

M.A. IN FASHION RETAIL MANAGEMENT

Term-End Examination

December, 2010

MFM-029 : BUSINESS COMMUNICATION

00291

Time : 3 hours

Maximum Marks : 100

Note : Attempt Any five questions.

All question carry 20 marks each.

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1. After noticing that some workers were starting work late and finishing early a department head wrote this message to subordinates. It is apparent that many of you are -not giving the company a full days work. Thus, the following procedures are implemented immediately: 20
- (a) After you clock in , you will proceed to your work stations and will be ready to begin work promptly at the start of the work Period.
 - (b) You will not take a coffee break or consume coffee on the job at the beginning of the work period. You will wait until the designated break times.
 - (c) You will not participate in social gatherings at any time during the workday except during designated break periods.

- (d) You will terminate work activities no earlier than 10 minutes prior to the end of the work period. You will use the 10 minutes to put up equipment , clean equipment and police the work area.
- (e) You will not queue up at the exit prior to the end of the work period.

The message was not well received by the workers. In fact it led to considerable anger, misunderstanding and confusion. Using the model of communication as a base, analyze the message and explain the probable causes of the difficulties.

2. Revise the sentences below to make them conform to the principle - avoiding camouflaged verbs : - 20
- (a) It was my duty to make a determination of the damages.
 - (b) Harold made a recommendation that we fire Mr. Schultz.
 - (c) We will make her give an accounting of her activities.
 - (d) This new equipment will result in a saving in maintenance.
 - (e) Will you please make an adjustment for this defect ?
 - (f) Implementation of the plan was effected by the crew.
 - (g) Acceptance of all the orders must be made by the chief.
 - (h) A committee performs the function of determining the award.

3. Break up these sentences into shorter , more readable sentences : 20
The consumer education committee is assigned the duties of keeping informed of the qualities of all consumer goods and services , especially of their strengths and shortcomings of gathering all pertinent information on dealers ' sales practices, with emphasis on practices involving honest and reasonable fairness , and of publicizing any of the information collected that may be helpful in educating the consumer.
4. Evaluate this comment " its hard to argue against courtesy. But business people don't have time to spend extra effort on it . Anyway they want their documents to go straight to the point without wasting words and without sugar coating. 20
5. Write a text message in less than 160 characters for the case below. The message must be both clear and complete. You are on your way to the airport for a trip to a week - long conference when you remember a file you were supposed to send to a customer . So many last minute details came up that you really don't remember if you sent it. Unfortunately, you cannot access your work computer from outside the company firewall, but you have a colleague, Chris Vanter Berge, who would be able to check your email outbox to confirm whether or not you sent it. Chris could also send the file if necessary. However , you cannot reach her by phone now because she is in an important planning meeting , so you decide to send a text message with the exact names and data she will need . 20

6. Describe annoying telephone practices that you have experienced or know about. Explain and demonstrate how it should be corrected ? 20
7. What are the prevailing attitudes in our culture towards the following, and how can these attitudes affect our communication with non natives ? Discuss. 20
- (a) Negotiation methods
 - (b) Truth in advertising
 - (c) Company - worker loyalty
 - (d) Women's place in society
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