

MBA, MAY –2014
BUSINESS COMMUNICATION
Paper Code (MBA-106)
Paper Id. [C0106]

TIME :3 HRS**MM:60**

- 1) Attempt any four questions from section-A. Attempt one question each from four sub-sections in Section-B.
- 2) Section-C is compulsory.

Section-A (4X5=20)

- Q1 Explain the different forms of business communication.
- Q2 How does internal communication differ from external communication? In what directions can information travel within an organization's formal hierarchy? Discuss.
- Q3 What are the essentials for conducting an effective business meeting? How can different aspects of non-verbal communication support the conduct of such a meeting?
- Q4 What are the different types of commercial letters? Give a draft of any one of them
- Q5 What do you mean by 'Extempore Speech' ?
- Q6 Explain with examples the SQ3R method of reading.

Section-B(4x8=32)

- Q.7 What is communication? Discuss the communication models.

OR

Distinguish between the formal and informal channels of communication. Give examples.

- Q.8 What is the importance of 'listening' in communication ? Write about the principles of effective listening.

OR

What are the factors responsible for effective reading? How can reading skills be improved.

- Q9 Elucidate the characteristics of a good presentation.

OR

Draft a press release announcing change of show-room of a company.

- Q10 Discuss the various methods of mass communication adopted by business houses for public relations.

OR

What do you mean by report? Explain its types.

Section-C(8x1=8)

- Q.11 Analyze the following case study and answer the critical thinking questions at the end of the case.

Barry is a 27-year old who is a foodservice manager at a casual dining restaurant. Barry is responsible for supervising and managing all employees in the back of the house. Employees working in the back of the house range in age from 16 years old to 55 years old. In addition, the employees come from diverse cultural and ethnic backgrounds. For many, English is not their primary language. Barry is ServSafe® certified and tries his best to keep up with food safety issues in the kitchen but he admits it's not easy. Employees receive "on the job training" about food safety basics (for example, appropriate hygiene and handwashing, time/temperature, and cleaning and sanitizing). But with high turnover of employees, training is often rushed and some new employees are put right into the job without training if it is a busy day. Eventually, most employees get some kind of food safety training. The owners of the restaurant are supportive of Barry in his food safety efforts because they know if a food safety outbreak were ever linked to their restaurant; it would likely put them out of business. Still, the owners note there are additional costs for training and making sure food is handled safely. One day Barry comes to work and is rather upset even before he steps into the restaurant. Things haven't been going well at home and he was lucky to rummage through some of the dirty laundry and find a relatively

clean outfit to wear for work. He admits he needs a haircut and a good hand scrubbing, especially after working on his car last evening. When he walks into the kitchen he notices several trays of uncooked meat sitting out in the kitchen area. It appears these have been sitting at room temperature for quite some time. Barry is frustrated and doesn't know what to do. He feels like he is beating his head against a brick wall when it comes to getting employees to practice food safety. Barry has taken many efforts to get employees to be safe in how they handle food. He has huge signs posted all over the kitchen with these words: KEEP HOT FOOD HOT AND COLD FOOD COLD and WASH YOUR HANDS ALWAYS AND OFTEN. All employees are given a thermometer when they start so that they can take temperature of the food. Hand sinks, soap, and paper towels are available for employees so that they are encouraged to wash their hands frequently.

Questions:

1. What are the communication barriers faced by Barry?
2. Give some suggestions for addressing each of these barriers?
3. What Standard Operating Procedures should Barry follow to implement and enforce his message?
4. Discuss how Barry can use effective communication as a motivator for employees to follow safe food handling practices?

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