

BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, PILANI
I SEMESTER 2023-2024
GS F221 BUSINESS COMMUNICATION
COMPREHENSIVE EXAMINATION (CLOSED BOOK)

MM: 70

DATE: 08. 12. 2023

DURATION: 3 HRS

Note: Attempt all the questions in the serial order

Q1. Increasing complaints related to Gender inequality as a part of various policies of the management has become a cause of concern in your organization. You as the General Manager HR Section have to formulate certain policies in consultation with the Management to deal with such issues in an effective manner as women form a major portion of the workforce. For the same issue, you have to call an urgent meeting of the board of directors. Prepare a list of the prospective committee members and draft an agenda for the same. Invent necessary details. Also explain the purpose of this meeting. **(15M)**

Q2. Job interviews hold a significant place in the academic journey of graduates. Right from the resume preparation to the various strategies adopted during the pre and post interviews of core engineering as well as the consulting firms, there is a lot of preparation and strategic approach required. Explain the techniques suggested to perform well during Pre Interviews and Post interviews for the core engineering companies. Also explain what are the expectations of the consulting firms from the prospective candidates during the interviews. **(20M)**

Q3. Explain the strategies for writing an effective body of a business letter. As the Manager of Satyam Foundation, an NGO working for children suffering from Autism, you are planning to launch a campaign to make these children feel inclusive as a part of the society. Write a letter following a persuasive approach to the CEO of IFL (Indian Fintech limited) asking for financial support for the same cause. Invent the necessary details. **(15M)**

Q4. Read the following case and answer the questions given below:

As a result of a new division initiative, a supervisor has shifted job duties and responsibilities of employees which has affected many employees adversely. Since the employees were not part of this sudden change, the level of uncertainty and ambiguity has increased while trust for the supervisor has decreased. These changes are making the employees feel disconnected and uncertain about their role in the division.

(a) Assuming yourself to be the mediator for this conflict, design an appropriate mediation approach for this situation, keeping in mind the stages of mediation. Invent the necessary details.

(b) What is the role of mediation in conflict management? **(20M)**

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