

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM

2nd Trimester (Batch 2017-19)

END TERM EXAMINATION

(January 2-5, 2018)

Course Name	Effective Oral Communication	Course Code	BC201
Max. Time	120 minutes	Max. Marks	40

Instructions:

- Do **NOT** write your name anywhere in the answer sheet.
- Use of SMS language is discouraged and will be penalized.
- Attempt all the questions of **Section A & B**.

SECTION A

1. "The single biggest problem in communication is the illusion that it has taken place."

G.B. Shaw

With reference to the statement above, how would you define barriers of communication? Explain any three barriers of communication with valid examples. **(8 Marks)**

2. When one refers to effective communication, he/ she must take into account the 7 C's of Communication. Describe in detail, the 7 C's along with effective examples. **(10 Marks)**

3. List the characteristics of the audience you would like to consider before making your presentation. How does prior knowledge of the audience help during presentations?

(4 Marks)

SECTION B

4. At an early stage project meeting, Meera, the project team leader, presented her suggested project timetable to meet the project goals. During the presentation, she noticed that two team members were showing non-verbal signs of disapproval. Sumit was frowning and shaking his head and Jatin had leaned back in his chair and folded his arms. Assuming that you are Meera, how would you deal with the situation? **(4 Marks)**

5. For each of the following situations, describe the responses, both verbal and non-verbal that will be displayed by the individuals mentioned in the given scenarios. The various responses have been specified.

- a) Sameer bought a new gas grill at a local discount home-center and it doesn't work properly. (*Passive response*)
- b) Jiyaa is the supervisor in the customer service department, and she has been notified that Amit came in late for the past three days and left work early two consecutive days during the week. (*Assertive response*)

- c) Varun is in a meeting in the conference room and Vanita is talking to Kusum in a voice that is loud enough to distract and prevent him from listening the speaker clearly. (*Aggressive response*)
 - d) Shubham is at a business lunch and someone at his table starts smoking, which offends him and makes it difficult for him to breathe because of his asthma. (*Assertive response*)
- (8 Marks)**

6. One of your recent employees at Pantaloons seems to have a problem in staying focused and listening in terms of determining customer's needs. She often has to ask them several times what they want. Just yesterday, you saw two customers walk out of the store because they felt that they were not getting the attention they deserved. You approach the new employee, Heena, and offer to go over your expectations for sales employees and give a constructive feedback so that she can achieve those expectations. Elucidate what you would say and how you would deal with the situation.

(6 Marks)
