

Symbiosis Institute of Computer Studies and Research
BBA-IT/BCA (Batch 2012-15,2014-17,2015-18,2016-19) Sem I

Business Communication

Internal Backlog Examination

Date: - 09/01/2017

Day: - Monday

Time:-05.30 to 6.15 PM

Total Marks: 20

1. There are two situations given to you. Read the situations carefully. For the first (a), write a letter of complaint and for the second (b) write a response to the complaint. (10)
 - a. Your company has regularly purchased storage boxes for its computer software products from one supplier. Recently orders have not been filled promptly, and deliveries have arrived with an unusual number of broken boxes. Your company is very concerned about this situation. Write a letter to the supplier presenting your company's complaints.
 - b. You are the delivery manager of the company that supplies storage boxes for computer software products. You have received a letter from a regular customer complaining that orders have been late and deliveries have arrived with broken storage boxes. Write a letter in response.

OR

- a. Your company recently placed an advertisement in a local paper. The ad included a color photograph of the company's best-selling and the most colorful product. The photo was reproduced very poorly. A phone call to the paper has not brought any satisfaction. Write a letter to the advertising manager of the newspaper presenting your company's complaints.
 - b. You are the advertising manager of a local newspaper. You have received a letter from a new advertiser complaining about the poor quality of a photograph in her company's recent ad. The photo showed their best-selling and most colorful product. The customer further complained that a phone call she made to the paper had brought no satisfaction. Write a letter in response.
2. Write a report on one of following topics: (6)
 - Your company's managers have not been satisfied lately with the quality of some new employees. They believe that the hiring process may be the reason, and they have asked the HR department to recommend a set of criteria for cover letters and resumes. You have been chosen for the job. You will accomplish this through with interviews and surveys of recruiters from companies similar to yours.

OR

- Your company is opening a branch in another country (choice is yours). You have been asked to review and analyze what other companies have done to prepare their managers for such a move. In addition, you must come up with a detailed plan for selecting and training these managers.

3. Tick the best answer option:

(4)

i. All the following are the characteristics of meetings except:

- a) Focused
- b) Planned
- c) Highly formal
- d) Structured

ii. Which of the following does not describe a report?

- a) Orderly
- b) Subjective
- c) Helps decision making
- d) Helps in problem solving

iii. Rearrange the guidelines for preparing an agenda:

- i. Make an agenda specific
- ii. Specify start and finish time
- iii. Keep the number of items within reasonable limits so that enough time is allotted for discussion
- iv. Avoid topics best handled by individuals or subgroups
- v. Separate the information exchange and problem analysis from problem solving

1. i ,iv,iii,v, ii

2. i , ii, iii, v,iv

3. v, iv, iii, ii, i

4. i , iii, iv , v, ii

iv. The foremost barrier to oral communication is:

- a) Humility
- b) Concentration
- c) Poor listening
- d) Interestedness
