

Mr. Deepak Raj, the CEO of a large corporate arrives at the resort at 9.30 a.m. on 21st December and asks Mr. Pinto to allocate a room and complete his check-in formalities quickly. However, the standard check-in time at the resort is 12.30 p.m.

The following conversation takes place between them:

Guest: Hi, I am Deepak Raj. I'm checking in. Please get the room ready soon.

Mr. Pinto: Good morning, Sir. I am sorry Sir but the standard check-in time at the resort is 12.30 p.m. The room can be allotted only at that time as we are completely booked due to the holiday season.

You may wait at the lobby or go for a stroll on the beach. Meanwhile, I will do all I can to get the room ready as early as possible.

Guest: (Visibly offended and angry, raises his voice and says): Is this how you treat a guest? I have a reservation here and you're telling me to take a walk!

The matter escalates and you are called in as the Head of Customer Relations to handle the situation.

Questions:

a. Assess the interaction between Mr. Pinto and Mr. Deepak Raj based on your understanding of the role of self-awareness in the process of communication. (2 marks)

b. As the Head of Customer Relations, explain how you would apply the concept of Transactional Analysis to understand the given scenario and achieve a likely positive resolution. (3 marks)

Q3 Read the following context and answer the question below

8 marks

You joined XYZ Corporation a year ago as an Associate Analyst in the Marketing Department. This department is led by Mr. Sunil Roy who is a Vice President with 20 years of industry experience. Last week, XYZ Corporation announced a new award called 'Bright Star'. Employees could nominate their colleagues for 'inspiring excellence in work'. Nominations had to be emailed to department heads and they would select one nominee from their respective departments. You want to nominate your colleague Mr. Harish Goenka for the 'Bright Star' award. Harish is an experienced analyst in your department.

Question:

Write an e-mail to Mr. Sunil Roy persuading him to select Harish as the award nominee from your department. The mail should reflect your understanding of the 7 Cs of effective communication. (8 marks)
