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(A-13)

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SARDAR PATEL UNIVERSITY			
S Y. B.B.A (ITM)			
4 <sup>th</sup> SEMESTER EXAMINATION			
Communication skills for IT Mgt- II (UM04FBBI01)			
Time : 10.30 am to 12.30 pm			Total Marks :60
22 <sup>nd</sup> APRIL 2015			
NOTE:		Answer the following question:	
Q.1		Write the summary of "THE TIME MACHINE"	15
OR			
Q.1		Write a note on:	
	1	Morlocks	7
	2	The guest at the time traveler's dinner party	8
Q.2	A	Write a note on: Technological tools for gathering and collecting information.	5
	B	Draft the minutes of first meeting of the board of directors of Kajaria Ceramic Ltd Bardoli.	10
OR			
Q.2	A	Write a note on: Technological tools for writing	5
	B	Draft the minutes of the annual general meeting of the share holders of progressive publication Ltd, Mangalore.	10
Q.3		Shree Vinayak Engineering Company Kolkata, entrust their lab our officer to inquire into labour problem and suggest ways to remedy it.	15
OR			
Q.3		Draft the report on the feasibility of opening new hotel in Surat.	15
Q.4	A	Read the following case and answer the questions:	
		Mrs. Geeta 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 in1992, 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 she was elected to office of president of 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. Consequently, almost all the clerk of the branch joined her union. However, she continued her trial for officer's post. She was not given the promotion in 2000 though she got 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 further trials and become more active in the trade union activities. Further, she deposits of business community in her banks to other banks. The manager decided to promote her to the officer cadre based on the recommendations of the new branch manager. One day, Mrs. Geeta vaidya received an appointment order for the officer's post from the head office of the bank. The entire colleague including the branch manager congratulated her but she said that she did not want the promotion. It was quite surprise to all of them.	
QUESTIONS:			

		(1) Do you think that the management's action of not selecting Mrs. Geeta Vaidya on the basis of the confidential report of the branch manager was right?	3
		(2) Why did Mrs. Geeta Vaidya not want promotion?	3
		(3) Explain the promotional policy related to this case?	3
		(4) Give an appropriate title to this case?	1
	B	Write a note on cross cultural communication.	5
OR			
Q.4	A	Read the following case and answer the questions:	
		<p>Periwinkle electronic ltd is a pioneering and internationally reputed firm in the electronic industry. It is one of the largest firms in the country. It attracted employees from internationally reputed institutes and industries by offering high salaries, perks etc. It had advertised for the position of an electronics engineer. Nearly 300 candidates working in various electronics firms applied for job. Mr. Arul, an electronics engineering graduate from Indian institute of technology with seven years working experience in a small electronic firm was selected from among the 275 candidates who took the test and interview. The interview board recommended an enhancement in his salary by rupee 2000 more than his present salary at his request. Mr. Arul was very happy to achieve this and he was congratulated by a number of people including his previous employer for his brilliant performance and good luck. Mr. Arul joined Periwinkle Electronics ltd. On 25<sup>th</sup> august 2005 with great enthusiasm. He also found his job to be quite comfortable and challenging one and he felt it was highly prestigious to work with this company during the formative years of his career. He found his superiors as well as subordinates to be friendly and co-operative. But this climate did not last long. After one year of his service slowly learnt about a number of unpleasant stories about the company, management, the superior- subordinates relation, rate of employee turn over, especially at the higher level. But he decided to stay on as he had promise several things to the management in the interview. He wanted to please and change the attitude of the management through his diligent performance, firm commitment and dedication. He started maximizing his contributions and the management got the impression that Mr. Arul has settle down and will remain in the company.</p> <p>After some time, the superior started riding over Mr. Arul. He was over loaded with multi- furious jobs. His freedom in deciding and executing was cut down. Also started assigning their responsibility to him. Consequently there was imbalance in his family life, social life and organization life. But he seemed to be calm and contended. The management felt that Mr. Arul had the potential to bear many more organizational responsibilities. It was quite surprising for the general manager to see the resignation letter of Mr. Arul along with a cheque equivalent to a month salary on 22<sup>nd</sup> august 2007. The general manager fails to convince him to withdraw his resignation. The general manager relieved him on 31<sup>st</sup> august 2007 and wanted to appoint a committee to look into the matter immediately but he soon drops the idea.</p>	
		QUESTIONS:	
	1	What is wrong with the recruitment policy of the company?	3
	2	Why Mr. Arul resignation did surprised general manager?	3
	3	Suggest certain recommendation with respect to the above case.	3
	4	Give an appropriate title to the passage.	1
	B	What are the web tools available for cross cultural communication?	5
ALL THE BEST			