

**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.

