

**Faculty of Management Studies**  
**University of Delhi**  
**Semester 1, Final exams, November 2020**  
**Full Time Program ( Semester 1)**  
**6107 Business Communication**  
**Unique Paper Code 410901107**

**Maximum Marks 70**

**Duration : 3 hours**

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Instructions : i) **All questions are to be attempted**

ii) Q1(Case- Based) carries 22 marks

iii) All other questions carry 16 marks each

**Section A**

Q1. Read the case given below and answer the questions that follow

Sandra Lewis had been with Takabishi USA for a week when it was announced that the chairman of Takabishi Inc. would be coming from Japan to visit the U.S. locations. Sandra's boss Jackie needed every available minute to do the paper work involved and asked Sandra to coordinate and schedule the events for the visit. She told Sandra to check the company's library for information on Mr Takabishi, on the parent company, and on Japanese social and business customs. This trip would be Mr. Takabishi's first visit to the new plant and it was crucial that everything went smoothly.

Sandra found the material in the company library that Jackie had recommended. After carrying it to her office she decided to begin by making a list of tasks that she needed to complete in order to be ready for Mr Takabishi's visit. This done, she picked up a book on Japanese customs and glanced at the table of contents. She noticed a section on gift giving. "Oh yes!" she thought "I remember that the Japanese like to exchange gifts". Immediately, Sandra put the book down and added gifts to her list.

On the big day Sandra was undecided what to wear. Finally satisfied with her appearance, she hurried to her car. If she caught all of the traffic lights just right, she would be late by just five minutes..

Unfortunately, finding a parking place took longer than she had expected and she was 20 minutes late. Near the arrival gate she saw a group of Japanese men talking with some American officer of the company. They were all waiting for her, because she had scheduled herself to escort the party to the first stop on the itinerary.

Sandra wished she had taken more time to look at the company reports so that she would know which man was Mr Takabishi. Unfortunately, she had not, and so she approached the nearest of the blue suited men and shook hands and introduced herself. She failed to notice that the young man seemed embarrassed as he bowed to her. Sandra, not accustomed to bowing, decided not to return the bow. She did notice a distinguished looking man at the end of the line shocked at her behaviour.

After introductions, she opened her briefcase and gave each member of the party one of the gifts that she had selected for the occasion. As she handed each unwrapped box to a recipient, beginning with the guest standing nearest to her, she noticed they all looked

uncomfortable. In an attempt to put everyone at ease, she urged that they open the boxes. Inside each box was a shiny pen with a digital clock near the clip. On a band around the pen were the words 'Made in Japan'.

Sandra then gave them all a copy of the day's schedule of events and led them to cars waiting to take them to the hotel. As soon as they were settled, Sandra returned to her office. There Jackie was waiting for her, clearly unhappy.

- Q1. (a) Why did Jackie suggest that Sandra read about Mr. Takabishi, the company and Japanese customs? What is the significance of knowledge of cross cultural communication in business? Elaborate with examples from various business settings (8)
- (b) What mistakes might Sandra have avoided if she had taken the time to read the material Jackie suggested? (6)
- (c) According to the theoretical frameworks on cross- cultural behaviour, what are the key differences in the Japanese and American cultures ? Elaborate with examples(8)

### **Section B ( Each question carries 16 marks)**

- Q2. (a) What should be kept in mind while responding to a request for proposal? Elaborate(6)
- (b) You are the training manager of the Department of Management Studies of University of Delhi. You have received a request for proposal from a multinational company for a training program of three days on ' Soft Skills'. Design a response to the RFP (Request for Proposal) using text, Infographics, and other necessary tools. (10 marks)
- Q3 (a) Design a corporate communication plan to increase visibility of the Department of Management Studies, University of Delhi (10)
- (b) What should an organisation take care of while communicating during a crisis ? Compare and contrast between two cases of crisis communication (6)
- Q4 (a) What should you take care of while writing a negative letter ? (6)
- (b) Write a letter to a junior employee about the unacceptable laxity on his part and in particular inability to provide the report on status of stock in the store despite two reminders.(10)