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**SARDAR PATEL UNIVERSITY**

**S.Y BBA (ITM) SEM – IV**

**Communication Skills for IT Management -II (UM04FBBI01)**

Date: 12/04/2016

Marks: 60

Time: 10:30 A.M To 12:30 P.M.

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- Q.1[A] Describe time Traveler's journey and his experience about it from your reading of novel 'Time Machine'. [10]  
[B] Write a note on Morloks [05]

**OR**

- Q.1[A] Describe lifestyle of Eloi. What, according to the time traveler could be the possible reason for Elois being transformed in their present state of living? [10]  
[B] Write a note on weena. [05]

- Q.2[A] Draft the minutes of the annual general meeting of Jonson & Jonson company ltd., Mumbai. [10]  
[B] Write a note on: technological tools for collecting and gathering information. [05]

**OR**

- Q.2[A] Draft the minutes for first meeting of board of directors. Chennai chemical ltd. [10]  
[B] Write a note on technological tools for writing. [05]

- Q.3 Cotex garments Ltd. Chennai entrust their sales executive to inquire into the causes for decline in the sales of 'COTEX' garments in Gujarat and suggest ways to arrest the decline. Draft the report on the behalf of the sales executives. [15]

**OR**

- Q.3 Draft a committee report on the feasibility of opening a company's new factory in Gujarat. [15]

- Q.4[A] Read the following case carefully and answer the question. [10]  
Mrs Nirupama Vaidya joined the canara bank as a clerk after completing her M.Sc. in 1988. She was aspiring for the promotion to the officer's post. After getting the eligibility service in 1992, she applied for officer's post in the bank under the promotion quota. She could not get the promotion as her score in the written test was quite low. But at that time, she was transferred to her native town Kolhapur. She tried for officer's post several times but could not succeed. She was vexed with her trials but he was elected to the office of president of the local branch of bank employees union. Since then she became problem to the management. She could solve a number of

problems of the members of her union. However, she continued her trial for the officer's post. She was not given the promotion in 2000 though she got the more than the minimum score in the written test on the ground that her interview score was less than the minimum. In fact the confidential report of the branch manager regarding her trade union activities worked against her in this case. With this failure she decided not to make any future trials and become more active in the trade union activities. Further, she deposits of the business community in her banks to other banks. The manager decided to promote her to the officer cadre based on the recommendation of the new branch manager. One day, Mrs. Nirupama Vidya received an appointment order for the officer's post from the head office of the bank. All the colleagues including the branch manager congratulated her but she said that she did not want the promotion. It was quiet surprise to all of them.

#### QUESTIONS:

1. Do you think that the management's action of not selecting Mrs. Nirupama Vaidya on the basis of the confidential report of the branch manager was right?
2. Why did Mrs. Nirupama Vaidya not want promotion?
3. Explain the promotional policy related to this case.
4. Give an appropriate title to the passage.

[B] Define cross cultural communication.

[05]

OR

Q.4[A] Read the following case carefully and answer the question.

[10]

At a planning meeting held by the directors of multi-products company ltd. Each director presented his approach to profit and budget planning within their division. Two of the directors, Mr. Patel of the textiles division and Mr. Desai of the chemicals division, spent about 20 minutes each describing how their budgets and profits projections were determined. Below are excerpts from their presentations:

Mr. Patel: 'as divisional manager, I believe I have the best picture of the capability of the whole division. So I set the target profit and sales goals for my managers. These goals present my expectations and simply call in each of my managers and give them the sales and profit goals for their departments. Their performance is then measured against the goals I have set. If a manager has a question about the target, I explain my reasons for setting the goals at a particular level.

Mr. Desai: 'I feel my managers should determine the goals for their departments. I ask each manager to submit to me his projections for sales and profits. Once I receive these targets, I increase them by fifteen per cent to force creativity from my managers in order to achieve these modified goals. In this way, I can identify my truly creative managers.

#### QUESTIONS:

1. What do you consider of Mr. Patel's approach?
2. What do you think of Mr. Desai's approach?
3. Give an appropriate title to the passage.

[B] What are the web tools for the cross cultural communication?

[05]

Good Luck,