

00605

**M.A. IN FASHION RETAIL MANAGEMENT**

**Term-End Examination**

**June, 2011**

**MFM-029 : BUSINESS COMMUNICATION**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Attempt Any five questions.*

*All question carry 20 marks each.*

1. Megan Cabot is one of 12 workers in Department X. She has strong leadership qualities and all her co-workers looked up to her. She dominates conversations with them and expresses strong view- points on most matters. Although she is a good worker, her dominating personality has caused a problem for you, the new manager of department X. Today you directed your sub-ordinates to change a certain work procedure. The change is one that has proven superior whenever it has been tried. Soon after giving the directive, you noticed the workers talking in a group, with Megan the obvious leader. In a few minutes, she appeared in your office "we've thought it over" she said. Your production change won't work". Explain what is happening. How will you handle the situation ? 20

2. Explain the differences in meaning for the word choices shown. Point out any words that are wrongly used. 20
- (a) Performance during the first quarter was (average) (mediocre).
  - (b) This merchandise is (old) (antique) (second hand) (pre owned) (used) .
  - (c) The machine can (continually) (continuously).
  - (d) The mechanic is a (woman) (lady) (female person).
  - (e) His action (implies) (infers) that he accepts the criticism.
  - (f) Her performance on the job was (good) (top notch) (excellent) (superior)
  - (g) On July 1, the company will (become bankrupt) (close its door) (go under) (fail).
  - (h) The staff members (think) (understand) (know ) the results were satisfactory.

3. Break up these sentences into shorter, more readable sentences : 20

Although we have not definitely determined the causes for the decline in sales volume for the month, we know that during this period construction on the street adjacent to the store severely limited traffic flow and that because of resignations in the advertising department promotion efforts dropped well below normal.

4. "I use the words that communicates the message best . I don't care whether they are negative or positive". Discuss 20
5. Some of our messages - writing techniques are said to be unacceptable to people from such cultures as those of Japan and England. 20
- (a) Which techniques in particular do you think would be most inappropriate in these cultures ?
- (b) Why ?
6. Discuss why we have difficulty in listening. 20
7. As you are in the morning sales meeting , your mobile phone vibrates, indicating you have an incoming call. You recognize the source - Yesaya Chan, the high school student you are mentioning /tutoring in maths. When you are finally able to listen to the call you learn that Yesaya needs your help tonight because his teacher moved up a test by a couple of day. He wants to know if you can meet him at the local library at 5 pm, noting that it will open late tonight. You will say yes, but the earliest you can be there on such short notice is 6 pm. Suggest that he will go to the library at 5 p.m. and work as 20

many of the review problems on his own that he can. You will help him with the others when you get there. Because he is probably in class now, you will send your response as a text message so it won't interrupt his class.

Write a text message in less than **160** characters for this case above. Be sure your message is clear and complete.

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