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SEAT No. \_\_\_\_\_

No. of Printed pages: 02

**SARDAR PATEL UNIVERSITY**  
**BBA - ITM (4 Years- NC) EXAMINATION – Semester - IV**  
**2019**

Tuesday, 9<sup>th</sup> April

10:00 a. m to 12: 00 p m

**UM04FBBI01 –Communication Skills for IT Management - II**

Total Marks: 60

- Q-1 A Describe the first destination that the Time Traveller visits on his first Time Travel. . 10
- B Write a short note on: Character of Weena 05
- OR**
- Q-1 A What are three theories formulated by the Time Traveller on how the society of the Eloi function? 10
- B Write a short note on: Episode of Fire at Night 05
- Q-2 A What are technological tools for analyzing and organizing information? 08
- B Draft minutes of the First Board Meeting of Akshay Steel Works Pvt. Ltd., Surat. 07
- OR**
- Q-2 A Write a detailed note on technological writing tools. 08
- B Draft the minutes of a statutory meeting of Mahajan & Co. Ltd., Mumbai. 07
- Q-3 A committee has been appointed by the management of National Paints, Ahmedabad, to inquire into the cases for the gradual decline in the sales of the product. Draft a suitable report offering constructive suggestions to control the decline. 15
- OR**
- Q-3 As a Labour Manager of Sumana Group of Companies, Ranchi, draft a report on the dissatisfaction prevailing among the workers of the company. 15
- Q-4 A **Read the following case study and answer the given questions:** 08
- Mr. David Thomas is working as a confirmed Stenographer in Robertson Company, employing about 400 employees. The company is producing spare-parts required for four wheelers. As a matter of orthodox policy of the company, secretarial services are shared by two or more bosses and as such Mr. Thomas was asked to look after the work of Manager-Finance and Manager-Material. The Finance Manager, Mr. Karwande engaged Mr. Thomas normally for a longer period, due to which Mr. Narayana, the Manager-Material, suffered from absence of prompt secretarial work. The relations for Mr. Narayana with Mr. Thomas, Steno, were strained. He complained on several occasions against Mr. Thomas and requested the Personnel Department to take action against Mr. Thomas. Due to the overwhelming influence of Mr. Karwande, the Finance Manager, somehow no action was taken. Once Mr. Narayana had really a very urgent job, which needed Mr. Thomas' service. He could not become available. When Mr. Narayana made written complaints to the General

Manager (Personnel) stating past experience of Mr. Thomas, the General Manager (Personnel) issued show-cause notice to Mr. Thomas.

The Finance Manager attempted to intervene but show-cause notice issued to Mr. Thomas was not withdrawn. The next day, Mr. Thomas tendered resignation and without waiting for acceptance of the resignation, left the office, saying that he was the victim of defective personnel policy and system of dual control.

**Questions:**

1. React on the remarks of Mr. Thomas that he was a victim of defective personnel and system of dual control and his abrupt departure.
2. Comment on the policy of entrusting work of two bosses to one person.

**B** Write a note on importance of cross cultural communication in an organization. **07**

**OR**

**Q-4 A** Read the following case study and answer the given questions: **08**

Mr. Dinesh is a young mechanical engineer who did MBA with marketing and joined Deepak Engineering Company as Assistant Sales Manager. In the first quarter he booked the sales of Rs. 50 lakhs and in the next quarter it went up to Rs. 110 lakhs. The record sales were very much appreciated by one and all. Mr. Shivdasani, Assistant Marketing Manager during lunch break said, "Mr. Dinesh deserves six days trip to Goa on company account". Mr. Suryavanshi, HRD Manager took the hint and approached Managing Director with a request to sanction Rs. 10,000/- as a special case to Mr. Dinesh as an appreciation. The Managing Director gave oral sanction. Mr. Suryavanshi in good faith wrote a letter to Mr. Dinesh to avail the facility and Mr. and Mrs. Dinesh can visit Goa for six days and spend Rs. 10,000/- on company's account.

Mr. Dinesh wanted cash of Rs. 10,000/- unconditional so he can partly repay the housing loan. Mr. Suryavanshi made it clear to Mr. Dinesh that it will not be possible. Rather reluctantly, Mr. and Mrs. Dinesh and seven year old daughter, Sneha went to Goa for a week. He ultimately spent around Rs. 10,800/- on the whole trip and requested for an additional sanction of Rs. 800/- which seemed to be doubtful.

Mr. Dinesh is frustrated as the Goa trip proved to be a disincentive. Mr. Suryavanshi is worried about his HRD practices while Mr. Shivdasani, Assistant Marketing Manager, feels totally ignored. The Managing Director is now worried about the relationship between Marketing Department and HRD Department. People say Mr. Dinesh is likely to leave!

**Questions:**

1. Is it a good marketing practice? Do you feel that Mr. Dinesh is justified in leaving the job?
2. As a Managing Director what will be your advice to HRD Manager?

**B** Write a note on various technological tools available for cross cultural communication. **07**

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