



September 06, 2006

**BUSINESS COMMUNICATION AND
BEHAVIOURAL STUDIES**

(MARKS 100)

Module C

(3 hours)

- Q.1 In communication, the credibility of the source is often traced to factors like **Personal Appeal, Perceived Authority** and **Perceived Intentions**. Briefly describe what each of these factors stand for. (06)
- Q.2 Kamyab Bank Limited (KBL) has issued an advertisement inviting proposals for developing an integrated computerized Human Resource Management System. You work for Media Technologies and are required to submit a proposal on behalf of your company to KBL. It is important that your proposal should be specific and yet informative to enable the bank to arrive at a positive decision in your favour. (08)
- Q.3 (a) Give three reasons for holding a business meeting. (03)
(b) State briefly what measures must be taken for conducting a meaningful business meeting within an organisation. (05)
- Q.4 Communication takes place in certain contextual dimensions, namely **Physical** dimension, **Social / Psychological** dimension and **Temporal** dimension. Describe what you understand by these contextual dimensions. (06)
- Q.5 Mr. A. Malik works for FMES Corporation which provides machinery, equipment and engineering services to the food processing & packaging industry. FMES started operations in Karachi five years ago and after developing good business in the local industry, started to cultivate clients in Punjab as well. The response from upcountry clients has been good and business there is growing rapidly.
- So far all upcountry clients are serviced from FMES's Karachi Office. This entails a lot of travel for the engineers and project managers. Management has been considering the option of opening an upcountry office in Lahore to be closer to its customers and hence serve them better. It appears that the cost of running an additional office will be less than the current cost of travel and stay incurred by the visiting staff. This could also help accelerate new business development.
- On behalf of Mr. A. Malik, write a report to investigate the feasibility of opening the additional upcountry office in Lahore. You need to consider both the quantitative and qualitative benefits of this investment i.e. improved service for customers, saving of costs and new business prospects etc.
- The report should include a line/bar graph showing recent growth of upcountry business as a percentage of total business. You may assume any necessary details. (10)
- Q.6 Summer season brings with it the phenomena of electricity load-shedding and power outages. This year the problem has been unprecedented due to a massive increase in industrial and consumer demand, with no matching addition to the power generation capacity in the last few years due to the impending privatisation of the Electric Utility.

Newspapers have been full of reports and letters, blaming the newly privatised Electric Utility Company for power outages. While there are no hopes for things getting better this season, the Utility is confident of installing additional generation capacity before next summer, and promises marked improvement in service.

Draft a **Press Release** on behalf of Mr. Ali, who is the Public Relations Officer for the Electric Utility and is required to respond to the barrage of criticism appearing in the newspapers. The press release should show an understanding of the problems faced by the public. It should also give an account of the situation as it exists today. The public should also be assured of the Utility's efforts to improve the situation. (09)

Q.7 What do you understand by the transactional axioms of interpersonal communication? Briefly mention the implications of the axioms of interpersonal communication. (09)

Q.8 ANZ Company Limited has been your customer for a long time. There have never been any issues regarding payment of bills, until recently. However, the last few bills have not been paid despite repeated verbal reminders. Write a letter to ANZ Company Limited for settlement of the overdue invoices, bearing in mind that this is the first written reminder for payment.

Note: Do not write your name, roll number etc. Instead you may use the name ABC. (09)

Q.9 (a) Stress among employees can often be linked to their organisational roles. Such role stress emanates from phenomena like **Role Ambiguity, Role Conflict, Role Overload, and Role Underload**. Explain each of the above with examples and discuss how they result in stress for the individual concerned. (07)

(b) Sajid Ali is managing a large department in a service organisation. There are great demands on his daily time in office due to the ever increasing workload and tight deadlines. Since he is a departmental head, most of his assignments come in big unmanageable chunks where he finds it difficult to keep track of progress. He tries to work at several projects at the same time and works monotonously from morning till late evening at the same pace. While there are several people in his team, he ends up doing all the detailed work himself. There are many unwanted diversions and disturbances in office that make him lose focus and concentration. Working under pressures of time continuously, Sajid is feeling stressed out.

Considering the above situation, give some tips to Sajid Ali regarding time management and efficient handling of workload, so he can reduce his time-related stress and work more effectively? (07)

Q.10 (a) The reason for existence of an organisation can be assessed from its Vision, Mission, Goals, and Objectives. What do you understand by these terms? (07)

(b) Jet Air has been for long the only national flag carrier airline in the country. Following government's opening up of the domestic air travel industry to private enterprise, the market dynamics have changed. Several new private airlines have started operations and they have been setting new standards in service quality and operational efficiencies. Jet Air has been feeling the pinch of keen competition from these new players and losing ground. Years of working in a protected and monopolistic environment meant that it had become an ineffective and inefficient organisation, with huge cost structures and low customer service standards.

(3)

Recently, there has been a change in top leadership of the airline, and the new managers are determined to turn the airline around. Customer satisfaction, safety, punctuality, and operational efficiency are the new mantra; and the management is determined to bring about excellence in all departments.

You, as Head of Corporate Strategy, have been assigned to come up with new statements of Vision and Mission. Also give at least three Goals and Objectives for the airline. These pronouncements have to be challenging and inspiring for the employees, and exciting and promising for the customers. **(09)**

- Q.11 Any major change in internal business environment is bound to face stiff resistance. What types of organizational strategies are required to introduce changes successfully and reduce the level of resistance from the employees? **(05)**

(THE END)