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12MBA16

**First Semester MBA Degree Examination, Dec. 2013 / Jan. 2014**  
**Managerial Communication**

Time: 3 hrs.

Max. Marks:100

**Note: 1. Answer any THREE full questions from Q.No.1 to Q.No.6.**  
**2. Q.No.7 and Q.No. 8 are compulsory.**

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|----------|---|-------------------|
| <b>1</b> | a. Define Communication.  | <b>(03 Marks)</b> |
|          | b. Briefly explain the principles of oral communication.  | <b>(07 Marks)</b> |
|          | c. Discuss the communication structures in organization.  | <b>(10 Marks)</b> |
| <b>2</b> | a. Give the meaning of communication in crisis.   | <b>(03 Marks)</b> |
|          | b. Discuss the benefits of case method of learning.   | <b>(07 Marks)</b> |
|          | c. Explain Guffey's 3 × 3 writing process.  | <b>(10 Marks)</b> |
| <b>3</b> | a. What are persuasive letters?   | <b>(03 Marks)</b> |
|          | b. Discuss the general guidelines for group discussion.   | <b>(07 Marks)</b> |
|          | c. What is presentation? Explain various advanced visual support for effective presentation.  | <b>(10 Marks)</b> |
| <b>4</b> | a. Write a brief note on workshop and seminar.  | <b>(05 Marks)</b> |
|          | b. Discuss the dining etiquettes.   | <b>(05 Marks)</b> |
|          | c. What is Negotiation? Discuss various negotiation strategies.   | <b>(10 Marks)</b> |
| <b>5</b> | a. Write a brief note on video conferencing.  | <b>(05 Marks)</b> |
|          | b. What are resolutions? Draft a specimen of an ordinary resolution.  | <b>(05 Marks)</b> |
|          | c. Explain various barriers to communication.   | <b>(10 Marks)</b> |
| <b>6</b> | a. What is an Interview? What skills are assessed at the time of interview?   | <b>(10 Marks)</b> |
|          | b. Write a note on different technologies that have impacted communication today.   | <b>(10 Marks)</b> |
| <b>7</b> | a. One of your employee has gone for a day's leave without taking permission from you. Draft a memo to be served upon him.  | <b>(05 Marks)</b> |
|          | b. Assume that you are a Tour manager of ABC Cruise, an organization specializing in organizing Cruise trips. Draft a persuasive letter about your pleasure trip that you are offering only for few select people in the city.        | <b>(05 Marks)</b> |
|          | c. XYZ limited, had advertised in the daily, The Times of India, dated 14 <sup>th</sup> August 2013, stating its requirement for Trainee Marketing Manager. Draft an application for the above post assuming that you are Mr. Suresh. | <b>(05 Marks)</b> |
|          | d. Assuming that you are secretary of PQR Limited, draft a notice of an annual general meeting incorporating the agenda of the meeting.   | <b>(05 Marks)</b> |

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.  
 2. Any revealing of identification, appeal to evaluator and /or equations written eg. 42+8 = 50, will be treated as malpractice.

**8 CASE STUDY : (Communication Barriers)**

Barry is a 27 – year old who is a food service manager at a casual dining restaurant. Barry is responsible for supervising and managing all employees in the back house. Employees working in the back of the house range in age from 16 years old to 55 years old. In addition employees come from diverse cultural and Ethnic backgrounds. For many, English is not their primary language.

Barry is ‘Serv Safe’ certified and tries his best to keep up with food safety issues in the kitchen but he admits its not easy. Employees receive ‘On the Job training’, about food safety basics like 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 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 likely to rummage through some of the dirty laundry and find a relatively clean outfit to wear for work. He admits he needs a hair cut and a good hand scrubbing, specially after working on his last evening. When he walks into the kitchen he notice several trays of uncooked meat sitting out in the kitchen area. It appears these have been sitting out 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 temp food. Hand sinks soap and paper towels are available for employees so that they are encouraged to wash their hands frequently.

**Questions :**

- a. What are the communication challenges barriers Barry faces? (05 Marks)
- b. What solutions might Barry consider in addressing each of these challenges and barriers? (05 Marks)
- c. What standard operating procedures can be helpful for Barry to implement and enforce? (05 Marks)
- d. What are some ways Barry might use effective communication as a motivator for employees to follow a safe food handling practices? (05 Marks)