

[This question paper contains 2 printed pages.]

Sr. No. of Question Paper : 1218

Roll No.....

Unique Paper Code : 101101

Name of the Paper : Business Communication & Negotiation

Name of the Course : BFIA

Semester : I

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt **All** questions.

1. Write short notes on any **THREE** : (3x5=15)

- (a) Grapevine
- (b) Paralanguage
- (c) Emotions as a barrier to communication
- (d) Upward communication

2. Communication is not complete until it is received, understood & acted upon. Elucidate. (10)

3. Imagine a situation in which a manager gives only oral instructions to his subordinates. What problems do you think can crop up in such situation? (10)

4. Before appearing for job interview, you have to prepare at various levels. Explain, how you will go about this preparation with respect to the following :

- (a) Company research aspects.
- (b) Type of question you will expect in the interview & how you plan to answer them.
- (c) Impression management strategies. (3x5=15)

5. You are the head of a newly opened branch of your company, which deals in electronic products, in a metropolitan city. Write a letter to your prospective customers introducing your company & product range. (10)

P.T.O.

6. Read the case & answer the questions that follow : (3×5=15)

Barry is a 27-year old who is a foodservice manager at a casual dining restaurant. Barry is responsible for supervising and managing all employees in the back of the house. Employees working in the back of the house range in age from 16 years old to 55 years old. In addition, the employees come from diverse cultural and ethnic backgrounds. For many, English is not their primary language.

Barry is ServSafe® certified and tries his best to keep up with food safety issues in the kitchen but he admits it's not easy. Employees receive "on the job training" about food safety basics (for example, appropriate hygiene and hand washing, time/temperature, and cleaning and sanitizing). But with high turnover of employees, training is often rushed and some new employees are put right into the job without training if it is a busy day. Eventually, most employees get some kind of food safety training.

The owners of the restaurant are supportive of Barry in his food safety efforts because they know if a food safety outbreak were ever linked to their restaurant; it would likely put them out of business. Still, the owners note there are additional costs for training and making sure food is handled safely.

One day Barry comes to work and is rather upset even before he steps into the restaurant. Things haven't been going well at home and he was lucky to rummage through some of the dirty laundry and find a relatively clean outfit to wear for work. He admits he needs a haircut and a good hand scrubbing, especially after working on his car last evening. When he walks into the kitchen he notices several trays of uncooked meat sitting out in the kitchen area. It appears these have been sitting at room temperature for quite some time. Barry is frustrated and doesn't know what to do. He feels like he is beating his head against a brick wall when it comes to getting employees to practice food safety. Barry has taken many efforts to get employees to be safe in how they handle food. He has huge signs posted all over the kitchen with these words: KEEP HOT FOOD HOT AND COLD FOOD COLD and WASH YOUR HANDS ALWAYS AND OFTEN. All employees are given a thermometer when they start so that they can temp food. Hand sinks, soap, and paper towels are available for employees so that they are encouraged to wash their hands frequently.

QUESTIONS :

- (i) What are the communication challenges and barriers Barry faces ?
- (ii) What solutions might Barry consider in addressing each of these challenges and barriers ?
- (iii) What are some ways Barry might use effective communication as a motivator for employees to follow safe food handling practices ?

(100)****

[This question paper contains 2 printed pages.]

9369

Your Roll No.

BFIA / I Sem. – 2011

**BACHELOR OF FINANCIAL AND INVESTMENT
ANALYSIS – Paper 101 (NS)**

(Business Communication and Negotiation)

Time : 3 hours

Maximum Marks : 75

*(Write your Roll No. on the top immediately
on receipt of this question paper.)*

Attempt All questions.

1. What is effective communication? How can the process of communication help in identifying the problem of ineffective communication. (10)

2. Write short notes on any **five** :
 - (a) Probability in grapevine
 - (b) Kinesics
 - (c) Proxemics
 - (d) Wrong choice of medium
 - (e) Consideration
 - (f) Appraisal Interviews (25)

P.T.O.

3. Why is it desirable to avoid the use of jargon?
(5)
4. Cultural differences can add complexity to business communication. Discuss.
(10)
5. When are telephonic interviews relevant? How can we ensure their effectiveness?
(7)
6. Compare the different strategies of bargaining. Which strategy would you suggest for a win-win situation?
(8)
7. Write a letter to convince your manager to allow you to buy an expensive equipment for work.
(5)
8. Your subordinate has been very irregular to work and often arriving late. An important project needs to be submitted at the earliest. Write to your subordinate to remind and make him aware of the seriousness of the situation.
(5)

[This question paper contains 3 printed pages.]

6244

Your Roll No.

BFIA / I Sem, - 2010

BACHELOR OF FINANCIAL AND INVESTMENT
ANALYSIS - Paper 101 (NS)

(Business Communication and Negotiation)

Time : 3 hours

Maximum Marks : 75

(Write your Roll No. on the top immediately
on receipt of this question paper.)

Attempt any Five questions from Section I & II.
Section III is compulsory

SECTION I

1. Write short notes on any five of the following:
 - (a) Downward communication
 - (b) Para language
 - (c) Grape Wine
 - (d) Superficial listening
 - (e) Cultural sensitiveness

P.T.O.

- (f) Audience analysis
- (g) Formal dress code
- (h) Writing skills (5×5)

SECTION II

Answer the following questions (Attempt any **five**)
(7×5)

1. What is communication? Explain the process with suitable diagram.
2. "Seven C's are essential for making the communication effective and productive." Justify the statement.
3. What is negotiation? Elaborate with various negotiation strategies.
4. Identify some of the obstacles in effective communication.
5. Draft a memorandum from the Managing Director to the Production Manager about a complaint by a customer for not attending to an urgent communication regarding some manufacturing defect in the refrigerator.
6. Assume that you are Chirag Jain and you want to inquire about the price and delivery of some electrical goods. Write a letter to get the best discounts.

7. What are the main features of an effective report writing?
8. Draft ten possible questions (along with the best relevant answers) generally asked, during a job interview.

SECTION III

Attempt the following questions in detail.
(Word limit – 200-250 words)

What are the main requisites of a power presentation? Explain the features emphasizing the 4P's of presentation. (15)