

March 2014

Master of Business Administration (MBA) Examination

I Semester**Business Communication**

Time 3 Hours]

[Max. Marks 80

Note : Attempt any four questions from Section A. Each question in Section A carries 15 marks. Section B is compulsory and carries 20 marks.

Section A

1. "Your audience receives the message exactly as you intend it to be". Do you agree or disagree with this statement? Justify your answer.
2. How can the message be made contextual and relevant for the receiver? Explain with suitable example.
3. How listening is different from hearing? Why is it important to identify the deterrents to the listening process?
4. What is Grapevine? How can management prevent it from spreading?
5. Write short notes on : (any two)
 - (a) Difference between formal and informal communication.
 - (b) Transactional analysis
 - (c) Types of interview.
6. You are the Chief Personnel Manager of a reputed hotel in the city. Draft a letter calling a management graduate for an interview in reply to her job application.

Section B

7. Read the case carefully and answer the questions at the end of the case.

Effective Communication as a Motivator

One common complaint employee's voice about supervisors is inconsistent messages-meaning one supervisor tells them one thing and another tells them something different. Imagine you are the supervisor/manager for each of the employees described below. As you read their case give consideration to how you might help communicate with the employee to remedy the conflict. Answer the critical thinking questions at the end of the case. Barry is 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 all age from 16 years old to 55 years old. In addition the employees come from diverse cultural and ethical backgrounds. For many, English is not their primary language. Barry is

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ServSafe certified and tries his best to keep up with food safety issues in the kitchen but he admits it is not easy. Employees receive "on the job training" about food safety basic (for example and appropriate hygiene and hand washing, time/temperature 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 efforts because they know if a food safety outbreak were ever linked to their restaurant; it would likely to 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 have not 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 does not know what to do. He feels like he is beating his head against a brick wall when it comes to 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 temp food. Hand sink; soap and paper towels are available for employees so that they are encouraged to wash their hands frequently.

Answer the following questions :

1. What are the communication challenge and barriers Barry face?
2. What solutions might Barry consider in addressing each of these challenges and barriers?
3. What Standard Operating Procedures (SOP) would be helpful for Barry to implement and enforce?
4. What are some ways Barry might use effective communication as a motivator for employees to follow safe food handling practices?

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