

Reg. No. \_\_\_\_\_ Name: \_\_\_\_\_

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**  
FIRST TRIMESTER MBA DEGREE EXAMINATION OCTOBER 2017

**MBA 14 BUSINESS COMMUNICATION**

Max. Marks: 60

Duration: 3 Hours

**Part A**

*Answer all questions. Each question carries 2 marks*

1. Discuss the 7-38-55 rule of Communication
2. Why do business organizations give importance to written communication?
3. Explain any three barriers that lead to communication breakdown in an organization?
4. Listening is an art and like any other art it has to be cultivated consciously. Discuss
5. What are the academic benefits of a case study and its analysis?

(5x2 marks = 10 marks)

**Part B**

*Answer any 3 questions. Each question carries 10 marks*

6. What are the characteristics of effective business communication and discuss how it plays a crucial role in the progress of an organization?
7. Elaborate the main classifications of Non Verbal Communication.
8. Pre-Writing is an important step in the process of Writing. Explain.
9. Assume that you are the chairman of a Committee appointed by the President of the Employees Union of your company to look into the complaints against the functioning of the canteen. Suggest measures for improvement and write a Report containing your analysis and recommendations.
10. a. Discuss in brief the three basic letter formats?  
b. Write a complaint letter to the Executive Engineer BSNL regarding the poor functioning of the broad band internet service provided to your home.

(3x10 marks = 30 marks)

**Part C**

*Compulsory question, the question carries 20 marks*

11. Barry is a 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 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 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 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.

1. What are the communication challenges and barriers Barry faces? (10)
2. What solutions might Barry consider in addressing each of these challenges and barriers? (10)

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