

Level: Bachelor  
Programme: BBA  
Course: Business Communication II

Semester: Spring

Year: 2021  
Full Marks: 100  
Pass Marks: 45  
Time: 3 hrs.

*Candidates are required to answer in their own words as far as practicable. The figures in the margin indicate full marks.*

Attempt all the questions.

1. **Read the following case and answer the given questions.**

Chocolate had always been considered an affordable little luxury, associated with romance and celebrations. Therefore in 2000 and 2001, revelations that the production of cocoa in the Côte d'Ivoire involved child slave labor set chocolate companies, consumers, and governments reeling. In the United States, the House of Representatives passed legislation mandating that the FDA create standards to permit companies who could prove that their chocolate was produced without forced labor to label their chocolate "slave-labor free." To forestall such labeling, the chocolate industry agreed to an international protocol that would give chocolate producers, governments, and local farmers four years to curb abusive practices and put together a process of certification. [15]

The stories of child slave labor on Côte d'Ivoire cocoa farms hit Cadbury especially hard. While the company sourced most of its beans from Ghana, the association of chocolate with slavery represented a challenge for the company, since many consumers in the UK associated all chocolate with Cadbury. Furthermore, Cadbury's culture had been deeply rooted in the religious traditions of the company's founders, and the organization had paid close attention to the welfare of its workers and its sourcing practices. In 1908, the company had ended a sourcing relationship that depended on slave labor. Now for the first time in nearly 100 years, Cadbury had to take up the question of slavery again.

Eventually, the 2005 deadline, the chocolate industry was not ready to implement the protocols and asked for two years more to prepare. Privately, many industry officials believed that the kind of certification sought by the protocols was unrealistic. Because cocoa was produced on over a million small farms in western Africa, insuring that all of these farms, most located deep in the bush, complied with child labor laws seemed impossible. Furthermore, because beans from numerous small farms were intermingled before shipment, it was difficult to track those produced by farms in compliance with labor standards and those that were not.

a) What news perplexed the stakeholders of chocolate industry?

- b) Why did the news particularly hit Cadbury hard?
  - c) Why was the chocolate industry not ready to implement the certification protocols?
  - d) What should Cadbury do to solve the problem of child labour?
  - e) Why is it important for companies to run their business ethically?
2. In an era where money seems to lie at the centre of almost all human activities and endeavours, how important is it for people to adopt business ethics? What are the characteristics of ethical business? Discuss. [15]

**OR**

What do you mean by planning? What are the various phases of planning and conducting job searches? Explain in detail.

3. Answer **any five** of the following questions: [5×10]
- a) What is outsourcing? Discuss the advantages and disadvantages of outsourcing.
  - b) What do you mean by motivation? What can the companies do to motivate their employees to minimize staff turnover?
  - c) Suppose you have recently read an advertisement of a travel agency where you have been attracted by a tour package to Bali, Indonesia. Write an inquiry letter addressing the CEO of the agency making a detailed enquiry about the package.
  - d) Define 'Grants Writing' and briefly discuss grant writing process/steps.
  - e) What are advertisements? What are the basic elements of advertisements? Explain.
  - f) Define research. What are the three types of research methods? Explain.
  - g) What do you mean by Press Release? How is it structured? Elaborate.
4. Write brief answers to the following questions (**any five**): [2×5]
- a) Mention some of the advantages of non-cash rewards/incentives over cash rewards.
  - b) What is the difference between an agenda and a minute?
  - c) What do you mean by netiquette? Why is it significant in email writing?
  - d) Define a brochure and mention its types by format.
  - e) What are business start-ups? What attracts people to start up their own businesses?
  - f) What does a webinar denote to? Explain how the webinars are effective ways of communication in modern business world.
5. Supply correct words from the box for the given definitions: [5×1]
- a) basic systems like transport that a country needs to work properly \_\_\_\_\_
  - b) based in a foreign country \_\_\_\_\_
  - c) special knowledge or skill in a particular subject, or job \_\_\_\_\_

- d) secondary jobs created by the economic activity of a company \_\_\_\_\_  
e) Collection of documents that exhibits your skills \_\_\_\_\_

contented, redeploy, uncaring, responsive, expertise, efficient

6. Complete the sentences using correct verb forms: [5×1]
- a) If she joins their team, we ..... (need) to find a replacement here.  
b) I would reconsider the decision if I .... (be) you.  
c) If he doesn't come on time, we .... (cancel) his booking.  
d) They ..... (leave) the country if they were found guilty.  
e) If we heat water, it ..... (boil).