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**PRESIDENCY
UNIVERSITY
BENGALURU**

School of Management

Mid - Term Examinations – November 2024

Semester: I

Date: 05/11/2024

Course Code: ENG5002

Time: 09:30am – 11:00am

Course Name: Business Communication

Max Marks: 50

Program: MBA

Weightage: 25%

Instructions:

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 3marks.

5Q x 3M=15M

1	Mention three importance of Business Communication	3 Marks	Remember	CO1
2	What is a semantic barrier in communication? Give Example	3 Marks	Remember	CO1
3	Identify some factors that help in team building	3 Marks	Remember	CO1
4	Compare Business report and article.	3 Marks	Understanding	CO2
5	What is encoding and decoding in communication?	3 Marks	Remember	CO1

Part B

Answer ALL the Questions. Each question carries 10 marks.

10Mx2Q=20M

6	For a conducive business environment it is important to embrace diversity. Interpret this statement in reference to cross-cultural communication	10 Marks	L2 Understand	CO1
or				
7	The focus at workplace should be on skills and performance and the approach must be inclusive . Explain in view of gender sensitivity at workplace .	10 Marks	L2 Understand	CO1

8 **Read the Business article and answer the questions that follow**

10
Marks

L2
Understand

CO2

Google and Apple, two of the world's largest tech companies, have faced heavy fines for abusing their market dominance, highlighting the economic consequences of monopoly power. In a major ruling, Google was ordered by the European Court of Justice (ECJ) to pay a €2.4 billion fine for prioritizing its own shopping service over rivals in search results. Apple, meanwhile, was told to pay €13 billion in unpaid taxes to Ireland, ending a long legal battle over illegal tax advantages.

These rulings address key economic concerns around monopolies and market failure. When companies dominate a market, competition weakens, leading to reduced innovation and higher prices, which ultimately harms consumers. The EU's antitrust laws, aimed at preventing this, seek to maintain competitive markets by ensuring no single player can unfairly dominate. Google's case, dating back to 2009, illustrates how monopolistic practices can disadvantage smaller firms, with the tech giant blocking rivals from gaining market share. This resulted in limited choices for consumers, a classic example of market failure.

Apple's case, by contrast, demonstrates the role of corporate taxation in promoting or distorting fair competition. Ireland's low tax regime helped attract Apple to base its European operations there, but the ECJ ruled that this arrangement gave Apple an unfair advantage, as other companies couldn't access similar benefits. This exemplifies how tax policy can skew markets and lead to "state aid" that violates EU competition laws.

Both cases serve as a reminder that regulation is critical for balancing market power. Without antitrust laws, monopolies could undermine economic efficiency, reducing consumer choice and stifling innovation. These landmark decisions reinforce the need for strong government intervention to ensure markets remain competitive and fair.

For students of business and economics, these rulings highlight the dangers of monopolies and how they can lead to market failure. The fines imposed on Google and Apple show how antitrust laws work to protect market competition, ensuring that no single player can dominate unfairly. They also underscore the importance of tax policies and government regulation in maintaining a level playing field.

Answer the following questions

- a. Why have Google and Apple, two of the world's largest tech companies faced heavy fines?(1 marks)
- b. Explain how Google's shopping service led to a market failure, according to the EU ruling.(2 marks)
- c. Analyse how Ireland's tax policies gave Apple an unfair advantage in Europe.(3 marks)
- d. Discuss whether antitrust laws are sufficient to prevent market failure in tech industries dominated by large firms like Google and Apple.(4 marks)

or

9 **Read the Business article and answer the questions that follow**

10 Marks L2 Understand CO2

New Zealand is set to raise its tourism entry tax, increasing the International Visitor Conservation and Tourism Levy from NZ\$35 (£16.52) to NZ\$100 (£47.20) from October 1, 2024. This tax is intended to boost economic growth by ensuring tourists contribute to public services and high-quality experiences. However, the tourism industry is concerned that this increase could deter visitors, further slowing New Zealand's recovery from the COVID-19 pandemic. The tourism sector, which has already struggled to return to pre-pandemic levels, is raising alarms. In 2023, New Zealand welcomed around 3 million international tourists, only three-quarters of its previous numbers. High travel costs, due to the country's remote location, combined with the increased levy, may make New Zealand less competitive compared to other tourist destinations. Proponents of the tax, including Tourism Minister Matt Doocey, argue that the rise will only represent a small fraction of tourists' overall spending and will keep New Zealand aligned with similar charges in countries like Australia and the UK. For economics students, this story highlights the balance governments must find between generating revenue and maintaining demand. The move brings into focus key topics like the elasticity of demand, market competitiveness, and government intervention. This policy could offer a practical case study of how taxes affect both consumer behavior and economic recovery in a globalized market.

Answer the following questions

- a) How is New Zealand set to raise its tourism entry tax? (1 marks)
- b) Explain one way an increase in tourism taxes could affect the number of visitors to New Zealand. (2 marks)
- c) Analyse the impact of New Zealand's higher tourism tax on its price competitiveness in the global tourism market. (3 marks)
- d) Discuss whether the government of New Zealand should prioritize economic growth through increased taxes or attracting more visitors with lower costs. (4 marks)

Part C

Answer the Question. Question carries 15 marks.

15Mx1Q=15M

10 'Walmart creeps out the Germans' - prepare a case study analysis of Walmart in German from the perspective of cross cultural communication

15 Marks L3 Applying CO2