

Course Code: **CO-1241**  
Title: **Business Communication and Office Management**  
Assignment Code: **CO-1241/SDE-C/2017-18**  
Assignment Coverage: **All Modules**

**Attempt any 4 topics each in 2-3 pages**

1. What do you mean by communication? Discuss the principles of communication.
2. What is a business letter? Discuss the essentials and structure of a business letter.
3. What is office management? Explain the significance and functions of office management.
4. What is meant by record keeping? Discuss the significance and principles of record keeping.
5. What is communication ethics? Discuss the significance of ethics in communication.

Course Code: **CO-1241**  
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Case Analysis Code: **CO-1241/SDE-C/2017-18**  
Assignment Coverage: **All Modules**

**Attempt the two cases each in 2-3 pages**

1. Nandita: Madam?  
Ms. Nandana: Yes?  
Nandita: Can I talk to you just for a minute? I need your help.  
Ms. Nandana: Not now, Nandita, I am marking papers.  
Nandita: Can I see you after my class, please?  
Ms. Nandana: Not today. I have to attend the faculty meeting and then I have to prepare tomorrow's lecture. And I also have to enter these marks in the grade sheet. Today, I am too busy. Why don't you go to Reshma madam?  
Nandita: Madam, I had actually first gone to Reshma madam. She also told me she was not free. She was very busy with the College's Annual Day function preparations.  
Ms. Nandana: Yes, Nandita, we all are very busy till the end of this month.

### **Questions to Answer**

1. Discuss the barriers to sympathetic listening as shown by the responses of the teacher to Nandita.
  2. What, according to you, is the real reason for the teachers inability to listen to Nandita? Are they really too busy to listen to students' problems?
  3. "I am too busy." What does this statement show about the nature of the responses of some teachers?
2. Mr and Mrs. Shaym went to Woodland's apparel section to buy a pullover. Mr. Shaym did not read the price tag on the piece he had selected. While making the payment, she asked for the price at the counter. The answer was "Rs. 950". Meanwhile, Mrs. Shyam, 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 per cent discount on that item. The person at the billing counter nodded in agreement. Mr. Shyam was thrilled to hear that. "That means the price of this pullover is just Rs. 645. That's fantastic," said Mr. Shyam. 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 Rs. 1900 and not Rs. 1290 as he had expected.

Mr. Shyam could hardly reconcile himself to the fact that the sales person has first quoted the discounted price, i.e. Rs. 950. But the original price printed on the price tag was Rs. 1225.

### **Questions to Answer**

1. Identify the three sources of Mr. Shyam's information about the price of the pullover.
2. Discuss the main filter involved in this case.
3. What should Mr. Shyam have done to avoid the misunderstanding?
4. Who is to blame for this communication gap? Why?