

JK Lakshmipat University
End Term Examination
MBA-I semester (Fundamentals of Communication)

Total time: 02:00 hours

Total Marks: 30

Read the following paragraph carefully and then answer the questions that follow (80 words per question).

The unaccepted current regulator proposal

The Acme Electric Company worked day and night to develop a new current regulator designed to cut the electric power consumption in aluminium plants by 35%. They knew that, although the competition was fierce, their regulator could be produced more cheaply, was more reliable, and worked more efficiently than the competitors' products.

The owner, eager to capture the market, personally but somewhat hastily put together a 120-page proposal to the three major aluminium manufacturers, recommending that their regulators be installed at all company plants.

She devoted the first 87 pages of the proposal to the mathematical theory and engineering design behind his new regulator, and the next 32 to descriptions of the new assembly line she planned to set up to produce regulators quickly. Buried in an appendix were the test results that compared her regulator's performance with present models, and a poorly drawn graph showed how much the dollar savings would be.

Acme Electric didn't get the contracts, despite having the best product. Six months later, the company filed for bankruptcy

(4x4=16)

1. Who is communicating to whom about what, how, and why? What was the goal of the communication in each case?
2. Identify the **communication error** (poor task or audience analysis? Use of inappropriate language or style? Poor organization or formatting of information? Other?)
3. Explain what **costs/losses** were incurred by this problem.
4. Identify **possible solutions** or strategies that would have prevented the problem, and what benefits would be derived from implementing solutions or preventing the problem.

Answer the following questions (100-150 words)

(5x2=10)

1. If you're presenting your ideas during a meeting and your audience seems disengaged, what would you do to get their attention?
2. Is it true, "Communication shapes culture and culture shapes communication"?

Answer the question (120 words)

(4x1=4)

1. How does the way we text vary according to whom we text? The themes I am looking at are Age, Gender, Educational qualification and Relation.