

National University of Computer and Emerging Sciences, Lahore Campus



Course: Communication & Presentation Skills
Program: CS, DS, SE, CR
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Exam: Final

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Weight: 25%
Page(s): 2

Instructions: Attempt all questions on the answer sheet. Attempt the questions in the same order.

I. Read the following Case Study and answer the questions that follow:

Case 1.

[15]

Ahmed is working as the Team Lead in the customer service department and handling a busy call center. One day, he received a call from an upset customer named Rohma. She is frustrated because she received the wrong item in her online order. She complained that she called the helpline and the representative at the customer service failed to find a solution for her. Ahmed became upset because he had noticed several instances where ineffective listening resulted in misunderstandings, missed opportunities and customer dissatisfaction.

"Thank you for calling our customer service center, Rohma. I apologize for the inconvenience you've experienced. I understand how frustrating it can be to receive the wrong item, and I'm here to help you resolve this."

He listened to the issue with undivided attention, and once he had a clear understanding of the issue, and the company's policies and prioritize customer satisfaction. Based on what she shared, he gave her two possible solutions. The first option is to arrange a return for Product B and send her a replacement for Product A as soon as possible or return the item urgently with expedited shipment with a partial refund for the inconvenience caused. She selected the product to be replaced, and thanked Ahmed for helping her out in this situation.

Questions:

- What did Ahmed do differently with regards to Listening Skills that left the customer happy with the service?
- What specific techniques or activities can he introduce to his team to enhance listening skills, based on Active Listening Strategies?

Case 2.

[20]

John, who is originally from Chicago, works in a multinational company where employees from diverse cultural backgrounds collaborate on various projects. One of his team members, Amna

who is from Lahore, seems. He has been working closely with Amlna to develop a new networking program, but it seems like Amna is having difficulties to adjust as a part of the team. While reviewing his work from the previous week, John discovered that he made a mistake in the programming code. He noticed that Amna corrected his error in the interface, but he wondered why she did not bring it to his attention or talk to him about it. Talking about it directly would help in avoiding delays and keep them from making the same mistake in the future. He thought he would address the problem with Amna he could also sense a stern, stiff body language from his colleague. This kind of misunderstanding can affect their work or lead to conflicts within the team.

Questions:

- A. What are the main intercultural communication challenges that you can identify in this case?
- B. If John wants to be notified of his mistakes in future, how shall he proceed?
- C. What strategies can should be implement to improve intercultural communication between himself and the rest of the team to foster better collaboration? Explain any FIVE with examples from the case.

II. Answer the following questions using the required key words and sufficient examples:

[15]

Q1. What are the different types of interpersonal relationships?

Q2. What is Collectivist culture and how it is different from Individualistic culture?

Q3. During a business meeting, a team member consistently uses ambiguous language, leading to confusion among other participants. How can the team members improve their verbal communication to enhance clarity and understanding?