

Roll No.....

Department of Management
School of Management & Business Studies
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Even Semester Examination 2022
BCom (Hons.) II Semester

Subject Name: Business Communication MM: 75

Subject Code: BCH206

Time: 03 Hours

Sec A

Attempt any six questions, each question carries 5 marks (6 X 5 = 30)

Q1: What are the elements of effective listening?

Q2: Differentiate between a memorandum and a letter.

Q3: What is the role of communication in business organisations?

Q4: Define 'minutes of a meeting'.

Q5: What is selectivity in communications? Define its types.

Q6: Differentiate between 'interpersonal' and 'intrapersonal' communication.

Q7: Is written communication verbal or non-verbal form of communication? Give reasons for your answer.

Q8: Write a memo meant for divisional heads of a company, which declares the appointment of a person for the post of marketing manager.

Q9: Differentiate between 'debate' and 'discussion'.

Sec B

Attempt any three questions, each question carries 15 marks (3 X 15 = 45)

Q1: What are the various channels of business communication? Which is the most appropriate channel of communication in case of large organisations?

Q2: What is non-verbal communication? Describe the importance of non-verbal communication during a presentation.

Q3: What is effective listening and its types? What are the skills required to be a good listener?

Q4: Define the structure of a business letter. Suppose you manage the supply of books in the college library. Write a business letter for placing the order for books to Harper Collins publishers.

Q5: Define the process and principles of communication.

Q6: One common complaint employees 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. Read their case, and answer the questions at the end.

Barry is a 27-year-old 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 temp food. Hand sinks, soap, and paper towels are available for employees so that they are encouraged to wash their hands frequently.

Answer the following Questions (Each question carries 5 marks)

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