



P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belagavi)

Second Semester, Master of Business Administration (MBA)

Semester End Examination; June - 2017

Corporate Communication

Time: 3 hrs

Max. Marks: 100

Note: Answer all FOUR full questions from PART-A and PART-B (Case study) is Compulsory.

PART - A

- 1 a. What are the essentials of report? Discuss the various types of report with examples. 10
 b. Explain the various elements of a report. 10

OR

- 2 a. How is a proposal different from that of a report? Explain in brief. 10
 b. What are the kinds of proposal? Discuss. 10
 3 a. Write short notes on :
 i) Font and Font Size 10
 ii) Color Combination.
 b. What are the ways and means to get the attention of audience during presentation? 10

OR

- 4 a. Define negotiation. How do you prepare for negotiation? 10
 b. What are the major negotiation strategies? Explain. 10
 5 a. Explain the steps involved in effective meeting. 10
 b. What are the good reasons to interact with multiple people? 10

OR

- 6 a. How is press release different from press conference? What are the elements of press release? 10
 b. Discuss the role of media in current scenario? List the major functions of media. 10
 7 a. Discuss the steps involved in selection procedure of a candidate in organization. 10
 b. Discuss the characteristics of a perfect candidate. 10

OR

- 8 a. Define group discussion. What are the phases of GD? 10
 b. Distinguish between Internet and Intranet? How Intranet is useful to an organization? 10

PART - B (Compulsory)**9. Questions:**

"I don't want to speak to you. Connect me to your boss in the US", hissed the American on the phone. The young girl at a Bangalore call center tried to be as polite as she could.

With the increasing resentment over jobs lost to countries like India and the Philippines, hate calls and mails are a common occurrence, say call-center executives and industry experts. According to them, many callers from the west refuse to speak to an Indian. When callers are unhappy with the fact that jobs are being outsourced to low-cost offshore destinations, their frustration often turns racist. A young girl at a call center recalls how a Londoner unleashed himself, "Young lady, do you know that because of you Indians we are losing jobs?"

Call center employees are advised to "be cool" in such situations. They are often taught how to use neutral accents and say "zee" instead of "zed", and some call centers even try to educate their employees about American lifestyle and culture. Some call centers provide gyms and pool tables to help their employees counter the stress they experience as a result of irate or racist calls.

The furor raised by the Western media over job losses because of outsourcing has made many citizens resent the fact that their calls are answered by people in foreign locations. Angry outbursts are a reality that calls centre executives are trained to deal with. "It's happening often enough, so let's face it," says a senior executive of a Gurgaon call center, adding, "This doesn't have any impact on business".

Questions:

- a. Assume you are working as an operator at a call centre in India and are receiving irate calls from Americans and Western Europeans. How would you handle such calls? Imagine a situation and state what your response would be? 10
- b. "Keep your cool". What does this mean in terms of business courtesy? 5
- c. Do you agree with the view that such abusive conversations on the telephone do not have any impact on business? Give reasons for your answer. 5

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