



School of Social Sciences and Languages
Winter Semester 2024-2025 Continuous Assessment Test-I

SLOT: TA1

Programme Name & Branch: UG Seniors BTech Computer Science and Engineering and Business Systems

Course Name & code: Business Communication and Value Science –IV (ENG1018)

Class Number(s): VL2024250506100

Faculty Name(s): Dr. V. Sunitha

Exam Duration: 90 Min.

Date: 27-01-25

Maximum Marks: 50

Q.N O.	Question	Ma rks	CO	BL
1.	Which conflict management style is most effective in resolving workplace conflicts- Analyze and explain	10	CO2	2
2.	Imagine you purchased a product that did not meet your expectations due to a specific issue. Analyze the situation, identify the root cause of the problem, and compose a formal complaint letter to the company, clearly explaining the issue, its impact, and suggesting possible compensation. Ensure your tone remains professional and persuasive throughout the letter	10	CO1	2
3.	Rewrite the following poorly written business email. Ensure it effectively adheres to all 7Cs of communication. Subject: Stuff About Meeting Hey, I hope you're doing well. So about that meeting we talked about, I think we should probably schedule it sometime next week, maybe Tuesday or something. I'm not sure if everyone can make it, though. Let me know. Also, the agenda—just think about what we need to discuss and tell me if anything important comes to mind. We can finalize stuff later. Thanks, [Your Name]	10	CO1	3
4.	Reflect on the qualities of a good team member.	10	CO2	1
5	Analyze the following case study on conflict in a project team and answer the questions below: A project team at a marketing agency was tasked with creating a campaign for a high-profile client. The team consisted of Alex, the creative lead; Priya, the content strategist; and Ryan, the project manager. Tension arose when Alex submitted design ideas that Priya felt were misaligned with the client's requirements. Priya pointed this out in a team meeting, but Alex felt that Priya was dismissive of his work and became defensive. Ryan, wanting to maintain team harmony, avoided addressing the conflict directly, hoping it would resolve on its own. As deadlines approached, the lack of resolution began to affect the team's performance. Communication broke down, with Alex and Priya avoiding collaboration. The client noticed delays in deliverables, prompting Ryan to escalate the issue to senior management. A senior leader intervened by organizing a conflict resolution meeting. During the meeting, each team member was given a chance to express their perspective. The leader encouraged active listening and facilitated a discussion on how to align their efforts toward the project goals. Alex and Priya eventually acknowledged the importance of collaboration and agreed on clearer communication moving forward. a. Analyze the role of the project manager in this conflict. What steps could Ryan have taken earlier to manage the conflict effectively and prevent its escalation? b. Based on the resolution meeting, what strategies can the team implement to foster better collaboration and avoid similar conflicts in the future?	5+5	CO3	3