



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

POST GRADUATE DIPLOMA IN MANAGEMENT

2nd Trimester (Batch 2016-18)

END TERM EXAMINATIONS

(January, 2017)

Course Name	Business Communication- II	Course Code	BC-201
Max. Time	120 minutes	Max. Marks	40

Instructions: All the questions are compulsory.

Part – A

Q1. How can proper verbal and non- verbal communication help you deliver an effective business presentation? **(8 Marks)**

Q2. You are the chief manager at Vedanta Mills. Your company recently constructed a new administrative building on a five acre plot. The unused four acres area is landscaped with walkways, fountains and ponds for employees to enjoy during their lunch hours, before and after work. Your lovely campus like site is one of the few such locations within the city limits. The mayor of the city is running for re-election. He/ She has written to you seeking permission to hold a public rally- cum- fund raiser on your grounds. His/ her election committee will take care of all catering, security, clean -up. You do not want to give your place for a political activity for various reasons. Write a letter to the mayor and decline his/ her request. **(8 Marks)**

Q3. The differences among passive, aggressive, and assertive styles of behavior show up in the way a particular problem would/could be handled by a “script”, which shows that style. Let us take an example of a simple problem: suppose you want to get your roommate to co-operate in cleaning the apartment once a week. This is important to you, but not to your roommate. Write a one/two lines script each asking your roommate to help you do the task in:

1. Passive style
2. Aggressive style
3. Assertive style

(8 Marks)

Part - B

Read the following case and answer the questions given at the end:

The food-safety commissioner of Uttar Pradesh had called on officers to spend the week raiding supermarkets. The exercise was in preparation for Holi, a spring celebration in which revelers throw colored powders and gorge on snacks. The Easy Day, just across the road from Singh's office and one outlet in a chain that had originally been co-owned by Walmart, was the inspector's first stop that morning. As most Indians, Singh was familiar with Maggi. His daughter liked to eat the instant noodles, which are sold in a plastic bag containing two components: a patty of deep-fried noodles, plus the "tastemaker" packet of spices (the same basic components as the ramen noodle packs that are a staple of the diet of college kids in the U.S.). Per standard procedure, Singh sent off one of the four Maggi packages to a laboratory across the state in Gorakhpur for testing. The results, which arrived a few weeks later, surprised the inspector. The Maggi sample had tested positive for MSG, or monosodium glutamate, a controversial ingredient that's legal in India but requires disclosure and a warning that the product is not recommended for children under 12 months old. A flavor enhancer often associated with Chinese food, MSG has for decades been blamed for everything from bad dreams to cancer—all claims that research has failed to substantiate. The fact that the Maggi sample contained MSG when its packaging said it didn't was a violation punishable with a fine of up to Rs. 3, 00,000/- (about \$4,500). Had Nestlé paid the penalty, this story might have ended there. But when Nestlé India was notified, the company denied adding MSG and appealed the finding. As a result, in June 2014, a second Maggi sample was sent to a different government laboratory more than 600 miles away in Kolkata. After a bizarrely long delay—one that has helped fuel conspiracy theories—the narrative would take a more serious turn.

Nearly a year later, in April 2015, Singh was at the office when the lab report on the second sample finally came back from Kolkata. He flipped ahead to see whether MSG had shown up again. And, yes, there it was. "MSG: Present." This report was far more comprehensive than the first one. The evolution from local issue to national debate was blindingly fast. On May 7, two days after Nestlé India sent its response to the health officials, the first stories about problems with Maggi noodles began to appear in Hindi language news coverage in Uttar Pradesh. Shortly after that, employees in Nestlé India's social media command center began to notice comments about tainted noodles on Twitter and Maggi's Facebook page. Within a week speculation about a Maggi ban was everywhere. Yet Nestlé didn't issue a statement on the matter until May 21, when it asserted that there was "no order to recall Maggi Noodles being sold" and that the product was "safe to eat."

In the meanwhile Paul Bulcke, CEO, Nestle, was determined about the course of action. Nestlé set a press conference for noon the next day to announce the news, and at 12:30 a.m. the company sent a short statement to the Indian stock exchange: "In spite of Maggi noodles being safe, Nestlé India decides to take the product off shelves." Nestlé had accepted - from internal and external labs at that point— that indicated lead levels were under the permissible limit. The government case asserted that the order for the temporary ban was an urgent matter of public safety and that the regulator did give Nestlé a hearing when its representatives met with the company's officials on June 4. While Nestlé waited for the high court to render its verdict, the company took steps to

up its communications game. Though it stayed silent on matters before the court, the company created a Maggi information hub on its website, where visitors could view its detailed lab reports and read up on MSG. It publicized its recall efforts. And it invited journalists to tour its Quality Assurance Center in Moga. On Aug. 13, the High Court of Bombay delivered its judgment in the case. In a ruling that was unusually long—145 pages—the court sided with Nestlé. It overturned the ban, declaring that the FSSAI had acted arbitrarily. The judgment allowed Nestlé India to resume sales of Maggi, on the condition that another round of samples—90 in all—be tested for lead and cleared in the following six weeks by three labs accredited by the National Accreditation Board for Testing and Calibration Laboratories. The re-launch of Maggi was scheduled for Monday, Nov. 9

Questions to Answer:

- A. How does effective Communication contribute to organization's success? (4 Marks)
- B. Explain the different communication strategies used by* organizations during crisis. Comment on the strategy used by Maggi. (4 Marks)
- C. Define crisis. If an organization chooses to remain silent for some time during crisis, how does it affect its reputation? Explain with reference to Maggi Muddle. (4 Marks)
- D. What is the role of persuasion during organizational crisis? (4 Marks)