

JK Lakshmipat University Jaipur
INSITUTUE OF MANAGEMENT
INSTITUTE OF ENGINEERING AND TECHNOLOGY
INSITTUE OF DESIGN

End Term Examination, December 2024
BBA, B.Tech., B.Des, Semester I, 2024-25

Roll No.....

CC1101: FUNDAMENTALS OF COMMUNICATION

Time: 2 hours

Max. Marks: 30

Instructions to students:

1. Do not write anything other than your roll number on question paper.
2. Attempt **any three** questions.
3. Mention all the assumptions for your answers clearly.

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- Q. 1 Write a persuasive paragraph advocating for the cause, using a balanced combination of ethos, pathos, and logos. Ensure your response highlights the urgency of the issue and proposes actionable steps. 10.0
(LO2,3)

Choose one of the following:

- i. Protecting endangered species
- ii. Reducing plastic waste

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- Q. 2 Read the case on "Cultural Impact on Communication" and answer the following question: 10.0
(LO1,4)

An Indian IT company partners with a Japanese firm to develop a new software product. During initial meetings, the Indian team, accustomed to informal communication styles, often interrupts speakers to share ideas. However, the Japanese team, which values hierarchy and respectful listening, perceives these interruptions as rude. The Indian team also uses colloquial phrases and idioms unfamiliar to the Japanese team, causing confusion.

Despite several brainstorming sessions, progress is slow due to misunderstandings. A turning point occurs when the Indian team appoints a cultural liaison who explains Japanese norms and suggests structured speaking turns, while the Japanese team adapts by asking for clarifications when idioms are used. Communication improves significantly, leading to a successful project.

- i. Analyse the communication challenges faced in this case due to cultural differences. Suggest three strategies that could have been implemented earlier to overcome these barriers and ensure effective collaboration.

- Q. 3 Draft a professional email to your manager requesting a change in project deadlines. Your tone should reflect professionalism while asserting your concerns. ^{10.0} (LO3,4,5)
- Q. 4 Imagine you are giving a speech to encourage your peers to adopt a healthier lifestyle. How would you use ethos, pathos, and logos to make your message more persuasive? Provide concrete examples of each appeal. ^{10.0} (LO2,5)
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all the best!