



# PRESIDENCY UNIVERSITY

BENGALURU

## Mid - Term Examinations – October 2025

**Date:** 30-10-2025

**Time:** 11.00am to 12.30pm

<b>School:</b> SOM-PG	<b>Program:</b> MBA	
<b>Course Code:</b> ENG4001	<b>Course Name:</b> Global Business Communication	
<b>Semester:</b> I	<b>Max Marks:</b> 50	<b>Weightage:</b> 25%

<b>CO - Levels</b>	<b>CO1</b>	<b>CO2</b>	<b>CO3</b>	<b>CO4</b>	<b>CO5</b>
<b>Marks</b>	<b>31</b>	<b>19</b>	-	-	-

**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=15 Marks**

<b>1</b>	Demonstrate how effective feedback can reduce misunderstandings in the process of business communication.	<b>3 Marks</b>	<b>L2</b>	<b>CO1</b>
<b>2</b>	Apply Hofstede's Power Distance concept to show how organisational hierarchy influences communication styles in India and the USA.	<b>3 Marks</b>	<b>L3</b>	<b>CO1</b>
<b>3</b>	Explain the role of active listening in enhancing collaboration within multicultural teams.	<b>3 Marks</b>	<b>L2</b>	<b>CO2</b>
<b>4</b>	Examine how non-verbal communication cues vary across cultures and may affect workplace interpretation.	<b>3 Marks</b>	<b>L4</b>	<b>CO2</b>
<b>5</b>	Apply your understanding of DEI principles in business communication to the following paragraph and identify the bias present, and rewrite the paragraph in an inclusive and professional manner suitable for a modern organisation.	<b>3 Marks</b>	<b>L3</b>	<b>CO2</b>
<p><b>Paragraph:</b></p> <p>Every employee must maintain professionalism at all times. A good manager should ensure that his team members perform efficiently and</p>				

that he provides guidance whenever required. When a new employee joins, the manager should take him under his supervision and help him adjust to the company culture. The HR department expects each staff member to report directly to his immediate supervisor for approvals and permissions.

## Part- B

### Answer the Questions

**2Qx10M = 20 Marks**

<p><b>6.</b></p> <p>Apply your understanding of Hofstede's Power Distance to draft two professional business emails that respond to a client's complaint about the delay in product delivery.</p> <p>Scenario:</p> <p>You are a Customer Relations Manager at Nimbus Electronics. A major shipment has been delayed by four days due to customs clearance issues. Two of your international clients have written to express their dissatisfaction.</p> <p>Write:</p> <ol style="list-style-type: none"> <li>1. An email response to a high power distance client (e.g., China / Mexico / South Korea) who expects a formal apology and respect for authority.</li> <li>2. An email response to a low power distance client (e.g., Canada / Sweden / Australia) who values directness and quick reassurance.</li> </ol>	<p><b>10 Marks</b></p>	<p><b>L3</b></p>	<p><b>C01</b></p>
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**Or**

<p><b>7.</b></p> <p>Apply DEI principles to draft an inclusive circular announcing the university's new internship program. Ensure your message promotes equity and a sense of belonging for all students.</p>	<p><b>10 Marks</b></p>	<p><b>L3</b></p>	<p><b>C01</b></p>
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<p><b>8.</b></p> <p>Evaluate how Hofstede's Masculinity vs. Femininity dimension affects leadership, motivation, and employee communication in different cultures. Support your answer with examples.</p>	<p><b>10 Marks</b></p>	<p><b>L4</b></p>	<p><b>C02</b></p>
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**Or**

<p><b>9.</b></p> <p>Evaluate how emotional intelligence contributes to effective listening and relationship management in business communication.</p>	<p><b>10 Marks</b></p>	<p><b>L4</b></p>	<p><b>C02</b></p>
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## Part- C

Answer the following questions

1Qx15M=15Marks

10.	<p>Apply DEI principles to the situation below and draft (a) a circular and (b) an email addressing the problem while promoting respectful workplace communication.</p> <p>Scenario: During a departmental meeting, a senior employee joked, "Women are better suited for HR because they're more patient, and men are naturally better at handling numbers." Several colleagues found this comment inappropriate and raised concerns about inclusivity. The HR head has requested you to communicate the organisation's position on DEI through formal written communication.</p> <p>Prepare:</p> <ol style="list-style-type: none"><li>1. A circular reinforcing the company's zero-tolerance policy for biased remarks and outlining expectations for inclusive behaviour.</li><li>2. A professional email to the concerned employee, addressing the issue politely and emphasising the value of respect and diversity in communication.</li></ol>	15 Marks	L3	CO1
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