



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

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**Instructions:** Attempt all Questions.

**PART A**

1. Write a short note on Personal Branding. (5)
2. Elaborate on the importance of Group Discussions (GD's) as a recruitment tool. (5)
3. Discuss on the role of leadership communication for employee motivation with examples (5)
4. Discuss the points an interviewee should keep in mind while facing a telephonic interview. (5)

**PART B**

5. Draft a report emphasizing on the learnings of a live project (e.g. CSR) that you were engaged in during your last few terms in PGDM. (8)
6. Read the case and carefully answer the questions based on the case:

**SWEEPER CRISIS IN IG TECH HOSPITAL**

IG tech Hospital is a 400-bed, fully equipped hospital. It is one of the best hospitals in the city and has a good reputation in almost all areas of management. However, there is one problem that it faces in the first three or four days every month – a shortage of sweepers, even though it has 50 full-time cleaners/janitors.

This problem occurs every month when the sweepers receive their pay. There is a country wine shop in the locality, which does flourishing business on such days as most of these people spend the first few days of the month and almost all their salary getting drunk and sick, placing their families in dire straits. Naturally, this spells crisis for the hospital during the first three or four days of every month.

Cleanliness and hygiene being the hospital's priorities, the management urgently requires a solution to the problem. The management tried counseling and bring in social awareness but that did not improve the situation. It explored the possibility of involving the sweeper's wives and children. But the wives were usually beaten up by their drunk husbands and failed to turn up on such days. The children were ruled out because of the issue of child labor.

The management needs to find an immediate solution to the crisis; it also needs to solve the problem in the long run.

### Questions

- A. List the steps involved in decision making process. (4)
- B. From the given case study, describe the following:
  - (i) Identify the problem (1)
  - (ii) Describe the root causes of the problem? (1)
  - (iii) What are the options available to solve the problem(s) (4)
  - (iv) What is your recommendation? (2)