



PRESIDENCY UNIVERSITY

BENGALURU

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Mid - Term Examinations – JANUARY-FEBRUARY 2025

Date: 07 – 02- 2025

Time: 10:00 am – 11:30 am

School: SOM	Program: MBA	
Course Code: ENG5002	Course Name: BUSINESS COMMUNICATION	
Semester: I	Max Marks: 50	Weightage: 25%

CO - Levels	C01	C02	C03	C04	C05
Marks	34	16			

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

1	Define business communication and explain its importance in organizations.	3 Marks	L1	C01
2	List three strategies for effective cross-cultural communication in a business context.	3 Marks	L1	C01
3	What is contextual forces' in business communication?	3 Marks	L1	C01
4	Differentiate between a business report and a business article.	3 Marks	L1	C02
5	List three key characteristics of a justification report.	3 Marks	L1	C02

Part- B

Answer all the Questions

2Qx10M = 20 Marks

6.	Analyze the challenges associated with cross-cultural communication in multinational corporations. Suggest strategies to overcome these challenges.	10 Marks	L2	C01
Or				
7.	Evaluate the impact of diversity on business communication practices in modern organizations. Provide examples to support your answer.	10 Marks	L2	C01

8.	<p>Read the Business article and answer the questions that follow</p> <p>Amazon Prime Video subscribers will soon encounter more ads during their favorite shows and movies, as the streaming giant aims to increase its ad revenue. Starting next year, Amazon will begin inserting ads not only at the start of programs but also in the middle, similar to traditional TV broadcasting. This move comes after Amazon introduced ads for paid subscribers last year, though viewers can still pay extra to avoid them.</p> <p>Interestingly, despite these changes, Amazon claims it has not seen a significant drop in its subscriber base. According to Kelly Day, Vice President of Prime Video International, the platform plans to expand the number of ads shown by 2025. While many streaming platforms like Disney+ and Netflix offer cheaper, ad-supported tiers, Amazon's approach forces all subscribers into ad-watching unless they pay an additional fee.</p> <p>This bold strategy, as Day acknowledges, may seem counter intuitive, but Amazon reports that it's working better than expected, with little evidence of mass cancellations. Moreover, the ads will soon become interactive, allowing viewers to purchase directly from them using their remote or smartphone. With \$12.8 billion already generated from digital ads in the second quarter of 2024, Amazon expects this shift to be a significant revenue driver.</p> <p>This shift highlights how companies balance customer experience and revenue generation, with subscription models evolving to maximize profits while offering choices to consumers.</p> <ol style="list-style-type: none">1. What will Amazon Prime Video subscribers soon encounter?2. Explain why Amazon might decide to increase the number of advertisements on its platform.3. Analyse how an increase in ad-supported content could affect the demand for Amazon's ad-free subscription tier.4. Discuss whether offering an ad-free experience at a premium price is beneficial for both Amazon and its consumers.	10 Marks	L2	C02
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Or

9.	<p>Read the Business article and answer the questions that follow</p> <p>Bill Gates recently spoke out about the US tax system, stating that he would be significantly poorer if he had designed it. Gates advocates for a more progressive tax structure, where the rich pay a higher proportion of taxes. This aligns with the economic theory of progressive taxation, which aims to reduce income inequality by taxing higher earners more heavily. Gates believes this can be done without diminishing the incentive to innovate. He added that wealth should not be concentrated in a few families across generations, suggesting that inherited wealth could skew both economic and political power.</p> <p>Gates, whose net worth is around \$158 billion, has long supported policies that favor a wealth redistribution model. His approach is not purely philanthropic; although his Bill & Melinda Gates Foundation is one of the wealthiest charitable organizations, he argues that philanthropy alone is not enough. Government intervention, Gates suggests, is essential for creating social safety nets, such as education, food security, and housing.</p> <p>This viewpoint ties into broader discussions about the role of government in correcting market failures. Public goods, such as healthcare or education, cannot be effectively provided by private individuals or charities alone due to the free-rider problem, where individuals may benefit from resources they do not directly contribute to. This is why Gates believes only government can ensure broad societal welfare, while philanthropy should act as a supplement rather than a substitute.</p> <p>His “Giving Pledge” campaign, co-founded with Warren Buffett, encourages the ultra-wealthy to donate most of their fortunes to charitable causes. However, Gates stresses that while individual efforts help, structural changes, like tax reform, are necessary to make lasting economic improvements.</p> <p>This article ties into key concepts in economics, particularly the role of progressive taxation in reducing inequality. It also highlights the ongoing debate between private philanthropy and government intervention in addressing societal problems. Gates’ stance reflects real-world applications of wealth redistribution theories and shows how individuals and public policy can intersect to create a fairer economic system.</p> <ol style="list-style-type: none">1. What does Bill Gates speak about the US tax system?2. Explain why Bill Gates supports a more progressive tax system in the US.3. Analyse how a more progressive tax system could impact innovation and entrepreneurship.	10 Marks		L2 C02
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		4. Discuss whether philanthropy or government intervention is more effective in addressing economic inequality.			
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Part- C

Answer the following questions

1Qx15M=15Marks

10.		Attempt a case study analysis on the statement from the perspective of cross cultural communication. "Starbucks too hot (and expensive) for Australia"	15 Marks	L3	C01
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******* BEST WISHES *******