



DELHI SCHOOL OF BUSINESS

By Vivekananda Institute of Professional Studies - TC

PGDM Programme
End Term Examination, October 2023
TERM – I (Batch: 2023-25)

Course Name	Essentials of Business Communication 1	Course Code	EBC 1
Duration	2.5 hours	Max. Marks	70 (Weightage 40%)

Instructions:

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

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1. Write a series of bullet points (no more than 6 words per line) suitable for use on a Power Point slide that summarizes the following information. Also add a suitable heading. (7.5 marks) CO 2

We have four specific corporate goals in the year ahead. The first is to introduce new product lines, including cardio equipment and weight -lifting equipment. Our second goal is to see our company become a worldwide leader. However, if we are to achieve this goal, our company must expand geographically. Plans are now underway to establish operations in South America and Europe. Finally, we would like to continue 20 percent and higher sales growth.

2. Imagine you are part of a group of four. Plan and coordinate a group presentation of about 10 minutes on one of the topics listed below. Submit a plan that shows how you intend to allocate and share responsibilities.

- a) Time Management techniques
- b) Job sites that offer the best employment opportunities in your field
- c) Pros and cons of social media

(7.5 marks) CO 2

3. Time constraints and pressing deadlines are the norm for most business people. See how you can get directly to your reader by revising the following wordy messages. (10 marks) CO 2

- a) Please note that you are requested to read and offer your comments on the attached file.
- b) This is just a very brief memo to inform you that it is the opinion of the employee council that at the present time it is expedient to undertake an investigation on the possible institution of a proposed on-site fitness centre. You should make your views know to your employee council representative any time up to August 31.



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- c) I am writing to inform you that parking lot C will be closed for maintenance Monday September 30.
- d) The company undertook a revision of its full year earnings forecast.
- e) The learning centre placed an order for materials for the course.

✓ 4. Write short paragraphs (7 to 10 sentences each) on any 3 topics given below (15 marks) CO 3

- a) G20: Planning and execution by India
- b) Electric Vehicles: Problem or Blessing?
- c) Preparing for the ASIAD 100 Medals Challenge
- d) Delhi Pollution
- e) Israel vs Hamas: World War 3 waiting to happen?
- f) White House: Who will be the resident in 2024?

5. a) Refer to the Paul Murphy case in your textbook.
Did Sanjay take the right decision in submitting his resignation? Could he have dealt with the situation in a better manner? (5 marks) CO 4
- b) Explain the following terms with examples- Ethnocentrism, Collectivist culture, High context culture, Guided Missile culture (10 marks) CO 4

6. State True or False (10 marks) CO 4

- a) Rajesh Munjal asked Daisy and her friends to resign. T / F
- b) Guchi was one of the proponents of the Integrated Perspective approach. T / F
- c) Being emotional in upward communication is recommended. T / F
- d) Good listeners take notes. T / F
- e) Feedback is essential for planning. T / F
- f) Ranjan Kumar was successful in getting a big order after his Presentation to the auto ancillary organisation. T / F
- g) Paralanguage is the science of touch. T / F
- h) Colours have a major role in nonverbal communication. T / F
- i) Survey found that 60% people are scared of public speaking. T / F
- j) Public speaking audiences are usually heterogenous. T / F