

LIHMR UNIVERSITY
School of Pharmaceutical Management
MBA Pharmaceutical Management
Batch-11 (2019-2021)
Communication Skills
Term Examination
1 Year
September 2019



Time - 3 Hour

MM-50

The question paper contains TWO printed page/s.

I Read the following case and answer the questions given below:

[6]

CASE : The unaccepted current regulator proposal

The Acme Electric Company worked day and night to develop a new current regulator designed to cut the electric power consumption in aluminum plants by 35%. They knew that, although the competition was fierce, their regulator could be produced more cheaply, was more reliable, and worked more efficiently than the competitors' products.

The owner, eager to capture the market, personally but somewhat hastily put together a 120-page proposal to the three major aluminum manufacturers, recommending that their regulators be installed at all company plants.

She devoted the first 87 pages of the proposal to the mathematical theory and engineering design behind her new regulator, and the next 32 to descriptions of the new assembly line she planned to set up to produce regulators quickly. Buried in an appendix were the test results that compared her regulator's performance with present models, and a poorly drawn graph showed how much the dollar savings would be.

Acme Electric didn't get the contracts, despite having the best product. Six months later, the company filed for bankruptcy.

- 1. Analyse the Case Study and identify the main areas of lapse.**
- 2. Report writing is a systematic procedure. Keeping in mind , how would you like to guide the owner for effective Report Writing.**
- 3. What is the main observation behind the bankruptcy of the organisation. Explain.**

II Differentiate: [6]

- a) Differentiate between CV & Resume
- b) Differentiate between Passive & Aggressive Styles of Communication

III Elaborate: [6]

- a) 6 Commandments of empathetic Listening Skills .
- b) Different types of Group Discussions

III Explain Persuasive Communication . Explain the rhetoric techniques – Ethos, Pathos , Logos of Persuasive communication. [5]

IV What points must be kept in mind to make a compelling SWOT Analysis. [5]

V Write short notes on the following [12]

- a) Proxemics
- b) Oculistics
- c) STAR Method used for Presentation Skills
- d) Barriers to Communication.

VI Non Verbal Communication lays more impact in communication process. Justify with a suitable example? [5]

VII Email writing comprises the most essential tools of Business communication these days. List some do's and some Don'ts of email communication. [5]

VIII As your company is doing good business and expanding, your company is relocating its office to a new address. Using the following phrases, write an email with a minimum of 70 words and a maximum of 100 words to your customer informing the change in address. Sign as Prerna / Piyush.

near outer ring road - shifting to - bigger office space - November 10 -
change in telephone number - new address is provided below - fourth floor -
Cessna Business Park.



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I Read the following case and answer the questions given below:

[10]

Charisma Corporation (CC) has recently embarked on a new kind of training. The corporation is teaching many of its employees – especially those in marketing and sales – to make decisions on the basis of non-verbal communication cues. For Ms. Malini Verma, Vice President of CC, focusing on non-verbal communication has become an important part of her interpersonal dealings.

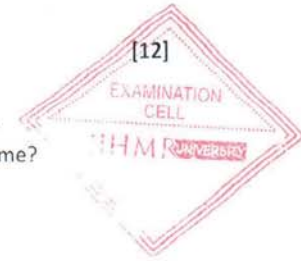
Several years ago, Ms. Verma became interested in how body movements and mannerisms truly reflect what an individual is saying. Continually reading in this area of study, Ms. Verma has been able to make decisions about potential customers by 'reading' them. For example, Ms. Verma believes that body language can give a person a competitive advantage. It can make the difference when closing a sale, or in CC's case, hiring new employees. For example, during interviews, Ms. Verma pays constant attention to the job candidate's eye movements and mannerisms. She believes that she can correctly predict if the candidate will be aggressive salesperson while simultaneously being personable and friendly. How does she do this? She does this by looking at candidates' eyes and the way they present themselves. In one case, a hiring decision came down to two people. The first candidate was animated and made constant eye contact. The second candidate never looked her in the eye, leaned back in his chair, and crossed both his legs and arms. The first candidate demonstrated the communication skills that Ms. Verma found aligned with successful performance in her organization.

Ms. Malini Verma is convinced that non-verbal communication can play a significant role in helping her organization achieve its annual sales goals. Personally she has found that it helped her 'quality' customers. For instance, even though a potential customer says, 'Yes', with his or her arms and legs crossed emphatically, it means, 'No!' Understanding this, Ms. Verma is in a better position to probe further into the possible objections the customer has. She has found that, in many cases, she is able to steer the conversation in a direction that ultimately leads to successfully closing a sale. And that is a major competitive advantage.

- a) Describe the communication process that Malini Verma uses in her dealings with candidates and employees.
- b) What problems might Verma encounter by her heavy reliance on non-verbal communications?

II Attempt ALL questions:

- a) How can a topic be analyzed in a group discussion?
- b) Write the difference between an abstract and an executive summary.
- c) Why is it important to adopt a "you" approach when preparing a resume?
- d) Why is managerial communication important at workplace?



III 'Actions speak louder than words,' in the light of this statement enumerate, with examples, the importance of non-verbal communication

[5]

IV Define a resume. What is the main difference between a CV and a Resume? What role does it play in getting you an interview for a job?

[5]

V Write short notes on the following

[8]

- a) List down the parts of a business letter
- b) The different visual aids that can be used to supplement presentations.
- c) Common reasons that impede effective listening. Enumerate with examples.
- d) Paragraph Writing and its components.

VI Consider an occasion when you have been on the receiving end of someone trying to influence and persuade you. What strategies did they use?

[5]

VII For each of the following situations mentioned below, describe the responses, both verbal and non-verbal that will be displayed by the individuals.

[5]

- a) You are in a line at the store. Someone behind you has one item and asks to get in front of you. You say: (Passive response)
- b) You have been talking for a while with a friend on the phone. You would like to end the conversation and you say: (Assertive response)
- c) A loud stereo upstairs is disturbing you in the midst of your examination studies. You phone your neighbor and say: (Aggressive response)
- d) Shubham is at a business lunch and someone at his table starts smoking, which offends him and makes it difficult for him to breathe because of his asthma and he says: (Assertive response)