**Business Communication**

**June 2023 Examination**

**Q1. Mr. Varun Shah is the CEO of a new event company setup six months back. The Company has around 100 employees working in it. In order to discuss a new event or growth of the firm or any past events with the managers what mode of verbal communication must Mr. Varun use and why?**

**Ans:**

**Introduction:**

Effective communication is crucial for the success of any organization. Because the CEO of a new event organization, Mr. Varun Shah, wishes to talk successfully with his managers to ensure we are on the same web page and operating in the direction of the same desires. Verbal communication is one of the maximum standard and essential types of communication in any corporation. In this essay, we will discuss the different modes of verbal conversation that Mr. Varun Shah can use to talk with his managers and why he should

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**Q2. Prof Albert Mehrabian has formulated the Mehrabian Circle that states “there are 3 types of fundamental elements of one-to-one communication.” Which are the 3 elements in the Mehrabian Circle and which has the maximum weight age? Give Reasons for your answer also 4 components of the same element.**

**Ans:**

**Introduction:**

Communication is a critical issue of human life, and the way it works can help us become better communicators. Communication is frequently divided into specific factors, such as verbal and nonverbal communication; however, there are different methods to research it. One such method is the Mehrabian Circle, formulated by Albert Mehrabian, a well-known psychologist. The Mehrabian Circle describes three essential elements of one-to-one communication that may help us apprehend how human beings talk. This essay will examine

**Q3. In 1982, a 12- year old girl named Mary Kellerman Of Chicago, died after she took extra- strength Tylenol capsules for headache. Subsequently there were 6 more reported deaths within 3 days after consuming Tylenol. The news spread like a wildfire and created the nationwide panic. A hospital in Chicago received 700 distress calls in a single day. People started admitting themselves to hospitals fearing cyanide poisoning. In just 10 days, J&J received 1411 calls from customers.**

**Responding to the crisis, J &J sent alert messages to its consumers through the national media and the police against consuming any type of Tylenol product. The company recalled all the Tylenol bottles from US retail stores, which were 31 million bottles worth more than $100 million. Its temporarily closed the production, distribution and advertising of Tylenol. This was followed by a warning from the Food and Drug Administration (FDA) of the US taking Tylenol capsules.**

**J&J fully cooperated with the Chicago Police and FBI to determine the cause of cyanide tampering. After testing of 8 million Tylenol capsules, it was revealed that in 6 different stores in Chicago, 75 capsules had been opened and filled with 65 mg of cyanide in 8 different bottles. Although the tampering was local, the company decided to recall all Tylenol products at the national level. This decision led to a loss of $1.24 billion due to the damage of goodwill and brand value. The market share of J&J dropped from 37% in early 1982 to just 7% by late 1982.**

**To rebuild its image, J&J launched an aggressive promotional campaign. James, The Chairman and CEO of J&J said, “It will take time, it will take money, and it will be very difficult, but consider it as a moral imperative, as well as good business, to restore Tylenol to its preeminent position.”**

**By the end of 1982, J&J relaunched Tylenol in a new triple-tamper-resistant package and $2.50 coupons. As a result, the company recaptured 32% of its previous 37% market share just 6 months after bottle tampering.**

**The media praised the company for its prompt action in recalling Tylenol products and the great length it went to prioritize consumer safety over loss of revenue. The company’s honest, open and transparent communication with the public helped it to maintain its credibility and establish trust with the public. Instead of considering the financial loss, the CEO, James sent a team of scientists to investigate the source of tampering. Although the company’s stock declined in the immediate aftermath of the crisis, its soon recovered due to the positive and honest communication by the company to the shareholders, customer and general public.**

**Q3. A. What was the reason of Tylenol-related deaths in 1982?**

**Explain the crisis communication steps taken by J&J. (5marks)**

**Ans:**

**Introduction:**

The reason for the Tylenol-related deaths in 1982 changed to tampering with the product with cyanide through an unknown person or individuals. It suggested that someone had opened Tylenol pills and altered the powder with cyanide, after which they placed them back on the shelves of diverse shops. The tampering occurred after the product turned into manufactured

**Q3. B. How does the PR communication of a company during s crisis determine whether the company’s reputation will be irreparably damaged during the crisis or the company will bounce back stronger than before? Give examples and non-examples (examples which are not good crisis communication) to explain your point. (5 marks)**

**Ans:**

**Introduction:**

The PR communication of a company at some point in a crisis can make or break its reputation. Organizations should have a nicely-deliberate crisis conversation method to respond quickly and effectively throughout a disaster. A company's popularity may be damaged if it fails to speak transparently, definitely, and speedily during a crisis