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Name.....

**B A, B SC, B COM DEGREE END SEMESTER EXAMINATION - APRIL 2026****UGP (HONS.) SEMESTER - 2: ABILITY ENHANCEMENT COURSE****COURSE: 24UBBAAEC102: BUSINESS COMMUNICATION – II***(For Regular 2025 Admission & Improvement/ Supplementary 2024 Admission)*

Time: 1.5 Hours

Max. Marks: 50

**PART A*****Answer ALL questions in one or two concise sentences. (1 mark each)***

1. Contrast the primary functions of Internal and External communication. (CO4 An.)
2. Explain the term "Glocalization." How does this concept allow a Multinational Corporation (MNC) to stay globally consistent while adapting to local market tastes? (CO2 Un.)
3. Define "Netiquette." (CO1 Re.)
4. Define the "Reservation Price" within a BATNA analysis. (CO1 Re.)
5. What do you mean by "Gender-Neutral Phrasing" in a corporate context? Why is it becoming a standard requirement for modern job descriptions and official policies?  
(CO2 Un., CO3 Ap.)
6. What is "Uncertainty Avoidance?" Why would a firm from a culture with a high score in this dimension insist on extremely detailed, rigid long-term contracts? (CO2 Un., CO3. Ap.)
7. What is the strategic reason for a manager to refrain from sending non-urgent emails during late-night hours or weekends? (CO2 Un., CO3. Ap.)
8. Distinguish between a Memorandum and a Notice. (CO. 2 Un., CO4 An.)

**(1 x 8 = 8)****PART B*****Answer any TWO of the following questions in around 100 words each. (6 marks)***

9. Your renewable energy startup is launching a "Technical Leadership Accelerator" specifically for women and non-binary engineers to bridge the gender gap in your Research and Development department. Some staff members have posted on the company Slack that this feels "unfair" to the rest of the team. Draft a Digital Notice for the company Intranet. Use inclusive, gender-neutral language to explain the logic of Equity vs. Equality. Focus on how

providing targeted support to underrepresented groups builds a more innovative, competitive, and "future-proof" team for the entire organization. (CO5 Ev., CO6 Cr.)

10. You are the Operations Manager for a "Farm-to-Table" organic collective. You have discovered that some of the seasonal field staff have been posting videos on personal accounts complaining about the heat and the strict "Soil Quality" protocols, which has made some high-end restaurant clients nervous about your reliability. Draft a 60-second script for the internal podcast. Define "Digital Professionalism" and explain the "Public Reach" of private venting. Explain how complaining about operational standards on social media can damage the brand's premium reputation and threaten the job security of the entire collective. (CO5 Ev., CO6 Cr.)
11. You are the Global Director for a luxury fashion logistics firm. Your new account coordinators will be handling virtual "Inventory Walkthroughs" with prestigious fashion houses in Milan and Paris. You've noticed that during these video calls, coordinators often look at the garments on their screen rather than at the client's face. Write a short, motivating email to the coordinators regarding "The Virtual Gaze." Explain the technical importance of "Lens-Level Eye Contact" (looking directly into the camera). Frame this as a sign of "Presence" and "Executive Presence," which is vital for building trust when managing millions of dollars in designer inventory. (CO5 Ev., CO6 Cr.)

**(2 x 6 = 12)**

### **PART C**

***Answer any ONE of the following questions in about 250 words. (10 marks)***

12. You are the Lead Consultant for a Western MNC (e.g., a tech firm) expanding into a region with a *High Power Distance* and a *Collectivist* culture. You have noticed that the local hiring practices currently favour male candidates over more qualified female candidates. Draft a formal Expansion Strategy Proposal for the Board of Directors. Explain how the current "Ethnocentric" hiring approach might lead to a talent shortage. Propose a "Glocalized" recruitment model that respects local customs while strictly enforcing Gender Equality and inclusive interview panels. (CO5 Ev., CO6 Cr.)
13. You are the founder of "Urban-Flow," a startup that uses AI to reduce traffic congestion and carbon emissions in city centers. You are pitching to a Municipal Board for a long-term contract.

Draft a formal business proposal for the city. The "Glocalized" Approach: Explain how your AI adapts to local driving habits (culture) while maintaining global safety standards. Clearly define your BATNA—if the city demands you hand over your "Source Code" (IP) for free, what is your "Plan B" (e.g., pitching to a private logistics company)? Explain how this alternative prevents you from being forced into an unfair deal. (CO5 Ev., CO6 Cr.)

**(1 x 10 = 10)****PART D**

14. Practicum

**(20)**