



DELHI SCHOOL OF BUSINESS
By Vivekananda Institute of Professional Studies - TC

PGDM Programme
Mid Term Examination, September 2023
TERM – I (Batch: 2023-25)

Course Name	Essentials of Business Communication 1	Course Code	EBC 1
Duration	1.5 hours	Max. Marks	40 (Weightage 20%)

Instructions:

1. Please write answers to each question in one place.
2. Please write legibly and neatly.
3. All questions are compulsory

1. Madhura: "I am looking for a alarm clock as a gift for my 80 year old grandmother. It should be simple without many features. She should be able to read the time and set an alarm whenever required. It should not be very expensive".

Rohin: "Ma'am, Reminder Rosie clocks are unique. These allow you to set up to 25 personalized voice reminders for certain times. Whether it's time to take your pills, attend an appointment, or go to bed, hearing a voice tell you to do so gives extra motivation. The clock factors in the large number of sensory and mobility limitations that seniors face. For those with sight issues, the clock displays large digital numbers on top of a voice message telling the owner what time it is. Seniors with mobility issues can also rest easy since this clock can be operated almost entirely by voice commands, so they don't need to constantly fumble with little buttons."

Madhura: "Please, I just need something simple. Not looking for anything complicated and pricey".

Rohin: "But Ma'am, this model is value for money. You get so many features for merely Rs. 10500".

Madhura: I think I need to look elsewhere.

What listening barrier is encountered by the customer? Can you relate the incident with SIER model? (5 marks) CO2

2. Suniti Madan went to meet a distributor to discuss an upcoming launch of a new product. She needs to write a memo to her supervisor about the discussions with the distributor. Please compose a memo on behalf of Suniti. Details of the discussion must be included. (10 marks) CO2
3. One of your very old customers has not placed any order with you for the last six months. Write a suitable letter to them soliciting their orders for the supply of goods you are dealing in. Prepare the letterhead and follow the proper format. (10 marks) (CO2)



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4. Write short answers. (6 marks) CO1 & 2
- Why is hearing not synonymous with listening?
 - Can Grapevine communication also have positive impact? Explain.
 - Would many hierarchical levels in an organisation be problematic?
 - How are organisations which follow the Human Behaviour school of thought structured?
5. Explain the five ways one may improve listening as stated by the speaker in the TED talk video. (4 marks) CO2
6. State True or False (5 marks) CO1
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|--|---|
| a) Similar sounding words are called Homographs | T / <input checked="" type="checkbox"/> F |
| b) Connotation implies emotions associated with a word | <input checked="" type="checkbox"/> T / F |
| c) Improper lighting is a filter barrier in communication | T / <input checked="" type="checkbox"/> F |
| d) Closed office doors hinders effective interactions | <input checked="" type="checkbox"/> T / F |
| e) Interpreting is the fourth step in the listening process. | T / <input checked="" type="checkbox"/> F |
| f) In empathic listening you sense, intuit and feel. | <input checked="" type="checkbox"/> T / F |
| g) Feedback establishes the gap between attained and desired levels. | <input checked="" type="checkbox"/> T / F |
| h) Creative writing does not focus on the reader. | <input checked="" type="checkbox"/> T / F |
| i) Business letters do not convey policy decisions | T / <input checked="" type="checkbox"/> F |
| j) Salutation may be avoided when writing emails. | T / <input checked="" type="checkbox"/> F |