

**Tribhuvan University  
Faculty of Management  
Model Question 2022**

**Full Marks- 100  
Pass Marks- 50  
Time- 3 Hrs.**

**BIM / Second Semester/ ENG. 202: English - II**

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

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**Group A**

**Brief Answer Questions.**

**[10×2=20]**

- a. Give the full form of AIDA.
- b. What is Video-conferencing?
- c. List the three simple habits that will help you avoid ethnocentrism and stereotyping.
- d. Point out two advantages of using teams in the workplace.
- e. Distinguish between an ethical dilemma and an ethical lapse.
- f. How is nonverbal communication challenging?
- g. What is grape vine communication?
- h. What is high-context culture? How is it different than low-context culture?
- i. Explain encoding and decoding in the communication process.
- j. What is buffer? Why should you use it in a negative message?

**Group B**

**Short Answer Questions (Any Six)**

**[6×5=30]**

- a. What are the advantages and disadvantages of the information transfer model of communication?
- b. Imagine that you have just received a call for interview. Prepare a list of 10 possible questions that the interviewers might ask you.
- c. Write a memo to all the staff in your office for maintaining both electronic and manual attendance.
- d. How has business communication changed over the times? Present a brief outline of historical development of business communication.
- e. Define the following business communication terminologies or phrases:
  1. Information overload
  2. Leadership Skills
  3. Rapport building
  4. Solicited vs. Unsolicited proposals
  5. Info-graphics
- f. You work in a travel agency known as *Paradise Holidays*. Prepare a brochure of your agency.
- g. What is non-verbal communication? Discuss with examples.

### Group C

#### **Long Answer Questions (Any Three) [3×10=30]**

- a. Suppose you have bought a new electronic product. Write a report to a firm called ABC Firm in Tikapur, Kailali telling them about the background of the product, design, price, credit facilities, the type of consumers targeted by the product, modes of payment etc.
- b. Illustrate the communication process with the clear diagram.
- c. In order to get a job, you need to approach an organization with a resume. How does a resume affect your employability? What are the components of the resume?
- d. Prepare a brief notice to be put up on official notice boards, informing employees of your organization about a newly introduced, official bus service.

### Group D

**Read the following case and answer the questions that follow. (6+8+6=20)**

By mid 1950s, fast food franchising was still in its infancy when Harland Sanders began his cross-country travels to market “Colonel Sanders’ Recipe Kentucky Fried Chicken.” He had developed a secret chicken recipe with eleven herbs and spices. By 1963, the number of KFC franchises had crossed 300.

In 1966, Massey and Brown made KFC public, and the company was enlisted on New York Stock Exchange. During late 1960s, Massey and Brown turned their attention to international markets and signed a joint venture with Mitsuoishi Shoji Kaisha Ltd. in Japan. Subsidiaries were also established in Great Britain, Hong Kong, South Africa, Australia, New Zealand, and Mexico. By 1982, KFC was again aggressively building new restaurant units.

Many cultures have strong culinary traditions and have not been easy to penetrate. KFC previously failed in German markets because Germans were not accustomed to take-out food or to ordering food over the counter. KFC has been more successful in the Asian markets, where chicken is a staple dish. Apart from the cultural factors, international business carries risks not present in the U.S. market. Long distances between headquarters and foreign franchises often make it difficult to control the quality of individual franchises. Another challenge facing KFC is to adapt to foreign cultures. The company has been most successful in foreign markets when local people operate restaurants. The purpose is to think like a local, not like an American company.

As KFC entered 1996, it grappled with a number of important issues. During 1980s, consumers began demanding healthier foods, and KFC’s limited menu consisting mainly of fried foods was a difficult liability. In order to soften its fried chicken chain image, the company in 1991, changed its name and logo from Kentucky Fried Chicken to KFC. In addition, it responded to consumer demands for greater variety by introducing several new products, such as Oriental Wings, Popcorn Chicken, and Honey BBQ Chicken as alternatives to its Original

Recipe fried chicken. It also introduced a dessert menu that included a variety of pies and cookies.

Soon after KFC entered India, it was greeted with protests of farmers, customers, doctors, and environmentalists. KFC had initially planned to set up 30 restaurants by 1998, but was not able to do so because its revenues did not pick. In early 1998, KFC began to investigate the whole issue more closely. The findings revealed that KFC was perceived as a restaurant serving only chicken. Indian families wanted more variety, and the impression that KFC served only one item failed to enhance its appeal. Moreover, KFC was also believed to be expensive. KFC's failure was also attributed to certain drawbacks in the message it sent out to consumers about its positioning. It wanted to position itself as a family restaurant and not as a teenage hangout. According to analysts, the 'family restaurant' positioning did not come out clearly in its communications. Almost all consumers saw it as a fast food joint specializing in a chicken recipe.

KFC tried to revamp its menu in India. Cole Slaw was replaced with green fresh salads. A fierier burger called Zinger Burger was also introduced. During the Navaratri festival, KFC offered a new range of nine vegetarian products, which included Paneer burgers. Earlier, KFC offered only individual meals, but now the offerings include six individual meals, two meal combos for two people, and one family meal in the non-vegetarian category. For vegetarians, there are three meal combos for individuals, and meals for couples, and for families.

KFC also changed its positioning. Now its messages seek to attract families who look not only, for food, but also some recreation. Kids Fun Corner is a recreational area within the restaurant to serve the purpose. Games like ball pool, and Chicky Express have been introduced for kids. The company also introduced meal for kids at Rs. 60, which was served with a free gift.

Over the years, KFC had learned that opening an American fast food in many foreign markets is not easy. Cultural differences between countries result in different eating habits. For instance, people eat their main meal of the day at different times throughout the world. Different menus must also be developed for specific cultures, while still maintaining the core product—fried chicken. You can always find original recipe chicken, cole slaw, and fries at KFC outlets, but restaurants in China feature all Chinese tea and French restaurants offer more desserts. Overall, KFC emphasizes consistency and whether it is Shanghai, Paris, or India, the product basically tastes the same.

**Questions:**

- a. What factors have made KFC a successful global business?
- b. Why are cultural factors so important to KFC's sales success in India and China?
- c. Why did Kentucky Fried Chicken change its name to KFC?

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