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Question Paper Code : 44038

M.B.A. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2017

First Semester

BA 7108 : WRITTEN COMMUNICATION

(Regulations 2013)

Time : Three Hours

Maximum : 100 Marks

Answer ALL questions

PART – A

(10×2=20 Marks)

1. Your company's director has invited you for dinner in a star hotel to appreciate the work of some assistant managers. Write a note accepting the invitation.
2. Design a New Year Greeting Card to be sent to all workers in the company.
3. Write a tweet of not more than 140 characters to all the members of the team who are going to be a part of the new project.
4. Rewrite the following sentences, making it more gender sensitive :
 - a) Rajesh is the spokesman of the group of new recruits, who are the alumni of NIT, Trichy.
 - b) Man's search for knowledge has led him to improve scientific methodology.

5. Read the passage and write a short summary of it :

Indian manufacturers of Holicolours, water guns, balloons and other products are losing out to Chinese imports because of at least a 55 percent price differential, said a survey-cum-analysis by Assocham. "Invasion of innovative and fancy Chinese Holi toys and colours despite the governments efforts to promote 'Make in India', is making the survival difficult for small manufacturers," said the survey conducted by Social Development Foundation of Associated Chambers of Commerce. Majority of the respondents said that traditional 'pichkari' (water gun or sprinkler) has almost

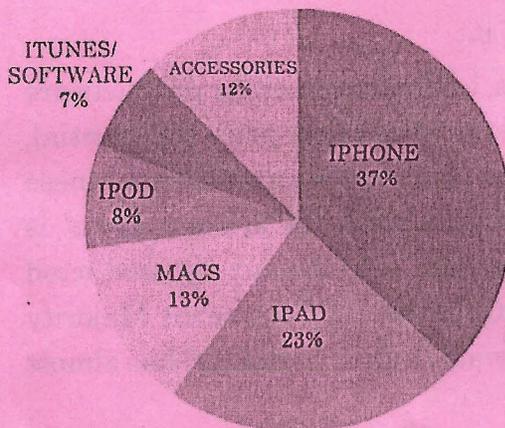


disappeared from the markets due to minimal consumer interest. Despite being made from toxic products, 'Made in China' Holi toys and colours are favoured by customers as they are much cheaper than locally made products, said the respondents.

Many of the respondents rued the rampant use of acids, alkalis, diesel, engine oil, glass powder, mica and other substances that damage the skin, together with cheap quality of plastic being used to manufacture low-cost water guns. Most of the local manufacturers said they only sell 'herbal' colours that don't damage the skin. Some blamed the rise in price of raw materials like water-soluble plant pigments for slack in their business.

6. The Manager has planned to meet the team leaders to discuss about a project to be undertaken from outside the country. Prepare a circular to be sent to all team leaders.
7. What is 'cross-cultural communication'? Give two examples wherein your culture differs from the Western Culture.
8. You have arranged for a Guest Lecture to all the new recruits on marketing strategies and trends. How would you put it up on the notice board?
9. You work for a company that manufactures mixers and juicers and it is in the market for four months. Prepare a questionnaire (4 questions) to ask the customers about the product.
10. Interpret the following Pie Chart in four sentences :

How Apple Makes Its Money :
Q1 2013





PART – B

(5×13=65 Marks)

11. a) The software company bought office furniture from *Oak Woods*. On unpacking you find some computer desks being damaged. Write a complaint letter, explaining in detail the damage and ask for new furniture in place of the damaged goods.

(OR)

- b) Your company wants to import some Nylon from Taiwan. Send an email to the company asking to send specific information about the quality of their products, rates, excise duty, shipment etc.

12. a) "A business blog helps you cement your position as an expert by giving you a platform to provide exceptional content (news, tips, trends) for your clients, potential clients and partners." You are working for a Tourism Agency. What content would you write to be uploaded in the agency's blog ?

(OR)

- b) Write a one page review of a recent movie you had watched to be uploaded in the blog.

13. a) You work for a company that manufactures washing machines. The latest brand is a failure in the market. Prepare a questionnaire to ask the customers about the product. Conduct a survey and prepare a survey report to be submitted to the Design Engineer.

(OR)

- b) Mr. Kumar wants to start a restaurant in his hometown. How would he draft the proposal to be submitted to the bank authorities for getting a loan ?

14. a) Prepare a cover letter and a C V to apply to one of the posts.

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(OR)



- b) Prepare a cover letter and CV to apply to the following post.

Bank of America

Gurgaon

India

The candidate should be able to make Global Markets Operations in support of the company's Global Investment Banking business.

Industry : Banking/ Financial Services / Broking

Functional Area : ITES, BPO, KPO

Role : Fresher

Experience : 0 years (Freshers/Trainee)

Location : Gurgaon

Mail your CV to torec16@ba.in

15. Write an essay on **any one** of the following in about **250** words :

- a) "The Make in India" project is an innovative venture by the government. Analyze the merits and the demerits and give your recommendations to make it a success in India.

(OR)

- b) "The falling prices and plunging oil revenue are some of the biggest challenges for oil importing countries" – How do you view this challenge for India ?

PART – C

(1×15=15 Marks)

16. Write a case study report on **any one** of the topics by using a questionnaire, analysing the data, evaluate the findings in **350** words :

- a) Postal Savings Bank : Can it boost up the rural economy of India ?

(OR)

- b) Indian Automobile industry : Is it going to be global small car hub ?
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