

**Section A**B.Sc. Engg. CSE 7<sup>th</sup> Sem.

Date: June 12, 2021.

ISLAMIC UNIVERSITY OF TECHNOLOGY (IUT)  
ORGANISATION OF ISLAMIC COOPERATION (OIC)  
**Department of Computer Science and Engineering (CSE)**

Ist QUIZ

SUMMER SEMESTER, A. Y. 2019-2020

DURATION: 20 Minutes

FULL MARKS: 10

**HUM 4741 Business Communication & Law**

There are **2** questions. You have to answer both questions. All questions carry equal marks.

1. Mr. Rishi Daswani was the manager of the Sangam Leather Factory, Kanpur. In one of his vacations, he undertook a short course in management and public relations, in one of the third rated commercial institutions that have mushroomed in Noida. It then dawned upon him, that all these years he had been doing the wrong thing, by dealing only with the section heads under him. On his return to the factory, he was a new Rishi. He began having lunch in the Workers' mess; he even exchanged a few smutty jokes. Over a cup of tea, he told them a story of his life and many spicy episodes about the lives of the directors all in the interest of better public relations. He even joined them once, in ragging a foreman, who wore an old-fashioned coat and topi.

Trouble started a few days later. There were thefts in the factory and absenteeism had increased. Further there were four incidents of workers refusing to carry out the orders of their supervisors and three workers were found in a drunken state on the plant.

- i. Discuss the communication barriers in this case.
- ii. If you were in the manager's place, what would you do? Sack the drunken worker? Or have a confidential talk with them?

Explain how would you handle this situation and suggest for the solution.

2. "Communication and image" both are interrelated. One can find out three images namely self-image, projected image and external image from communication. To be a successful entrepreneur in a small firm he/she has to struggle with different relationships at work this is a self-image of communication and what will be predicted image and external image of this entrepreneur?