

PARUL UNIVERSITY
FACULTY OF COMMERCE
M.Com.(Hons.), Winter 2017-18 Examination

Semester: 1

Subject Code: 16293101

Subject Name: Business Communication and Professional Skills-1

Date: 19/12/2017

Time: 10:30 am to 1:00 pm

Total Marks: 60

Instructions:

1. Attempt all questions.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.

Q.1 Do as directed:**(15)****(a) Fill in the missing letters: (Any 12 out of 14) (6 marks)**

1. A less formal name for 'bureaucracy' is 'r---t---'.
2. A potential customer is called a 'pro---ct'
3. A name or symbol that has legal protection is called a legal 'tr-----k'.
4. A close synonym of 'supplier', more common in American usage, is v---or.
5. A list of all employees and how much each one earns is called the 'p----ll'.
6. If a currency falls in value, domestic 'a---ts' are cheaper for foreigners to buy.
7. The written instructions for using IT software are called doc-----ion.
8. The total value of raw materials+ work -in-progress+ unsold stock is called in-----y.
9. A large outdoor sign used for advertising is called a bi---oard.
10. Another word for the final consumer of the product is called the e-- - u---r.
11. The characteristic of always working well is r----bility.
12. The chance of damage or harm to something is its vul-----ility.
13. Successful managers are neither passive nor aggressive. They are ass----ve.
14. Inside a company, large customers are often referred to as k— a-----ts.

(b) Answer the following questions in brief (Any 3 out of 4) (9 marks)

1. What is teamwork? Explain the five stages of teamwork.
2. Explain the steps in the recruitment process.
3. What are the key stages in the manufacturing process?
4. What are the ways in which a company can expand its business?

Q.2 Do as directed:**(15)****(a) Fill in the blanks with the appropriate option from the words given below (Any 12 out of 14) (6 marks)**

Commission/ Bonus, non-durable goods, candidate/applicant , autonomy, time-to-market, Retirement/pension , demonstration, market research, criteria, aptitude, salary/wage, USP, brand loyalty, risk management

1. A _____ is paid monthly, but a _____ is paid hourly or by piecework.
2. A/an _____ is one of the people being actively considered for a job, whereas a/an _____ has sent a completed form and CV but is not necessarily being considered.
3. If you received a fixed percentage of every sale you make, you get a _____, if you(or your team or your company) performs well, then at the end of the year you might get a _____.
4. Your _____ is the period of your life after you stop working(eg after 65) your _____ is the money you receive during this time (from the government, your company, or a private plan).
5. using a questionnaire to carry out a survey _____.
6. _____ generally last only for a short time. Common examples are stationery, gasoline, food and beverages.
7. When customers are faithful to a particular product _____.

8. Power to make independent decisions _____.
9. Standards that are used for making a decision about something _____.
10. Time required from the initial concept for a new product to when it first goes on sale _____.
11. Something that makes a product special or different from others _____.
12. _____ - giving the customer a chance to see the product in use.
13. Hedging is a term associated with _____.
14. A natural ability to do something well or to learn it quickly - _____.

(b) Answer the following questions in brief (Any 3 out of 4) (9 marks)

1. Show worker-management relations, staffing and recruitment, motivation, appraisal and evaluation and Training & Development in the form of a mind map on 'Human Resources'.
2. Supervising and directing, Leading, Motivating, Communication and Managing team are a part of the vast area called 'Managing People'. Draw a mind map to show the same.
3. What is the company strategy in the face of globalization?
4. What is the promotional mix?

Q.3 Answer the following questions:

(15)

(a) Objective Type Questions (Any 6 out of 7) (6 marks)

1. a] Since working in a group widens the mind, in order to deliver better quality result, I prefer to do group work.
b] Since working in a group is time consuming, in order to finish a task, I prefer to work on my own.

2. Why should a boss include his/ her team members in planning the goals for the team together?
(Rank from most preferred to least preferred reason)

1. So that team members are clear about what is expected of them.
2. So that team members feel their views have been considered.
3. As team members will make sure that they achieve the goals.
4. As team members expect this from a leader like him.

a] 3-1-2-4 b] 2-3-4-1 c] 4-2-3-1 d] 3-2-1-4

3. You have been given a prestigious assignment that will involve working with experts from different parts of the world. As a Contributor, which of the following would be closest to your thinking?

- a] "My hard work and sincerity has been rewarded. I must continue to work hard in this way, and many more such opportunities will come."
- b] "This is a chance for us to develop new and break-through solutions in this field, by working together on it.
- c] "This is a chance to work with some of the best experts in this field. It will be challenging but I will learn a lot."

4. What is the value of developing self-motivation or striving for inner excellence rather than doing it for external reasons?

- a] Then you can be your own boss.
- b] Then you feel more satisfied.
- c] Then you can do work which is better than your best.

5. a] A competent team makes a project successful.

b] A committed team makes a project successful.

6. When I choose to be a creator of my own destiny...

- a) I can be an inspiration for my friends and family
- b) I learn to face challenges
- c) I become stronger as a person

- 7. a) Why not change?
- b) Why not just accept that we can't change?

(b) Answer the following questions in brief (Any 3 out of 4) (9 marks)

1. What is the meaning of success? Discuss and differentiate between inner and outer success with the help of an example.
2. As a contributor, what is the importance of designing solutions to problems?
3. Who is a Contributor? Discuss the checklist of a contributor.
4. What is the advantage of engaging deeply in any work/ action that one undertakes? Explain with the help of an example.

Q.4 Answer the following questions:

(15)

(a) Answer the following questions: (Any 3 out of 4) (6 marks)

Instructions: This section has a scenario. Read carefully before answering the subsequent questions. Choose ONLY ONE option which you consider the most appropriate option.

Saloni Mehta, a student of Industrial design, turned an unusable over-bridge outside her college into a 'walk to remember' for pedestrians. When Saloni first came to her college campus, she would see how pedestrians chose to endure nightmarish traffic and cross the road rather than take the over-bridge, because it was in shambles – garbage was strewn all across, poorly lit etc. Applying her education in interactive design, she started the project to give a new look to the over-bridge, inspiring others to join in.

1. In such big projects, it is useful to involve more people as –
 - a) One is able to finish more work in less time.
 - b) One is able to design a better solution.
 - c) One is able to keep oneself motivated on the task.

2. While working on this project, Saloni must have faced opposition – many must have criticized her plans, etc. If you were in Saloni's place what would be your thinking?
 - a) There will always be people who criticize. One should not worry about them.
 - b) If they do not like my idea, we can try some other plan to make the bridge usable.
 - c) My plan needs feedback from other people, only then will it be valued and become usable.

3. What would you admire about Saloni?
 - a) She used her education to make a positive difference around her.
 - b) Her knowledge was not limited to textbooks. She could apply it in real life situations.

4. As a civic official who is in charge of maintaining such public spaces, why would you encourage members of public to take such initiative?
 - a) It cannot be government's responsibility alone. People need to do their part.
 - b) Solutions for improvement are needed. It can come from the government or the public.

(b) Answer the following questions in brief (Any 3 out of 4) (9 marks)

1. Read the following case Study and write down the SWOT Analysis:

This study focuses on the multinational fast food giant McDonald's Corporation, with particular attention paid to the corporation's situation in China. Given the disparity in cultural foods between Western countries like the United States, and China, and that McDonald's food very much reflects food preferences in the U.S., it is very interesting to see how McDonald's works to capture China's attention and takes hold in the Chinese market.

McDonald's: Company Profile

McDonald's Corporation was established in 1955 in the state of Illinois. The corporation

franchises, operates and develops a global network of restaurants, that each sells a limited menu of value foods. McDonald's is the most popular 'fast food' service retailer in the world, with more than 30,000 restaurants in over 119 countries serving approximately 50 million people every day (McDonald's, 2005).

Popular menu options include the Quarter Pounder, Big Mac, Happy Meal, Egg McMuffin and Chicken McNuggets, as well as a large range of other menu options including fries, chicken sandwiches, salads and sundaes at reasonable prices that the majority of people can afford. The corporation is well known for its fast service and for its efforts in recent years to diversify its menu range to make their options more appealing to a larger number of customers.

McDonald's first arrived in Hong Kong in 1975, and Beijing much later in 1992. Hong Kong operates around 200 restaurants and outlets, with over 10,000 staff employed (McDonald's HK, 2007) and in Beijing there are over 90 outlets (CEN, 2006). McDonald's emergence in China, despite the unique, historic culture of the country, has been something of a success story due to the country's rapid development and the changing lifestyles and characteristics of its people.

2. Marion Jones' Success Vision: Perform well and win at any cost (A Success Vision that destroyed her)

MARION JONES : Former world champion, track and field athlete Marion Jones was a US track and field athlete who went on to dominate the world stage in the late '90s and early 2000s. She was one of the most loved athletes and a role model for thousands of Afro-Americans, who routinely beat her competitors on the track fields, right from her childhood. Some of her records – 1997: Marion wins the 100m sprint at World Championships, Greece 1998: Won gold in World Cup, South Africa 1999: Won 4 titles at World Championship, Spain 2000: Won 3 gold and 2 bronze at the Olympics, Sydney Then... In October 2007, she admitted to taking performance enhancing drugs as far back as 2000 Olympics. She admitted to lying to investigation authorities earlier on the doping issue. It was a very public fall from grace for 31-year-old Jones who in 2000 had amazed sports fans across the world with her extremely difficult goal of winning 5 gold medals at the Sydney Olympics. She finally won 3 gold's and 2 bronzes. Jones had to give up all medals that she won 2000 onwards. Her fans felt betrayed.

Question: In her ambition to win at any cost, Marion took drugs to improve her performance. Her narrow vision of success blinded her to the deeper rewards that an athlete with her talent and competence, could have received. Discuss to help widen this vision of success.

3. Project Shakti: Empowering rural women while building a new market for HLL

When Manvinder Banga took over as chairman of Hindustan Lever (HLL, now called HUL), in May 2000, he found that the competition was strong and further growth in business had become increasingly difficult. HLL needed to open up new markets. Mr. Banga observed that one of the greatest challenges for selling in India, is that conventional media (like TV, radio, newspaper, etc.) reached only half the population, thus leaving more than 500 million people ignorant of a company's product or brand.

To reach out to these people, HLL launched Project Shakti. Shakti targeted small villages with population of less than 2000 people, to empower rural women by providing income-generating opportunities, health and hygiene education, and access to relevant information. Project Shakti drew upon women's self-help groups. Typically comprising 10-12 women from a single village, the self-help group would give a small amount of cash towards a common pool. Micro-credit agencies would then offer additional funds to finance approved micro-commercial initiatives. HLL built upon this infrastructure, by giving a chance to the women to earn money by selling HLL products directly to fellow villagers. This not only allowed HLL to reach out to the rural market, but also created women entrepreneurs. This significantly improved the women's income, giving them a steady source of livelihood. With Project Shakti, HLL sought to achieve both the objective of social impact and business growth.

Q.1 How did Banga widened the “organization purpose” of HLL from just “business profits” to “welfare of society along with business profits”.

Q.2. What was the economic and social value created by Project Shakti?

4. Write down a real-life incident that you witnessed where a person showed qualities of a contributor.