

College of Vocational Studies

BMS – III Semester

Online Practical Exam

for Paper: MS 308

Personality Development and Communication

UPC - 61013345

Time: 1 Hour

Maximum Marks: 25

Instructions for Students:

- ❖ Students have to solve **both** case studies
 - ❖ Your solution must have following information only on first page:
 - a) Examination Roll No.
 - b) Name of the Programme:
 - c) Semester:
 - d) Title of the Paper:
 - ❖ *Save each file as your examination roll number.*
 - ❖ *Practical Exam is only for 1 hour (i.e. 10:00 am to 11:00 am on 08-12-2021) additional 1 hour is only for IT related issues like downloading / uploading etc.*
 - ❖ *All answer scripts / PDF files must be uploaded on MS Teams and **Turned in** / emailed at deepakverma@cvs.du.ac.in till 12:00 noon on 08-12-2021.*
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Case Study – 1

Communication Failure

Mr and Mrs Basu went to Woodland’s apparel section to buy a pullover. Mr Basu did not read the price tag on the piece he had selected. While making the payment, he asked for the price at the counter. The answer was “₹1,500”.

Meanwhile, Mrs Basu, who was still shopping, came back and joined her husband. She was glad that he had selected a nice black pullover for himself. She pointed out that there was a 25% discount on that item. The person at the billing counter nodded in agreement. Mr Basu was thrilled to hear that. “That means the price of this pullover is just ₹1,125. That’s fantastic,” said Mr Basu. He decided to buy another pullover in green.

In no time, he returned with the second pullover and asked the salesperson to pack both. When he received the cash memo for payment, he was astonished to find that he had to pay ₹3,000 and not ₹2,250 as he had expected.

Mr Basu could hardly reconcile himself to the fact that the salesperson had first quoted the discounted price, that is ₹1,500. But the original price printed on the price tag was ₹2,000.

Questions to Answer:

1. Identify the three sources of Mr Basu’s information about the price of the pullover. **5**
2. What should Mr Basu have done to avoid the misunderstanding? **5**

Case Study – 2

The Presentation Effect

Mr Jon, President of A&E Education in Germany, visited a management institute in Chennai. After an informal meeting with the principal director, they moved to a large seminar hall equipped with a multimedia projection system. Jon proposed to give a presentation on his Learning Management System model. He spoke for about 40 minutes, covering the worldwide processes of educational administration and e-management.

His presentation used PowerPoint and was visually supported by graphic data – charts, graphs, and diagrams. At places, he was difficult to follow because of the unusual accent in which English is spoken by a German. However, the elaborate visual aids helped him put his point across successfully. The PowerPoint slides were in the form of bullet points outlining the structure of the presentation.

During the discussion at the end of Jon’s presentation, the principal director opined that the international model discussed would need to be customized with specific local content, and went on to share his own software model of Learning Management System. Jon appreciated the new insight, and they agreed to collaborate and integrate the models for marketing the software to educational institutions across India.

Questions to Answer

1. Does the size of the venue affect the quality of the presentation? **5**
 2. Discuss the benefits of using PowerPoint and visual aids when giving a presentation to a foreign audience. **5**
 3. What were Jon’s presentation objectives? Was he successful in achieving them? **5**
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