

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 1 – EXAMINATION – WINTER 2018

Subject Code: 4519203

Date: 27/12/2018

Subject Name: Managerial Communication

Time: 10:30 AM To 01:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1 Define the following:

14 Marks

- (a) Haptics
- (b) Kinesics
- (c) Vocalics
- (d) Proxemics
- (e) Gesture
- (f) Posture
- (g) Oculistics

Q.2(a) Business communication is very crucial for the success of any organization in this competitive world. Explain the advantages and disadvantages of technology in business communication. (7)

(b) You have newly joined a company, on the second day of your work your boss calls you and ask to join a video conferencing meet with few other employees and clients. Somehow you will not be available at office on that day, so you request your boss to allow you to join the meeting from home. What etiquettes and rules will you follow while joining the video conferencing meet from home? (7)

OR

(b) You have joined a Media company where you have to frequently give presentations to your clients. You are aware about the stage fear which you face while giving any formal presentation, but you don't want to make a bad impression in your office by saying no for presentation. What strategies will you follow to improve your Public speaking? (7)

Q.3.a. Explain the 7 C's principle of business communication support your answer with relevant examples (7)

Q.3.b You have visited one of your office branches in a different city and you noticed that the employees of the branch are very careless about their dressing and shabbily dressed up. What measures will you take to correct them? List out the tips you would like to give them for business scenario dress codes (7)

OR

Q.3.a What do you understand by the term “Business Letters”. Compare and contrast why written communication with Oral Communication. (7)

Q.3.b You are a chief engineer (construction) at Shubh Mills, your company recently constructed a new administrative building on a 5 acre plot, you have landscaped the unused 4 acres with walkways, fountains and lawns for employees to enjoy during their lunch hours and before and after work. Your lovely campus like site is one of the locations within the city limit. The mayor of the city is re-running for the election. He has written to you seeking permission to hold a public rally come fundraiser on your grounds. They will take care of all catering, cleaning, security related activities. You don't want to give your place for a political activity for various reasons. Write a letter to your mayor to decline his request (7)

Q.4.a. The flow of Information and instructions is very complex in any organization. Do you agree that grapevine communication cannot be completely eliminated from organizations if yes then what should be the manager's role control the grapevine communication. (7)

Q.4.b You are a manager in a hotel one of your new prospective customer wants to know about the facilities available in a hotel write a single page report to be send it to the customer (7)

OR

Q.4.a Explain the process of business communication. Discuss the communication barriers that lead to communication breakdown in any organization and ways to overcome those barriers.(7)

Q.4.b The Managing Director of four Sigma computers is disgusted by the behavior of Mr Kiran Gupta, sales representative of the company as he has misbehaved with a female employee of the company who intern has lodged a complaint against him. This is not the first time Mr Gupta has behaved in this fashion, therefore he receives a Fax message marked confidential which gives him the last warning. Is this a right way of communication for such incidents? if not then what would have been the appropriate action. (7)

Q.5 CASE STUDY:

14 Marks

Image and Rumours at Procter and Gamble

Since the late 1970 Procter and gamble has been plagued by rumours connecting the company with Satanism and Devil worship. The rumours have come into 2 cycles: from late 1981 to end of the summer of 1982, and from the autumn of 1984 into early 1985. Procter and Gamble primarily manufactures and distributes household products including crest toothpaste and pampers disposable diapers. The company attributes its success to developing products based on consumers needs and promoting these products with extensive advertising. It contacts consumers through an extensive network of toll free telephone numbers and market research projects.

The first rumor that surfaced was that the company was owned by the Church of Satan. The “proof” of this relationship was Procter and Gamble hundred year old trademark, a quarter moon and 13 stars. Procter and Gamble was not overly concerned until late October 1981, when a second rumor began to circulate. It claimed that John Smale, President and Chief

Executive , had appeared on the “Phil Donahue Show” or a similar talk show where he supposedly stated that he was a member of the church of Satan, that the company contributed money to the church and that there are not enough Christians in the world to stop it’. He had never been on any such program of course, But the rumors also urged a boycott of all Procter and Gamble products.

Calls began flooding the toll free telephone lines asking about the legitimacy of the rumours. Most of the calls were from retailers informing the company that some customers were Returning Procter and gamble products or asking why the goods were not being taken off the shelves. Employees were being threatened and some had their tires slashed. The number of calls peaked at 15000 in July 1982. Procter and Gamble counter attacked by sending out a factsheet to 48000 churches in Southern US. This group was targeted because the rumours were being spread by fundamentalist religious groups mostly in the south. The company also enlisted the aid of certain members of the clergy including Rev Jerry Falwell, President of moral majority and Rev Donald E Wildmon, Chairman of a coalition for better television. These clergyman issued statements discrediting the rumours and suggesting that people continue using Procter and gamble products.

The company also obtained statements from television Talk Show producers confirming that no one from Procter and gamble had appeared on their programs. The rumours died down and the number of calls decreased to 30 or 40 a month after the success of this counter attack. Procter and gamble was surprised when the number of call suddenly jump to 1000 in September 1984 and then tripled to 3000 in October. This time the rumours concerned the company's Trademark and its supposed symbolism in devil worship and S a t a n i s m.

Unlike the first wave of calls these calls seemed to come from across the country Procter and gamble began sending around media information kits similar to those used previously containing a brief history of the logo. They included letters from the producers of the television talk shows and letters from the clergymen. Company also sent a security team to track the rumors’ source and to look for the patterns in its transmission. They even threatened to sue anyone caught spreading the rumour. How ever by spring 1985 the problem had gotten out of control the company was forced to change the logo which was then 103 years old. Observers agreed that this was the right move because historical rumours can outlast recent explanations and even lawsuits. By the time the logo had been changed the company had spent several hundred thousands dollars on anti rumour public relations and on extra telephone staff to handle calls on the matter. The final result was that the company lost a historical symbol that had stood for trustworthy reliable products to millions of consumers for over a hundred years.

Questions

Q.5.a what category of communication is Procter and gamble concerned with in this case (7)

Q.5.b what change, if any would you have recommended for the company's initial strategy in 1982 who to stop the rumours. (7)

OR

Q.5.a where the toll free telephone lines advantages or disadvantages to the company (7)

Q.5.b so do you agree with the decision of Procter and gamble to change their established logo justify your view. (7)
