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Total No. of Pages: 03

Total No. of Questions: 10

MBA / MBA (IB) (Sem. – 1)

BUSINESS COMMUNICATION FOR MANAGERIAL EFFECTIVENESS

Subject Code: MBA-107-18

M Code: 75408

Date of Examination : 27-01-23

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of EIGHT questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV. Student has to attempt any ONE question from each Sub-section carrying EIGHT marks each.
3. SECTION-C is COMPULSORY carrying TWELVE marks.

SECTION-A

1. Write briefly:

- a) Give two features of effective communication.
- b) Enumerate various modes of communication.
- c) What is grapevine?
- d) What is meant by non-verbal communication?
- e) What is meant by cross-cultural communication?
- f) What are the characteristics of Just a Minute presentation?
- g) Define feedback.
- h) What are the features of an email?

SECTION-B

UNIT-I

2. What is the significance of communication in business? Explain the communication process giving importance of each element.

M-75408

S-2805

3. What are the barriers of communication? Suggest ways to reduce such barriers in communication.

UNIT-II

4. Explain the three step writing process of business communication. What makes the business writing effective? Explain.

5. a) Report writing is an art. Comment.

- b) Discuss in detail essential components of a good project proposal.

UNIT-III

6. How is an oral presentation different from Group Discussion? What are the important qualities needed for effective participation in group discussion?

7. Highlight the importance of various types of visual aids in making the presentation effective. Give illustrations in support of your answer

UNIT-IV

8. Highlight the essential elements of a good resume. A leading mobile company has the vacancy for the position of Sales Manager. Prepare a resume which you would send to the company.

9. How will you prepare for an effective interview? What factors you will keep in mind while appearing in the interviewing process.

SECTION-C

10. Read the case study about Effective communication and briefly answer the questions at the end.

David is 35 -year old who is a foodservice manager at a casual dining restaurant. David 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 to 55 years old. In addition, the employees come from diverse cultural and ethnic backgrounds. For many, English is not their primary language.

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. One day David 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.

M-75408

S-2805

David 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.

David 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 temp 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 challenges and barriers David faces? (3)
2. David should be a role model for his staff? Are there any areas he should improve on himself? (4)
3. What are some ways David might use effective communication as a motivator for employees to follow safe food handling practices? (5)

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.