

Pokhara University
Faculty of Management
ENG 103: Business Communication
Evaluation Model

Course Description

The course aims to show both the complexity of communication and how it can be improved. It does not offer simple recipes for success. Because of the complexities, it is necessary to apply principles in ways which suit specific context. The course will try to explain how this can be done.

Prescribed Text

Hartley, Peter, and Clive G. Bruckmann. *Business Communication*. London and New York: Routledge, 2002.

Evaluation

*Questions will be set covering the prescribed book.

1. A case based type on any communication activity: 15 marks

1. Critical/Long answer type: 1 question of 15 marks (2 questions will be given): 1x15 = 15 marks

2. Analytical/Medium answer type: 5 questions each of 10 marks (6 questions will be given): 5x10 = 50 marks

3. Descriptive/Short answer type: 10 questions each of 2 marks (12 questions will be given): 2x10 = 20 marks

* It's recommended that the marks allotted for internal assessment should be primarily used to test the students' speaking and listening competencies from both *Adventures in English* and *Business Result: Elementary*.

* A model question paper is given below, but it is to be borne in mind that it is just for giving a general idea of an exam paper and is not and does not aim to be exhaustive.

A Model Question Paper

Pokhara University
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Credit hours: 3 (Full Marks: 100)

Time: 3 hours

Candidates are expected to answer the questions in their own words as far as practicable. The figures in the margin indicate full marks.

Answer **all** the questions.

1. Read this case and analyze it in the line of given questions as guide. 15

Jo Brown is General Manager of ABC Computer Services. Jo receives an urgent call from XYZ, an important customer in Durban, who has a 'major fault in his computer system' and demands a service engineer immediately as his whole operation has ground to a halt. Jo tries to contact Edward Smith, the Service Manager, at once but finds he is out visiting PRQ Engineering, another important customer. As Jo considers that the Durban problem is urgent, she goes to the service department and finds service engineer Helen Jones working at her desk. They have the following conversation:

JB: Have you any really urgent work on hand?

HJ: Well, I'm sorting out a few patches for the new system we've sent to PRQ. Mr Smith is expecting me to have them done by tomorrow.

JB: But is it really urgent?

HJ: Well, I don't know . . . I don't suppose so.

JB: Good – you can sort out the Durban problem first.

Jo then decides that Helen should fly to Durban on an afternoon flight so she can start work at XYZ first thing in the morning. Jo suggests that she leave the office immediately to pack and get to the airport. As she is about to leave, Helen says, 'I had better leave a message for Edward Smith.' Jo

says, 'Don't worry, I will let Edward know what is happening so he can reschedule your work for the next few days.'

Jo returns to her office and phones XYZ to confirm that Helen Jones will be there first thing in the morning. She then calls Ann Botham, her personal assistant, leaves a number of messages and instructions, and answers some queries. At the end of the call, she says, 'Oh, by the way, let Edward Smith know that Helen Jones will probably be in Durban for a few days working on XYZ's computer problems.'

When Edward Smith returns just after 2 p.m., he finds that Helen Jones is not at her desk, so he leaves a note instructing her to drop everything and go to clear up an urgent problem at PRQ Engineering first thing in the morning. He then leaves the office at 3.30 p.m. to meet another customer and does not return that day.

After working through the other jobs from Jo by around 3.45 p.m., Ann Botham sends an email to Edward Smith saying that Helen Jones will probably be in Durban for a few the XYZ job.

Next morning, Edward Smith arrives, notes that Helen Jones is not there, and assumes that she has gone to PRQ Engineering. He has an urgent report to finish, so does not check his email as he usually does first thing. About 9.30 a.m., he receives an irate phone call from PRQ Engineering saying that the promised service engineer has not arrived and threatening to cancel the lucrative service contract. At first no one else in the office knows anything about Helen Jones's whereabouts. As a last resort he checks his email, to find the message from Ann Botham: 'Jo has asked me to let you know that Ms Jones will probably be in Durban at XYZ for a few days.' He is both puzzled and annoyed by the brief message.

About five minutes later, Smith storms into Brown's office and says, 'How the hell do you expect me to run an efficient service department, when you send my staff round the country without letting me know? We will probably lose the PRQ Engineering contract because Helen Jones did not report there this morning as I promised.'

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- a. What are the most important problems of interpersonal communication illustrated in this case study?
 - b. What are the key factors (both process and meaning) which have created these problems?

- c. Who was responsible for the problems?□
- d. How could the participants have behaved differently to avoid these problems? (both short-term and long-term).
- e. Does this case study simply illustrate poor interpersonal communication? Or do you recognize any broader issues?

2. **Long answer question: any one** 15

- a. Discuss the Process Model of Communication and its more elaborate version the Systems Model. Explain why we need a more complex approach to communication in contemporary times.
- b. Identify and explain the significant interpersonal skills required to communicate in a globalized world where organizations are constantly interacting with people from different cultures.

3. **Medium: any five.** 5x10=50

- a. Read the following document for its strengths and weaknesses. Then revise the document to make it acceptable.

I am a new publisher with some really great books to sell. I saw your announcement in *Publisher's Weekly* about the bookseller's show you're having this summer, and I think it's a great idea. Count me in folks! I would like to get some space to show my books. I thought it would be a neat thing if I could do some airbrushing on T-shirts live to help promote my hot new title, *T-Shirt Art*. Before I got into publishing, I was an airbrush artist, and I could demonstrate my techniques. I've done hundreds of advertising illustrations and have been a sign painter all my life, so I'll also be promoting my other book, hot off the presses, *How to Make Money in the Sign Painting Business*.

P.S. Please let me know what it costs for booth space as soon as possible so that I can figure out whether I can afford to attend.

Being a new publisher is mighty expensive!

- b. As director of new business development for a growing advertising agency, you're interested in how companies spend their advertising money. Create a chart based on the following information, which

shows national advertising spending by media category. Summarize briefly the findings to forward it to the management.

Media Type	Expenditure (in \$ millions)
Internet	1.9
Outdoor	2.0
Radio	2.9
Yellow Pages	12.7
Magazines	16.6
Newspapers	21.2
Television	45.1
Direct mail, promotions	112.9
Total Advertising	215.3

c. Write an application letter for the following position:

Accounting Assistant: Established Food industry has immediate opening in accounting department for an Accounting Assistant. Responsibilities include: bank reconciliation, preparations of deposits, and cash receipt posting. Flexible work hours, medical, and other benefits.

d. You have been requested by a reputed college to present a speech on the importance of good grades for an audience of college students. Develop the speech with some attention gaining ideas.

e. How far should regional differences in the use of language be incorporated into our business communication? Explain with appropriate examples.

f. Discuss some of the structures that exist in organizations. Explain how the different structures affect communication process.

4. Short answer question: any ten 10x2=20

a. What are the three levels of organizational culture proposed by Edgar Schein?

b. How have new technologies helped to speed up communication between organizations?

- c. Identify five primary systems of communication which occur in face to face interactions.
- d. Define stereotype and explain how stereotypes can damage communication between individuals.
- e. Writers suggest chunking, ordering, and signposting while structuring information. Explain them briefly.
- f. What is “plain English?” Illustrate it with an example.
- g. Why is appropriate layout an important aspect of effective writing?
- h. Neurolinguistic Programming claims three things to communicate effectively. What are they?
- i. What is brainstorming? How does it work?
- j. Explain the difference between leadership and management.
- k. Identify the factors that make up an organization’s environment.
- l. Why do you think communication and action must match to produce results?