|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Roll No. |  |  |  |  |  |  |  |  |  |  |  |  |  |

**Presidency University**

**Bengaluru**

**school of MANAGEMENT (UG) SET-A**

**END TERM EXAMINATION MAY/JUNE/2024**

**Date**: 18-06-2024

**Time**: 9:30 am – 12:30 pm

**Max Marks**: 100

**Weightage**: 50%

**Winter Semester**: 2023-24

**Course Code**: ENG2017

**Course Name**: Effective Workplace Communication

**Program & Sem**: BAV – IV Semester

**Instructions:**

1. *Read the question properly and answer accordingly.*
2. *Complete the test within the time given.*

**Part A**

**Answer any TEN questions. Each question carries TWO mark. (10Qx2M=20M)**

1. What is meant by role-taking? (C.O. No. 1) [Knowledge]
2. Briefly explain the importance of communication in business.(C.O. No. 1) [Knowledge]
3. Describe self-exploration in job-seeking process. (C.O. No. 1) [Knowledge]
4. Describe inclusion in the workplace. (C.O. No. 2) [Knowledge]
5. Define Generational Differences. (C.O. No. 2) [Knowledge]
6. State at least four examples of social norms. (C.O. No. 2) [Knowledge]
7. Describe External Diversity. (C.O. No. 2) [Knowledge]
8. Describe Customer-Client Relationships in an organization. (C.O. No. 2) [Knowledge]
9. What is reader-centered writing? (C.O. No. 3) [Knowledge]
10. When do you use the direct approach? (C.O. No. 3) [Knowledge]
11. What are the three specific situations involving difficult people. C.O. No. 4) [Knowledge]
12. How does Work-Life Balance Increase Productivity at workplace? (C.O. No. 4) [Knowledge]

**Part B**

**Answer any FOUR questions. Each question carries TEN marks. (4Qx10M=40M)**

1. Explain skillful listening and the HURIER model in the process of listening

(C.O. No. 1) [Comprehension]

1. You have been appointed as an intern at Singapore Airlines. Write a Thank-you letter to its HR.

(C.O. No.3) [Application]

1. As a representative of boAt company, write a press-release note on the launch of their new sleek fitness smartwatch, Enigma X600. (C.O. No.3) [Application]
2. Prepare a document on Food-borne Diseases for  
   a) Restaurant workers (servers and kitchen staff)  
   b) The trainers in a health inspector training course (C.O. No.3) [Comprehension]
3. Categorize individuals into 4 personality types based on their behaviour, attitude, and responses to stress. (C.O. No.4) [Comprehension]
4. Describe the 10 strategies that can help you to achieve Healthy Work-Life Balance.

(C.O. No. 4) [Comprehension]

**Part C**

**Answer any TWO questions. Each question carries TWENTY marks. (2Qx20M=40M)**

1. Airports Authority of India is hiring Airport managers who can oversee the operations of airports and airlines. Their role entails assigning work to staff members, coordinating between different departments, supervising renovation projects, and monitoring expenses. They are also responsible for the implementation of rules and regulations laid out by the Federal Aviation Administration (FAA). Write a customized resume and cover letter with a potential to get shortlisted. (C.O. No. 1) [Application]
2. As the HR of Indian Airlines write two emails - one email informs a job applicant that his application has been rejected; the other email informs another applicant that her job application has been successful. Demonstrate your understanding of direct and indirect approach while organizing the messages. Follow the steps required to fulfil the purpose of both types of emails. (CO.No.3) [Application]
3. You are the head of the training faculty of a reputed company called Siriya Learning and Development, Bangalore. Your task is to train fresh recruits in communication skills. In the previous year, you conducted six training programs in the outstation divisions of your company. You feel that the communication skills need to be further improved among the recruits. They need to be given training at regular intervals on interpersonal skills and assertive communication. Write a proposal to the MD of the company sharing your training experience and making a case to set up training units in every division. Let your proposal consist title, problem/purpose, scope, method & procedure, materials & equipment, qualifications, follow-up & evaluation, budget & costs, summary.

(CO.No.3) [Application]