are doing, offer to share information and explain procedures, also offer to work as a team member to help and introduce the newest member. In the 21st century, you have a lot of different cultures, races, ages, sexes, and religions so you will have to learn how to work harmoniously with other groups. In certain positions, you will be dealing with customers and you will have to learn to respond to customers need appropriately. Good customer service will always bring back loyal customers.

Troubleshooting and solving problems is the heart of what most people working in I.T. have to deal with, being able to find the problem and fixing it. Taking initiative and doing something that needs to be done without asking your boss is a very good skill to have, also, it is a great way to have your higher ups looks at you with a good mind. Sometimes you are not going to know all the equipment that is placed in front of you. That is why you use information from manuals and computers to make sure you are using the equipment correctly. Whenever faced with a job and you know a better way to do it, do not. Always use appropriate procedures to utilize and maintain equipment. Even if your way is better, report it to the boss, and maybe they will take your suggestion and use it.

Q3) Write any **one** of the following:

10M

1. we can identify a small problem and fix it before it becomes a major problem. Give an example (s) of how you've done this?

Situation:

Action:

Result:

Situation:

Action:

2. write of some situation in which you have to adjust quickly to changes over which you had no control . what was the impact of the change on you ?

Situation:

Action:

Result: