TU BERGAKADEMIE FREIBERG
Fakultät für Wirtschaftswissenschaften

KLAUSUR: "Business Communication" **WS 2018/2019: 13.03.2019**

Matrikel-Nr. _____

This exam consists of 2 parts: **Part I Detailed Description = 40 Points**
Part II Comprehensive Analysis = 60 Points

TOTAL 100 Points

Please use only a pen; cross out any errors!
This exam consists of one (1) page.

Part I. Detailed Description (40 Points)

Please pick **two (2)** of the four (4) topics listed below and describe them as detailed as possible. Your detailed description should refer to the information contained in the relevant sections of the textbook and the information presented in class. You may also use diagrams. Please identify the topics you selected.

Each detailed description is worth 20 points.

A.) Conflicts

B.) Language

C.) Nonverbal Communication

D.) Perception

Part II. Comprehensive Analysis (60 Points)

Imagine you are the head of a retail business. Last year, customer complaints about product quality increased significantly. Most sales representatives ignored the customer complaints because they considered them to be a nuisance. You've only become aware of the problem because your sales figures dropped dramatically. This led you to finally read some of the customer comments on your company's website, Facebook and Instagram accounts as well as Twitter messages. You are shocked by the angry messages customers had posted. It seems that everyone in your company ignored these complaints. What should you do to improve the situation and regain the trust of your customers?

Your analysis should include the ***relevant theories including the Johari Window; in particular, those theories we discussed and applied in class***. Please define the theories and concepts before you apply them. Show the interrelationship of the various factors and theories. Offer a solution on the basis of the theories you discussed your analysis. Use a coherent and cohesive style. You may also use diagrams.