

F-4 Bcom (A & F) Sem II Oct-2005

Time : 2 hrs

CA - 27

A7107

Marks - 60

Attempt any 2 questions from section A,  
Section B is compulsory

**SECTION-I**

- Q.1 What do you understand by a report what is the usual sequence of a report explain. 15
- Q.2 What are the causes of poor listening? What steps should one take to ensure good listening. 15
- Q.3 Write short note on (any 2) 15
- a. Body language
  - b. Globalization
  - c. Interview
  - d. Multinational

**SECTION-II**

- Q.4 CASE STUDY:- 30

Mr. Kersi Katrak CEO, had a serious problem. Production Manager Ashok Angry was non-Cooperative and having been a former trade union secretary was looked up to by the workers. Production was falling and Kersi knew that if Ashok was sacked and another person brought in his place, he could turn things around so that company would start earning profits again. But the moment Ashok was sacked Kersi knew the workers would strike work.

The Board of directors would be coming for an Inspection of the plant soon. Kersi knew that it would reflect badly on him if he shrugged responsibility and tried to fix all the blame on Ashok. He decided to have one more talk with Ashok to make him realise the seriousness of the situation.

When his PA informed Kersi that Ashok was waiting to see him, Kersi instructed her to make him wait. He then called in two or three other employee for discussions, keeping Ashok "waiting" outside. When Ashok was finally ushered in Kersi, did not invite him to sit or even bother to look at him. He turned away slightly and phoned his wife at home about a shopping list. When he put the phone down he found Ashok standing ill at ease in front of the desk. He casually waved him into a chair and then proceeded to sign some papers that were laying in his in-tray. When he was finally done he looked at a space above Ashok's head and said "Well, Mr. Production Manager what do we tell the Board of directors when they came here?" Ashok, who was angry and humiliated, merely grunted a reply that Kersi could not catch.

QUESTIONS