



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM/ PGDM(M)/ PGDM (SM)

THIRD TRIMESTER (Batch 2017-19)

END-TERM EXAMINATION, APRIL 2018

Course Name	Professional Communication	Course Code	BC 202
Max. Time	2 hours	Max. Marks	40

Instructions: Attempt all Questions.

PART A

1. The companies that visit your campus for SIP/ Placement processes often prefer to hold group discussions over debate for selection process. Illustrate your understanding with examples. (5)
2. Differentiate the skillsets required in a face-to-face interview as compared to telephonic interview. (5)
3. Describe with a brief report, your personal branding endeavors on Social Media. (8)

PART B

1. **Read the case and carefully answer the questions based on the case:**

General Motors Company, commonly abbreviated as GM, is an American multinational corporation that designs, manufactures, markets, and distributes vehicles and vehicle parts, and sells financial services. With global headquarters in Detroit's Renaissance Center, GM manufactures cars and trucks in 35 countries. The company was the largest automobile manufacturer from 1931 through 2007. In 2016, GM had reached the milestone of selling 10 million vehicles of its different auto brands - Buick, Cadillac, Chevrolet, GMC, Holden, and Wuling.

However, the story of GM's Venezuela plant is quite grim in 2017. In fact, Venezuela's economy has been rankled by a years-long, sky-high unemployment which appeared to claim as a victim a General Motors plant that hadn't produced a car since 2015. Finally, General Motors operations in Venezuela was shut down after authorities seized the automaker's plant and took its vehicles, the first nationalization of a major company's facilities in the country in more than two years.

As a result, workers at the factory, about 2,700 in total, were allegedly laid-off by text message.

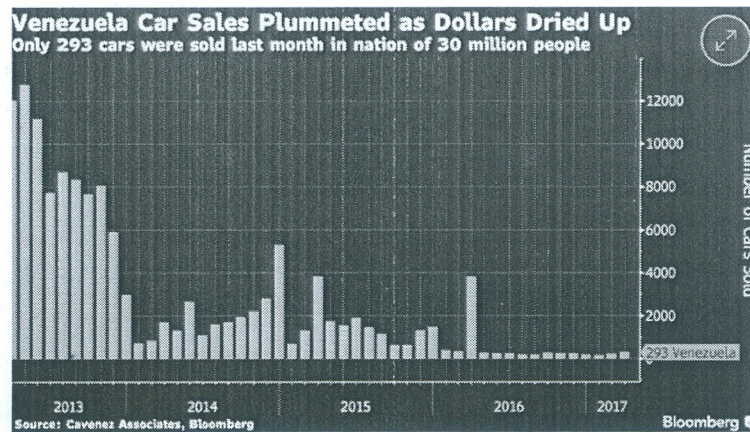


Image source: <https://www.bloomberg.com/news/articles/2017-04-20/general-motors-ceases-operations-in-venezuela-after-plant-seized>

"GM informs you that social benefits will be transferred to employees' accounts due to the termination of your contracts."

Authorities took over the plant, removing vehicles and causing damage. The plant joins more than 500,000 companies in Venezuela that have been closed since 1999, when Hugo Chávez became president.

GM said they had no choice but to close operations after the seizure:

"[The plant] was unexpectedly taken by the public authorities, preventing normal operations. In addition, other assets of the company, such as vehicles, have been illegally taken from its facilities."

Understandably, employees are upset about the news:

"We don't feel happy. We will only feel happy when our plant starts operation again. We need to be sure our jobs are safe and we are going to start working again. Given the situation in Venezuela these days, it would be really hard to find another job like the one I am doing here at this plant."

Some say the government did GM a favor; car sales have been declining in Venezuela anyway.

Adapted from:

<https://www.reuters.com/article/us-gm-venezuela/general-motors-fires-2700-in-venezuela-after-plant-closure-workers-idUSKBN17Q1X9>

Questions:

(2 X 6=12)

1. In the context of the given case, analyze GM's leadership communication?
2. What's your view of leadership communication for firing or laying off by text message? Elucidate on its benefits and downsides?

2. Read the case and carefully answer the questions based on the case:

One communication technology that is extensively used is email, the system whereby individuals send one another messages over a computer network. The email recipient can, at his/her leisure, display the contents of his/her email box (which typically lists the sender of each message and some indication of each message's content), and then decide which of those messages to read. This method of

communication can be extremely convenient. The sender can transmit messages whenever he/she wishes; the recipient can read messages and write responses as time allows. However, ensuring privacy of such messages has often been challenging. In 1993, for example, Macworld published a survey showing widespread eavesdropping by employer. Based on responses from 301 business employing over 1 million workers, the magazine estimated that as many as 20 million Americans might be subject to electronic monitoring on the job. The Macworld survey found that more than 21 percent of the respondents had searched their employees' computer files, electronic mail, voicemail, or other networking communications. Of those who admitted to snooping, 74 percent had searched computer files, 42 percent had searched electronic mail, and 15 percent had searched voicemail. Why had those searches been conducted? To monitor workflow, investigate thefts, or prevent industrial espionage, some said. But, whatever the purpose, there are no legal limits placed on the employers 'spying' on their employees in their workplace. They are free to view employees on closed circuit television, tap their telephones, search their email and network communications, and rummage through their computer files with or without employee knowledge or consent, twenty four hours a day.

Georgia Jones learned this lesson the hard way. An email expert, she was hired by a high-tech computer software firm in California to assist with the installation of a new email system and to provide training to the company's 350 employees concerning how that system should be used. After she had taken the job, she met with officials of the company to plan email installation and training. Among the many questions she asked was, 'Will employees' email messages be confidential?' 'Absolutely,' she was assured. During the training sessions, she repeated this information for the company's employees; she had been told that email messages would be kept confidential, so employees need not worry about the information they sent to one another. A few months after the email system had been installed and all employed had been trained, two first -line supervisors were fired by management. The rumour mill said they had been fired for being 'insubordinates', and that the email messages they had sent one another strongly criticizing the management had somehow ended up 'in the wrong hands'. Because she was concerned about this rumour, Georgia decided she should meet with the company's president. When she entered the president's office to keep their appointment, she noticed a stack of computer printouts on the credenza located along one wall of his office. A closer look revealed the contents of these printouts-employees' email messages. When she asked, 'What are those?' the president answered, 'None of your business!'

Questions

(2 X 5 = 10)

- i. In your opinion, should employers have the right to inspect employees' email files, voice mail messages, computer files, and so on? Why or why not?
- ii. Explain in the context of the above case, the importance of transparency in communication.