Printed Pages:02 Sub Code: KMBN-107

Paper Id: 233635 Roll No

MBA
(SEM I) THEORY EXAMINATION 2022-23
BUSINESS COMMUNICATION

Time: 3 Hours *Total Marks: 100*

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. 2 x 10 = 20

(a) Define Business Communication.
(b) List any five roles of Communication in any Organization.
(c) What do you mean by Body Language?
(d) Define Para Language?
(e) What are persuasive letters?
(f) Write any two elements of presentation.
(g) Define E – mail.
(h) What is Circular?
(i) What is meant by Teleconferencing?
(j) Write the roles of Coherence in Communication.

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SECTION B

2. Read the following case study carefully and answer any TWO questions: 15x2=30

Suraj is a 27-year old who is a food service manager at a casual dining restaurant. Suraj 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.

Suraj 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 hand washing, 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 Suraj 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 Suraj 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. Suraj 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

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employees to practice food safety.
Suraj 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 and barriers Suraj faces?
(b) What solutions might Suraj consider in addressing each of these challenges and barriers?
(c) What are some ways Suraj might use effective communication as a motivator for employees to follow safe food handling practices?

SECTION C

3. Attempt any *one* part of the following: **10x1=10**

(a) "Communication is sharing of understanding", Discuss this and bring out the process of communication
(b) Explain the main barriers to organizational communication

4. Attempt any *one* part of the following: **10x1=10**

(a) What steps are involved in making a good presentation? Explain
(b) Explain the principles of successful oral communication. what is conversation control?

5. Attempt any *one* part of the following: **10x1=10**

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(a) Draft a letter to the Calico Mills, Ahmedabad, requesting them to appoint you their sole agents for their Caliber suiting's for Uttar Pradesh. Include in your letter all those details which you think will induce them to give you the agency
(b) What are essential characteristics of a business report? What are the different types of reports? Write a brief note on each of them.

6. Attempt any *one* part of the following: **10x1=10**

(a) "A group discussion is used as part of process of selection and elimination." Explain the traits relevant for effective group discussion
(b) Summarize the impacts of technological advancement on Business Communication

7. Attempt any *one* part of the following: **10x1=10**

(a) What do you mean by internet? What are its uses and its barriers?
(b) How to prepare agenda for meetings? Describe the various purposes for which meetings are held? What is a successful meeting?

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