



INDIAN INSTITUTE OF INFORMATION TECHNOLOGY, LUCKNOW,
UTTAR PRADESH (INDIA)

Mid-Sem Exam 2025

Course Name: Professional Communication -II
Course code: PCO230C

Full Marks:30

Q.1. Imagine you are studying abroad in the USA where people have a very different way of greeting and interacting than in India. What steps would you take to adapt to their communication style while maintaining your own cultural identity? Give an answer for this question. (10 Marks). Word limit: 250 words

Q.2. Discuss the Non-verbal Cues of Modi and Trump in the given image. (10 marks) Word limit: 250 words



President Donald Trump holds hands with Prime Minister Narendra Modi as they take a surprise walk together around the NRG Stadium in Houston, Texas. Official White House Photo by Shealah Craighead (Feb 22, 2020)

Q.3 Read the following crisis responses and comment if they are good or bad responses with appropriate reasoning. (10 marks) Word limit: 250 words

a) Product Recall Crisis (Corporate Crisis)

A major tech company discovers a defect in one of its newly launched smartphones that could cause overheating.

Crisis Response: "We acknowledge the issue and are recalling all affected units immediately. Customers will receive free replacements, and we are investigating the cause to prevent future problems."

b) Workplace Harassment Allegation (Reputation Crisis)

A senior executive of a company is accused of workplace harassment.

Crisis Response: "This is a personal attack on our executive. We stand by him and will not entertain false accusations."