Roll No.												

PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations – December 2025

Date: 22 – 12- 2025 **Time:** 09:30am – 12:30pm

School: SOM-PG	**Program:** MBA	
Course Code : ENG4001	**Course Name:** GLOBAL BUSINESS COMMUNICATION	
Semester: I	**Max Marks**: 100	**Weightage**: 50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	36	19	19	26	-

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. 10Q x 3M=30M

1.	Apply the concepts of equality and equity to explain how fair treatment can differ from identical treatment in a corporate workplace, using a suitable example.	**3 Marks**	**L3**	**CO1**
2.	Examine the influence of organisational hierarchy on employee participation and openness in team communication.	**3 Marks**	**L3**	**CO1**
3.	Explain the role of feedback in ensuring effective communication within an organisation.	**3 Marks**	**L2**	**CO2**
4.	Describe the impact of Hofstede's theory on communication styles in global business environments.	**3 Marks**	**L3**	**CO2**
5.	**Apply DEI principles to identify the bias in the email and rewrite it using inclusive, fair, and professional language.** Email Dear Team,	**3 Marks**	**L3**	**CO3**

	For the upcoming client presentation, one team member should lead the discussion and negotiation with the client. He is expected to be confident, decisive, and comfortable handling high-pressure conversations. Other team members may support him by taking care of documentation, coordination, and follow-up communication. Let us work together to ensure a successful outcome. Regards Project lead			
6.	Explain the purpose of a mission statement in guiding organisational or personal decision-making.	**3 Marks**	**L2**	**CO3**
7.	Explain how a vision statement provides long-term direction beyond immediate goals.	**3 Marks**	**L2**	**CO4**
8.	Distinguish between an elevator pitch and an investor pitch with reference to business communication.	**3 Marks**	**L2**	**CO4**
9.	Describe the salient features of an effective business presentation.	**3 Marks**	**L2**	**CO4**
10.	Explain how emotional intelligence enhances listening skills in professional interactions.	**3 Marks**	**L2**	**CO3**

Part B

Answer the Questions. **Total Marks 40M**

11.	**a.**	Apply effective internal communication strategies to draft a formal corporate circular informing employees about the introduction of a new workplace policy of your choice, ensuring clarity, transparency, and employee reassurance.	**10 Marks**	**L3**	**CO2**
		Or			
12.	**a.**	A series of messages recently posted in a department-wide Slack channel by a group of senior employees contained "inside jokes" and slang that many colleagues found exclusionary and culturally insensitive. Although the employees involved claimed the messages were meant to be lighthearted banter, the exchange has created a "clique-like" atmosphere. This has led to several informal complaints from newer staff members and a noticeable decline in team collaboration during recent projects. The leadership team has decided to address the issue by reinforcing the standards for digital etiquette, ensuring the situation is handled without publicly naming the individuals involved.	**10 Marks**	**L3**	**CO2**

		As the Human Resources Manager, draft a formal internal memo to all staff addressing the recent communication concerns by reinforcing the organization's commitment to inclusivity, establishing clear expectations for professional digital etiquette, and assuring employees that all concerns regarding workplace culture are handled with confidentiality and fairness.			

13.	**a.**	Apply personal branding principles to develop a concise vision board for yourself or a hypothetical professional. Using this vision board, draft a short professional introduction along with a clear vision statement and mission statement appropriate for the "About" section of a LinkedIn profile.	**10 Marks**	**L3**	**CO3**
		Or			
14.	**a.**	Apply personal branding principles to design a concise vision board for an aspiring entrepreneur. Drawing from this vision board, draft a short professional introduction, a vision statement, and a mission statement suitable for the "About" section of a LinkedIn profile, reflecting entrepreneurial goals and values.	**10 Marks**	**L3**	**CO3**

15.	**a.**	Apply personal branding concepts to prepare a one-page professional resume for a corporate business role of your choice, clearly showcasing relevant skills, key achievements, and a coherent professional identity aligned with the position.	**10 Marks**	**L3**	**CO3**
		Or			
16.	**a.**	Apply personal branding and professional communication principles to write a LinkedIn post seeking a job opportunity in a corporate business role of your choice, introducing the individual and narratively highlighting key skills, experiences, and professional strengths.	**10 Marks**	**L3**	**CO3**

17.	**a.**	**Apply DEI principles to identify the biases present in the given email and rewrite it using inclusive, neutral, and professional business communication language, ensuring equal representation, cultural sensitivity, and respect for individual preferences.** Email Dear Team, As we prepare for the New Year client meetings, it is important that each department nominates a strong representative to lead discussions and	**10 Marks**	**L3**	**CO1**

		negotiations. He should be confident, assertive, and capable of handling senior international clients in a professional manner. Other team members may support him by managing documentation, coordination, and hospitality arrangements. Since the meetings coincide with the New Year celebrations and involve Indian clients, the administration team has decided to arrange vegetarian meals only, as this is generally suitable and avoids unnecessary complications. A standard New Year lunch arrangement will be followed in keeping with our usual corporate traditions. All employees are expected to dress and conduct themselves in line with conventional New Year corporate norms to maintain a polished and familiar environment for clients. Any concerns may be discussed informally with reporting managers. Regards, Head – Business Operations			
		Or			
18.	**a.**	Apply internal communication and DEI principles to draft a formal memo to an employee whose recent email demonstrated cultural and gender insensitivity. The memo should address the issue constructively, provide guidance for appropriate corrective action, and maintain a respectful, educational, and non-punitive tone.	**10 Marks**	**L3**	**CO1**

Part C

Answer all the Questions. Each question carries 15marks **2Q x 15M=30M**

19.	a.	Apply Hofstede's cultural dimension of Uncertainty Avoidance to draft two separate professional business emails regarding a project delay as a manager handling international clients. One email should be addressed to a client from a high uncertainty-avoidance culture who prefers clear structure, detailed explanations, and risk minimisation, and the other to a client from a low uncertainty-avoidance culture who is more comfortable with flexibility and ambiguity. Each email should demonstrate cultural sensitivity, appropriate tone, and effective business communication aimed at maintaining strong client relationships and ensuring successful project outcomes.	**20 Marks**	**L3**	**CO1**

20.	**a.**	Apply business communication and persuasive strategies to develop the content for an effective investor pitch deck for a product or service of your choice. The pitch should include at least eight slides and clearly outline the problem, proposed solution, value proposition, target market, business model, competitive advantage, and growth potential.	**20 Marks**	**L3**	**CO4**