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109AEO

BUS. COMM.

Time : 2 Hrs.

Max. Marks : 60

- NOTE :** 1) Section I is compulsory
2) Attempt ANY 3 questions from Section II.
3) Figures to right indicate full marks.

SECTION I

Q. 1 Answer in Short :

(15)

- 1) Hearing
- 2) Written Communication
- 3) Effective Communication
- 4) Horizontal Communication
- 5) Marginal Listening

Q. 2 Case Study

(15)

In a pharmaceutical factory in Mumbai the stores-in-charge complained to the manager that he had no place to store materials as a production in-charge was ordering materials several months in advance. The production-in-charge, in turn, complained that he was getting no co-operation from the store in-charge and that the store was not properly managed. Every weekend the manager was troubled by oral and written complaints which became more bitter as time went on. Soon the store-in-charge and the production-in-charge were not on speaking terms. The workers too, in both departments, began to trade abuses in the canteen. The management decided to put a stop to the quarrel before the situation got out of hand. It was decided that both the in-charges should meet every Saturday afternoon in the cabin of the manager and co-ordinate the storing of materials and purchasing. The first two meetings took place in a strained atmosphere and the manager had to intervene several times. Subsequent meetings, however, were conducted in a cordial atmosphere, so much so that it was no longer necessary to meet in the manager's cabin and both in-charges sorted out their problems over lunch.

Questions:

- 1) What were the complaints of the production-in-charge and the stores-in-charge? (2)
- 2) What was the effect of these complaints against each other? (2)
- 3) What do you think the problem was? (1)
- 4) What did the manager do to overcome that problem? (2)
- 5) Why was it decided that both the in-charges should meet in the manager's cabin? (3)
- 6) What would you have done if were the manager? (5)

SECTION II

- Q. 3** You are a company who has come up with a range of all seasons footwear. (10)
Write a sales promotion letter to your prospective buyers.
- Q. 4** Draft a feasibility report on opening of an extension counter of a bank in (10)
your college premises, as a committee member.
- Q.5** Assuming you are Umesh Kumar, draft a letter of thanks for a Testimonial (10)
or Reference that you professor granted to you for your interview.
- Q.6** You are Pramod Pokar, the proprietor of Book Corner. You had placed an (10)
order of books with Harrisons, D. N. Road, Charchgate, Mumbai. You have
received the wrong books. Draft a complaint to the Manager, Mr. Sardesai.

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