

BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT

(Autonomous Institute under Visvesvaraya Technological University, Belagavi)

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Course Code

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First Semester MBA Degree Examinations, June 2023

MANAGERIAL COMMUNICATION

Duration: 3 hrs

Max. Marks: 100

*Note: 1. Answer any FOUR full questions from Question No. 1 to 7.**2. Question No. 8 is compulsory**3. Missing data, if any, may be suitably assumed*

<u>Q. No</u>	<u>Question</u>	<u>Marks</u>	<u>(RBT:CO:PO)</u>
1.	a. List out the various language skills.	03	(1 : 1 : 1)
	b. Briefly outline the process of communication.	07	(2 : 1 : 1)
	c. Classify the types of communication.	10	(3 : 1 : 1)
2.	a. Define business presentation.	03	(1 : 2 : 2)
	b. Explain the principles of successful oral communication.	07	(2 : 2 : 2)
	c. Discuss how business presentations are planned and organized.	10	(4 : 2 : 2)
3.	a. Summarize the purpose of writing.	03	(2 : 3 : 3)
	b. Evaluate the 3×3 writing process.	07	(4 : 3 : 3)
	c. Construct a letter of appointment to a candidate mentioning the details of pay scale, probationary period and other terms and conditions of the service.	10	(3 : 3 : 3)
4.	a. Outline the objectives of business report.	03	(2 : 4 : 4)
	b. Categorize the different types of reports.	07	(4 : 4 : 4)
	c. Discuss the various types of cases.	10	(4 : 4 : 4)
5.	a. Illustrate the various elements of CV.	03	(3 : 5 : 5)
	b. Determine the importance of a business meeting.	07	(5 : 5 : 5)
	c. Discuss the interviewing skills.	10	(4 : 5 : 5)
6.	a. Define grapevine communication.	03	(1 : 1 : 1)
	b. Explain the various modes of oral communication.	07	(4 : 2 : 2)
	c. Discuss the advantages of E-mail.	10	(5 : 3 : 3)
7.	a. Classify the various types of meetings.	03	(3 : 5 : 5)
	b. Explain the process of analyzing a case.	07	(4 : 4 : 4)
	c. Illustrate the Shanon-Weaver model of communication.	10	(3 : 1 : 1)

Note: (RBT:CO:PO) - Revised Bloom's Taxonomy Level: CO - Course Outcome: PO - Programme Outcome)

Case study

John is a 27-year old who is a foodservice manager at a casual dining restaurant. He 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. John is Safe Serve® 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 John 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 John 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. John 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. He 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.

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| a. | Evaluate the communication challenges and barriers John is facing? Recommend the solutions. | 10 | (4 : 4 : 4) |
| b. | Discuss some ways John could use effective communication as a motivator for employees to follow safe food handling practices? | 10 | (4 : 4 : 4) |

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