



**DELHI SCHOOL OF BUSINESS**

By Vivekananda Institute of Professional Studies - TC

**PGDM Programme**  
**End Term Examination, December 2023**  
**TERM – II (Batch: 2023-25)**

<b>Course Name</b>	<b>Essentials of Business Communication 2</b>	<b>Course Code</b>	<b>EBC 2</b>
<b>Duration</b>	<b>2.5 hours</b>	<b>Max. Marks</b>	<b>60</b>

**Instructions:**

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

1. Your Company has sanctioned Rs. 25,00,000 for building of 2 new schools in the village of Kashini as a CSR initiative under the "Beti Pado" scheme. In your organization such programmes are implemented under the HR division. You are an HR executive, and your HR Director has asked you to visit Kashini and send in a report on the progress of work after two months.

- a) Write a short report giving details of progress. (7 marks)
- b) Explain how reports differ from proposals. (3 marks)

2. a) What are the six causes of conflict at the workplace? (3 marks)  
b) Illustrate any two of the causes with a suitable example. (7 marks)

3. Subhasini: Sir, if we incorporate this small change in the software programme, we will be able to cut down on the report generation time.  
Tushar: The method we use is tried and tested. Let's not reinvent the wheel.

What kind of interpersonal transaction is demonstrated by the above example? (2 marks)

Explain the ego states in Berne's model. (6 marks)

What do you understand by crossed transaction? Explain with an example. (2 marks)

4. Your office cricket team has reached the finals of the State league. The team needs to get new outfits for all players. You also need to buy three new cricket bats.

Using the 'bottom line' approach, write an email to your CEO and request funds. Follow the format of email writing properly. (10 marks)

5. Prepare minutes of a meeting for circulation to all team members about discussions for a new product launch. (10 marks)

6. Each question carries 2 marks. Answer with appropriate reasons.

- a) Did the Interactionist School believe that conflict is bad? Why?
- b) Are "I Statements" one of the worst communication techniques one could use in any conflict?
- c) Why did Maple Leaf Foods recall products in August 2008?
- d) Why is writing a negative message challenging?
- e) What is Preventable Crisis?