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School of Business

Master of Business Administration MBA Dual Specialization
Mid Term Examination - May 2024

Duration : 90 Minutes
Max Marks : 50

Sem II - D1PK207B - Business Communication

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) A manufacturing company's production floor is noisy, crowded, and poorly lit, making it difficult for workers to communicate effectively with each other. Explain the measures company may take to mitigate physical barriers and create a more conducive environment for communication? K3 (6)
- 2) A team leader is leading a discussion with team members about a project setback that resulted in missed deadlines. Some team members feel frustrated and demoralized by the setback. How can the team leader demonstrate empathy towards team members' feelings of frustration and demoralization during the discussion? K3 (6)
- 3) Provide a specific example of how using concrete language can enhance clarity and effectiveness in conveying a message. K4 (4)
- 4) How can organizations apply strategies to overcome communication barriers such as emotional, language, and physical barriers? K4 (4)
- 5) In a corporate meeting, a manager congratulates a team member on a successful project outcome by giving them a high-five gesture. K4 (8)
Questions:
(a) How does the manager's use of the high-five gesture contribute to team dynamics and camaraderie within the workplace? (4 Marks)
(b) Discuss the role of haptics in reinforcing positive feedback, recognition, and team cohesion in organizational settings. (4 Marks)

6) During a weekly team meeting, you present a new project proposal that you've been diligently working on for weeks. As you go through the details and ideas, you notice subtle smirks and eye rolls from one of your colleagues, Rashmi. However, you brush it off, thinking it might just be her usual demeanor.

Later that day, you're having a casual conversation with another colleague, Deepak, who mentions in passing, "Hey, I heard Rashmi talking about your project in the break room after the meeting. She said she thinks it's a waste of time and that you're just trying to impress the boss without considering practicality."

Initially, you try to shrug it off, but as the day progresses, you find yourself increasingly irritated by Rashmi's comments. You start replaying the meeting in your head, analyzing every interaction and word exchanged. The more you dwell on it, the more frustrated you become.

You can't shake off the feeling of betrayal and disrespect. Rashmi's remarks not only undermine your hard work and dedication but also question your motives and professionalism. You can feel the anger bubbling inside you, and it's affecting your mood and productivity.

Now, you're torn between confronting Rashmi about her comments or trying to let it go for the sake of maintaining a professional demeanor. However, every time you see her, the resentment grows stronger, making it difficult to interact with her cordially. This incident has not only soured your relationship with Rashmi but also impacted your trust in your other colleagues and the overall team dynamics.

Question:

1. How would you address a situation where you discover that a colleague has made derogatory remarks about you and your work behind your back, as reported by another coworker? (5 Marks)

2. Propose strategies for handling such interpersonal conflicts while maintaining professionalism and preserving workplace relationships.(5 Marks)

7) You are interested in joining a student organization but have questions about its activities and membership requirements. Write an email to the organization's president or advisor seeking information about joining and participating in their events.