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MBA
MGT 107

First Semester Examination – 2013

ENGLISH LANGUAGE SKILLS

QUESTION CODE : C-623

Full Marks – 70

Time : 3 Hours

Answer Question No. 1 and 2 which are compulsory and any **four** from the rest.
The figures in the right-hand margin indicate marks.

1. Answer the following questions : 2 × 10
- (a) State whether the following statement is true or false. Justify your choice.
Badly encoded messages leaves its receiver confused.
- (b) Do you think business decisions are to be taken only on the basis of verbal communication ? Justify your answer with a suitable example.
- (c) Which IPA symbols would be used to represent the sounds that are heard at the beginning of the following words ?
Yatch, thought, choice, develop
- (d) Would you describe the style in the following example as formal or informal ? What are your reasons ?
Hi, fellows ! I must say it's jolly decent of you guys to turn up at such short notice for my birthday bash. We've got plenty of grub and soft drinks and there's some real groovy music in case you're musically inclined. So enjoy yourselves !
- (e) Transcribe the following words and mark stress on each transcription :
Table, communication
- (f) "Listen not only with your ears, but also with your eyes." Explain.
- (g) What are the major differences between efficient readers and inefficient readers ?

P.T.O.

- (h) Fill in the blanks in the sentences below using appropriate forms of the verbs given in brackets :

The President of France _____ (come) to Delhi next week. He _____ (fly) to Mumbai from Delhi.

- (i) Report these questions :

Amit : "Arvind, are you playing cricket this weekend ?"

Sunita : "Who did you meet at the party, Banita ?"

- (j) Correct the errors in the following sentences :

(i) My sister ,together with her friends, are going on a picnic tomorrow.

(ii) The news have upset him.

2. **Case Study :**

10

Colleagues vs. Clients

Raga was a business graduate from the US and was planning to settle in India after spending a decade working in US. She got a couple of offers and took up employment in an Indian MNC that mainly offered IT consulting and was a very well-established consultant brand. She was placed as a senior management resource in the company and was to lead a team of 15 consultants.

Of late, she had been receiving several grievances mails from a new French client. This client was raising issues and complaining that their consultants were not up to the mark. Raga planned to speak to the clients and ascertain what their issues were. The objective of doing this was to find out the 'hidden areas' of the client and reduce the 'blind area' (Johari's Window). Raga started probing the client and found out two major issues. The first was lack of accountability amongst consultants and the abysmally low communication engagement levels with the client. Some of the key points that the client mentioned were as follows :

- Inability of the team of consultants to interact with the client's team abroad.
- Differences in the 'attitude' towards work among the consultants. There were unnecessary delays whenever a solution was asked for.
- Some of the meetings started after schedule, with some of the key members joining after the meeting had started.
- Feedback from the 'consultants' was very poor as they would say a 'yes' to everything and would act as if everything was going fine.
- The team of consultants, although technically very sound, needed to improve their attitude towards work, behavior and communication.

Raga felt that there was a need now to improve her compatibility with the team, and the first step that she took was to introduce daily team meetings. The purpose of the meetings was simple: understand each other better, delineate the role each

one of the team members was playing, and tackle the challenges the team was facing in dealing with the client.

After a couple of meetings with her team, she discovered the following deficiencies :

- The bonding of the team members was extremely weak, and they knew very little about one another.
- The major challenge was that the client spoke French, a language with which the consultants were not very comfortable.
- The complaints that the consultants raised were to do with poor feedback from the clients. Lack of interaction because of the language barrier had caused this situation.
- Because a number of the consultants had resigned and the gap was filled by new recruits, there was no consistent single point of contact for the clients.
- The team had suggested and communicated a grievances solution mechanism to the client. However, this mechanism did not take off.
- The emails and letters that were exchanged with the clients were difficult for either side to interpret because of the language barrier.

With all these problems, Raga realized that there was a major communication gap between the consultants and the clients. She understood she had lots to do.

Questions :

- (a) What are the key communication issues here ?
 - (b) If you were in Raga's place, how would you address the challenges ?
 - (c) How is the organizational culture a barrier to communication ?
3. What does the term 'communication' imply ? Why is effective communication vital in today's world ? Briefly explain the seven C's of effective communication. 10
4. Mark stress and Intonation in the following sentences : 10
- (a) Could I borrow your book ?
 - (b) Why didn't you ask him to wait ?
 - (c) Get me a piece of chalk.
 - (d) She has won the gold medal for debating.
 - (e) Look at the necklace she is wearing!
5. The use of language often reflects different kinds of bias existing in the minds of people, which are not acceptable in a modern society where most people have become aware of their rights. Substantiate the idea with appropriate examples. 10



6. The most effective way to hold an audience's attention is to make proper use of paralinguistic features. Discuss the characteristics of effective speech in this light. 10
7. "It has not been easy but it is possible. Prem Ganapathy's story gives you hope, that yes, anyone can achieve anything in this country. We can have a hundred Dhirubhai Ambanis. And we must have a million Prem Ganapathys." How far do you agree with the author? 10

Or

Briefly narrate how Saneev Bikchandani, India's most successful internet entrepreneur, struggled on the sidelines but never gave up his Big Idea.

8. (a) Edit the following sentences for parallel structure : 5
- (i) Spend time checking the registration of participants, contact new registrants, and information packets should be sent.
 - (ii) The instructions were to develop a policy and staff should be informed.
 - (iii) Complete the inventory, calls should be made to distributors, and the accounts tabulated.
 - (iv) Your new investment should perform well in these markets and a high dividend produced.
 - (v) The team envisioned a successful future through strong leadership, making decisions effectively, and new approaches being tried.
- (b) Correct the error of modifiers in the following sentences : 5
- (i) The client will meet you in the reception area for the new account.
 - (ii) He referred to the economics book located on the top of the shelf with the missing cover.
 - (iii) The computer is in the other room with the missing key board.
 - (iv) He referred to the economics book located on the top of the shelf with the missing cover.
 - (v) The package arrived safely at the front desk filled with new application forms.