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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 13 – 01- 2025 **Time:** 01:00 pm – 04:00 pm |

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| **School:** SOM(PG) | **Program:** MBA | |
| **Course Code :** ENG5002 | **Course Name :** Business Communication | |
| **Semester**: I | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | 9 | 13 | 37 | 23 | 18 |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 3marks. 3Mx10Q=30M** | | | | |
| **1** | What is business communication and briefly explain the three types of business communication based on their nature and flow. | **3 Marks** | **Remember** | **CO1** |
| **2** | Describe Cultural Competence and its importance in the business world. | **3 Marks** | **Remember** | **CO1** |
| **3** | List out the effective team-building strategies. | **3 Marks** | **Remember** | **CO1** |
| **4** | Briefly describe the three types of business reports. | **3 Marks** | **Remember** | **CO2** |
| **5** | Define a circular letter and its objectives. | **3 Marks** | **Remember** | **CO3** |
| **6** | List out basic elements of professional e-mail writing. | **3 Marks** | **Remember** | **CO3** |
| **7** | Define a business meeting and its need in business organizations. | **3 Marks** | **Remember** | **CO3** |
| **8** | Identify the strategies to be considered while conducting a meeting or conference. | **3 Marks** | **Remember** | **CO3** |
| **9** | Explain Search Engine Optimization (SEO) with an example. | **3 Marks** | **Remember** | **CO4** |
| **10** | State the importance of a business presentation. | **3 Marks** | **Remember** | **CO5** |

**Part B**

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| **Answer ALL the Questions. Each question carries 10 marks. 10Mx4Q=40M** | | | | |
| **11a** | **Read the passage and answer the questions that follow. All questions carry equal marks.**  In today’s quick-moving and information-driven learning settings, it’s not difficult for students of business and economics to become experts on rather advanced terms and ideas, while not fully understanding more basic matters; and when they try to learn these basics, students are often embarrassed because they aren’t already familiar with them.  Utility, or the state of being beneficial and useful, falls under this category; many highly intelligent business students understand that market trends result directly from supply and demand, but other wonder why exactly there is demand in the first place.  The explanation is straightforward: demand, or the desire or need of consumers to own a certain product or receive a certain service, exists because these goods and services provide customers with advantages, pleasure, or other fulfilment. In short, demand exists because people naturally want to buy things that improve the quality of life! Demand has existed and will always exist; even if everyone gave up their hobbies, made their own food, and lived simply, they would still “demand” sharp axes to cut wood, and big stoves to cook with, and strong materials to build with, and so on.  In conclusion, demand exists because of the universal human desire to be comfortable, well-off, and content. This is the utility of goods and services, and this is why the overall business cycle will never be completely reinvented; its origin is rooted in human interest.   1. Why and when are the modern students of business and economics feel embarrassed, according to the author? 2. Describe utility and demand. 3. Which natural human desire results in demand? 4. How can demand be eliminated? Justify based on he inference from the passage 5. How do companies offer the most possible utility through their products and services?Justify with evidences from the passage | **10 Marks**  **1**  **2**  **3**  **4** | **Understand** | **CO2** |
| **Or** | | | | |
| **12a** | **Read the passage and answer the questions that follow. All questions carry equal marks.**  Gross Domestic Product (GDP), or the measure of all the products made, services offered, and business conducted in a country over a set period of time, is another one of those business terms that’s frequently referenced but seldom understood. Once again, GDP is simply a calculation of the business that’s taken place in a country annually. The United States, for example, has the largest GDP in the world, thanks to its free market and large population; other nations have solid GDPs as well, and the exact number usually corresponds to its country’s economic system, development, natural resources, education, and more.  Similarly, the process of calculating GDP is simple and straightforward. GDP is comprised of “private consumption + total investments + government investments + government spending + the value of exports minus imports.” In other words, gross domestic product, which is once again the measure of all the business that’s taken place in a country over a period of time, is determined by adding together money spent on private consumption, personal investments, government investments, government spending, and the value of exports (minus imports, so that the total reflects the trade agreements that give money to the country at-hand).  Lastly, nominal GDP refers to a specific year’s gross domestic product purely in terms of production, while real GDP accounts for inflation, and is typically consulted by economists attempting to contrast a country’s current output with those of the past.   1. What is gross domestic product (GDP)? 2. Which country has the largest GDP in the world? 3. How is GDP calculated? 4. What is the main difference between nominal and real GDP? 5. Why is GDP important? Justify with evidences from the passage | **10 Marks**  **1**  **2**  **3**  **4** | **Understand** | **CO2** |

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| **13a** | Imagine you are employed in Orbit Inc for the past three years. Write an email to your Manager requesting for a raise in your salary, mentioning your contributions and and achievements in the last three years. | **10 Marks** | **Understand** | **CO3** |
| **or** | | | | |
| **14a** | Imagine you are the Manager of Divya Consultency. Write a Circular to all your employees informing changes in timings for certain reasons. State the reasons for implementing new timings. | **10 Marks** | **Understand** | **CO3** |

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| **15a** | **Attempt an analysis of the given content based on style, language, headings, sub categories, target audience. Substantiate with evidences from the content.**  **Is SEO Dead? Because That Would Make a Lot of Sense**  **Google doesn’t need SEO anymore, at least not in the state that it was.**  **EXPERT OPINION BY JOE PROCOPIO, FOUNDER, DEC 13, 2024**  If you go on the internet and ask the collective if SEO is dead, you’ll get one of three answers, summarized here in the form of expert blog post titles:   * Is SEO Dead? Of course not! * Is SEO Dead? Not yet! * Is SEO Dead? No, it’s merely evolving!   But if you have to ask the question, something’s up, right?  It’s like when I was a little kid and my Dad would take me to PG-13 movies.  “Dad, is that guy dead?”  “No son, he’s just sleeping.”  So don’t worry friends, SEO is just sleeping.  Now, when I ask the same question to the bunch of digital marketing and consumer product experts I know, they scrunch their faces and say, “Of course it’s dead. Where the \*\*\*\* have *you* been?”  OK. We’ve got a little disconnect here—enough to fire up the reckless speculation machine anyway.  Let’s go.  **Did the AIs do it?**  When I asked ChatGPT about the state of SEO, it gave me the same theory of SEO evolution as some of the human expert blog posts.  And why wouldn’t it?  I don’t think there’s anyone, human or artificial, who can (or will?) give an honest analysis of SEO, except for maybe that one old gray wizard behind Google’s curtain who constantly updates the search engine algorithms. And since he doesn’t, you know, *exist*, we’re going to have to speculate, and solve the problem from the answer backward.  SEO is dead. There. I said it. Now what the hell happened?  Did AI kill it?  **AI might be to blame. But …**  The conspiratorial among you (and my expert friends) will say, “Of course AI is to blame.” Because how could that *not* be true. Search was a process that was already plagued by low-grade, high-volume garbage content and black-hat ethical tricks to sell more phone cases, so it was already pretty primed for disruption by AI.  But it’s not like SEO was universally lauded in the days before AI went mainstream.  To underscore that, I’ve got one word for you: clickbait.  And by clickbait, I mean the shenanigans employed by content publishers of all stripes to trick the wizard to game the algorithms to promote the content to sell the phone cases. If SEO had rules, people were going to break them.  The result? As far back as a decade ago, you were unable to find the thing you were searching for on the internet, because there was too much juice being given to the content that *kinda resembled* what you were searching for but was really there to sell you a phone case.  AI just automated that crap. Scaled it, if you will.  So who is actually to blame for the demise of SEO? It’s gonna shock you—like a good murder mystery should.  **It was the $2 trillion elephant in the parlor (with a lead pipe).**  Of course it was Google.  Allegedly!  Disclaimer: I’m speculating from the answer backward.  Don’t forget, Google is one of the major players in the AI race. And the race isn’t for more AI, it’s for more AI *market share*.  Think about it:   * OpenAI and the others are all about letting you steal content from other people, so you can put that content on the internet where it can be found. * Google is the gatekeeper for finding that content. * There is nothing – legal, technical, or otherwise – to stop Google from making its own magical content that serves its own purposes.   The result? Google doesn’t need SEO anymore, at least not in the state that it was. It needs an entirely different mechanism to return results and bait clicks and take a percentage off the conversion.  And it doesn’t need you or me or anyone else to create that content.  You want to know why your clicks have gone down? It would look a lot like that.  **There’s a way out of this**  And it’s been staring us all in the face since the beginning of time.  Create good content. Not SEO content or clickbaity content or even marketing content. Just good content. For whatever purpose you want it to serve.  About nine months ago, I started testing this theory, both in my writing, and my business. I’ve found, anecdotally at least, that the further away I get from AI, SEO, or any sort of marketing monkey business, the more people sign up, engagement gets higher, interaction gets stronger, and loyalty gets richer.  All because I’m “creating content” people want to “engage with.”  Or better put, I’m writing shit people want to read.  There is no shortcut for this. There is no magical AI that you can prompt with “Write me some shit people will like.” There is no algorithm or meta data or set of keywords that can replicate this.  Well, that’s not entirely true. The internets are still the internets and even the most well-written content, be it prose, poems, or marketing blog posts, won’t get found.  I have no idea if Google will even pick this article up.  But I do know this. I’d rather put my money on a human-first approach. For you marketers and business-folk, that means a customer-first approach.  I’m only scratching the surface here and there’s a lot more to come. Now would be a good time to get on my email list.  Because words are back, baby. And they mean things again. | **10 Marks** | **Understand** | **CO4** |
| **or** | | | | |
| **16a** | Attempt an analysis of the given content based on style, language, headings, sub categories, target audience. Substantiate with evidences from the content.  **Indian households falling for a dangerous money myth? An IIT professor sounds alarm**  **Business Today Desk** - Oct 01, 2024  An IIT Madras professor and a respected voice in financial education has raised concerns about a common misconception taking root in Indian households. Speaking on a podcast hosted by Financially Free, Dr. M. Pattabiraman stressed on what he considers a dangerous money myth: the belief that increasing equity exposure guarantees higher returns.  "People are acting as if the market party will never stop, which is scary," Pattabiraman said, cautioning that such behavior could have severe consequences when the bull run inevitably ends.  Pattabiraman, known for his expertise in mutual fund analysis and investment risk, emphasized the need for balance in investment portfolios. According to him, the assumption that higher equity exposure always results in better returns is flawed.  "For the average investor, 50 to 60% equity is sufficient. A robust fixed-income portfolio is crucial for stability when markets decline," he advised, underscoring the importance of diversifying investments to mitigate risk.  The current bullish equity market has indeed led to a significant rise in household wealth, as noted by analysts at Motilal Oswal Financial Services (MOFSL). They estimate that the financial net worth of Indian households has surged to 116% of GDP in Q1 FY25, up from 88% before the pandemic. This growth has been driven by increased investments in equities, with listed equity holdings now accounting for up to 28% of household financial assets, according to MOFSL analysts—a dramatic rise from 11.1% in March 2023.  However, Pattabiraman's concerns are rooted in the behavior of investors who, emboldened by high returns, are overexposing themselves to equity. "I see people switching funds just because one gave a 15% return and another 25%. They act like these returns will continue forever," he warned.  When the market inevitably cools down, it is the fixed-income investments—often ignored—that will provide the safety net, he stressed.  Motilal Oswal analysts also point out that while equity investments have bolstered household wealth, this rise has coincided with a sharp increase in household debt, much of it fueled by unsecured personal loans. Household debt-to-GDP ratio has climbed to 42% in Q1 FY25, up from 36.5% pre-pandemic. These loans, some of which have flowed into stock market investments, add another layer of risk, particularly if equity markets take a downturn.  Despite the current equity-driven wealth accumulation, history suggests that this upward trend may not last forever. The Reserve Bank of India (RBI) has noted that during the early days of the pandemic, a decline in the stock market led to a 3% drop in household financial wealth. A similar market correction could have a comparable effect on household net worth, further validating Pattabiraman’s concerns.  While Indian households have embraced equity investments post-pandemic, their growing exposure to unsecured debt and reliance on continually rising markets could prove dangerous. Pattabiraman’s advice is clear: balance is key. As he cautions, "When the market party ends, it’s your fixed-income investments that will save you." | **10 Marks** | **Understand** | **CO4** |

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| **17a** | You have authored a book on Business Analytics which is very useful for students of business and economics. Which are the digital marketing platforms you would choose to promote the book. Write a comprehensive plan with objectives and expected outcomes. | **10 Marks** | **Understand** | **CO4** |
| **or** | | | | |
| **18a** | You have started a business of importing exotic fruits and selling them in India. As a digital marketing strategist choose the most appropriate digital marketing plans with justification. Create a comprehensive plan with objectives and expected outcomes. | **10 Marks** | **Understand** | **CO4** |

**Part C**

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| **Answer all the Questions. Each Question carries 15 marks. 15Mx2Q=30M** | | | | |
| **19** | Your company plans to organize an exhibition. This requires careful planning and consideration of many factors, including the venue, budget, marketing, and stand design. Write the minutes of the meeting conducted for this purpose. The agenda of the meeting should include the budget, logistics, venue, identification of promoters, etc. The Action report should clearly state the actions to be taken and the follow-ups expected. | **15 Marks** | **Apply** | **CO3** |
| **20** | You have a business plan that you would like to pitch for potential investors. Create a business presentation that is innovative, convincing and impactful. | **15 Marks** | **Apply** | **CO5** |