

**BUSINESS COMMUNICATION AND
BEHAVIOURAL STUDIES**

(MARKS 100)

Module C

(3 hours)

- Q.1 In an organizational setting, the choice of the medium of communication is a conscious decision, which is taken after taking into account several factors related to timing, sensitivity, complexity, distance, confidentiality, etc. What will be your chosen medium / media of communication in the following situations, who will be your audience(s), and why?
- The company is offering 10% of its shares for sale to common investors. There is detailed information to be given regarding price, date of sale, how to apply, description of company business, and recent financial performance. (02)
 - A group of unionised employees have been found guilty of financial wrongdoing and charged. Under disciplinary rules their service is terminated without any notice / benefits. (02)
 - The company has announced one-month's bonus pay to all its 600 employees at the head office and at field locations all over Pakistan. This is due to exceptional business performance. The bonus will be disbursed into the salary accounts in the next 7 working days to coincide with Eid. (02)
 - There are three strong contenders for promotion to the Director Sales position, from among your senior Sales Managers. The two candidates who will not be selected are naturally going to be disappointed. These two individuals are equally valuable to the organization and you cannot afford to have them demoralized. (02)
 - The company had recently launched a medicine for treatment of cancer. But due to reports of adverse side-effects of the medicine, the company has decided to stop its sales and recall all trade stocks. (02)
- Q.2 You are working as the coordinator in a reputable Non Governmental Organization (NGO). Your NGO is involved in relief work in the northern areas of Pakistan following the recent earthquake on October 8, 2005.
- You are required to write a letter to the Public Relations Officer of a multinational in Bahrain asking him for additional funds for relief activities. Also include reasons for additional funds and your bank details for funds transfer. You may assume any other necessary details. (07)
- Q.3 JBS Bank has recently been privatised. Previously as a nationalised bank, the organisation's culture valued length of service and seniority of employees. The new management consists of young and aggressive managers, who now want to infuse a result-oriented culture where performance is rewarded.

(2)

Today the new Head of Branch Operations, A. Salim, is meeting a senior officer of the bank's Main Branch, S. Akhtar, who is being made to report to a new manager inducted recently from another bank. The new manager is young and dynamic, but Akhtar feels his seniority is being undermined and is very upset. The situation goes as:

Salim has a busy schedule, and to save time he has agreed to meet Akhtar over lunch in the busy officers' cafeteria for 15 minutes, and hear his grievances. His mind is preoccupied with the presentation he has to make to the Directors in the afternoon. He has his views on Akhtar's professional capabilities and feels the meeting will be an unproductive use of his time, but has agreed to the meeting as Akhtar has been requesting it for many days. Akhtar on the other hand is sceptical of the new management's intentions. Salim delivers a jargon-filled monologue on the new People Development philosophy, and tries to convince Akhtar that he can still grow professionally without being promoted. Akhtar hears him out but has difficulty grasping the new organisational concepts especially since they are explained in high-flown and accented English. During their luncheon meeting, several colleagues briefly stop by to greet them.

Which types of Noise can you identify in the above situation? Explain in each case how it can mar the quality of communication between Akhtar and Salim? **(06)**

Q.4 In collecting primary information, researchers often have to select a sample for study. Starting with a sampling frame (telephone directory, list of customers, etc.), the sample can be selected using any of the various sampling methods such as:

- Random Sampling
- Systematic Sampling
- Stratified Sampling
- Quota Sampling
- Cluster Sampling
- Multi-stage Sampling

Briefly describe the essence of any three of these sampling methods. **(06)**

Q.5 (a) Specify the main features of a trade union environment. **(06)**

(b) You are a Human Resource Manager at a car manufacturing company. Lately, your company has been experiencing problems with the labour force. Grievances have been conveyed about the over time issue since employees have not been fairly compensated. Assuming necessary details, draft a short report addressed to the Chief Operating Officer on the meeting held between yourself and the company's labour union representatives, highlighting the issues at hand and the means to resolve the issue. **(08)**

Q.6 In writing Business Reports there are certain requirements relating to Objectivity & Impersonality, Ease of Understanding, and Precision. Please elaborate, what is meant by each of these requirements. **(06)**

- Q.7 You are the Public Relations Manager in a large chemicals company which has its manufacturing plant in SITE Karachi. Yesterday there was an accident in the plant which resulted in a large amount of toxic chemical being released in the air and in the nearby Lyari River, causing some environmental damage. Several workers at the plant were also exposed to the toxic release and fell sick and unconscious. The plant management acted swiftly to control the effects of the accident: the workers were given medical aid and are out of danger; the release was controlled immediately; and the pollution in the water channel was contained / neutralised. There is a lot of anxiety in the community, and in the absence of authentic information the media may carry speculative and inaccurate account of the incident, which can further spread panic.
- You are assigned to issue a Press Release to be published in all the leading newspapers to give an account of what has happened and to calm the anxiety among the public and the authorities about the current situation. (You may assume any ancillary details). **(08)**
- Q.8 (a) Akbar is the Manager Sales in your firm. As a part of his job, Akbar is required to negotiate every now and then. As a mentor, advise Akbar about the qualities needed for an effective negotiation. **(03)**
- (b) Managers are often found complaining about lack of coordination. What in your opinion are the various reasons for lack of coordination? **(06)**
- Q.9 Briefly describe the key steps involved in the process of Job Design. What objectives should this process seek to accomplish? **(06)**
- Q.10 In what ways does a Service offering differ from tangible Products? **(06)**
- Q.11 (a) As people mature, they start displaying certain characteristics in terms of self-control, behaviour, relationships, perspectives etc. Briefly narrate any four manifestations of maturity in individuals. **(06)**
- (b) Do you feel the changing needs of a maturing individual can come into conflict with the organisation? How and under what circumstances? **(02)**
- Q.12 (a) The New Organisation is said to be shaped by worldwide dynamics around:
- Globalisation
 - Information Technology
 - Total Quality Management
 - Diversity and ethics
- What is your understanding of the above factors, and their impact on the organisation? **(08)**
- (b) What opportunities and threats do you see arising for Pakistan's economy out of the new business phenomena such as WTO, Outsourcing, Offshore Production, etc. **(06)**

(THE END)