

Name:  
Enrolment No:



UNIVERSITY WITH A PURPOSE

**UNIVERSITY OF PETROLEUM & ENERGY STUDIES**  
**End Semester Examination (Online) – Dec, 2020**

**Program:** B.COM BMI

**Semester:** 1<sup>st</sup>

**Subject/Course:** Business Communication

**Course Code:** HUMN1001

**Max. Marks:** 100

**Duration:** 3 Hours

**SECTION A**

1. Each question carries 5 Marks

2. Instructions: Complete the statement / Choose the correct answer

S.N o.	Questions	CO
Q1.	C B E is _____ , _____ and _____ of communication. In effective communication words are 7% whereas body language and voice are _____ and _____ respectively.	CO2
Q2.	<b>Which of the following are the non-optional parts of a letter</b> a. Attention Line b. Salutation c. File or Account Number Notation and Mailing Notation d. Signatures	CO2
Q3.	According to Iceberg Principle _____ and _____ are Visible whereas _____ , _____ and _____ are hidden	CO2
Q4.	<b>Which of the following is not correct in CBO approach</b> a. Identify the objective. b. Visualize the audience. c. Gather supporting information d. Using a Buffer	CO2
Q5.	Standard memos go _____ the organisation and consist of a heading with	

	_____ , _____ , _____ and _____ .	
Q6.	<p><b>State whether true or false</b></p> <p>a. Diversified cultural background is cultural barrier ( )</p> <p>b. Low context communicators tend to express themselves in clear, concrete and unambiguous terms ( )</p> <p>c. Encouraging creative and innovative ideas is one of the goals of upward communication ( )</p> <p>d. We must apologise while conveying Bad News indirectly ( )</p> <p>e. Individual communicates with only those individual he/she trust in cluster chain of Grape vine ( )</p>	CO2
<b>SECTION B</b>		
<p>1. Each question carries 10 marks</p> <p>2. Instructions: Write short / brief notes ( not more than 50 words )</p>		
Q7.	Discuss the role of effective business communication within and outside the organization.	CO2
Q8.	Write a letter (Full Block) to an organization enquiring about a job opportunity. Also include any 2 optional parts of Letter Writing in it.	CO2
Q9.	What is "Communication that cuts across work areas and organizational levels "called? Show it through a flow chart. How does it benefit both organization and the individual?	CO2
Q10.	Explain with example what a good agenda is. Also write the essentials in writing meeting minutes are and why they are useful.	CO2
Q11.	Elaborate the terms Cross cultural and Intercultural communication, how do they act as a hindrance in an organization and mention any two effective strategies to overcome barriers and use them to an organization's advantage?	CO2
<b>Section C</b>		
<p>1. Section C question carries 20 Marks.</p> <p>2. Instructions: Answer the question</p>		
Q12.	<b>Read the following case -let and respond to questions below-</b>	CO2

One common complaint employees voice about Managers is inconsistent messages – meaning one Manager tells them one thing and another tells them something different. Imagine you are the Manager for each of the employees described below. As you read their case, give consideration to how you might help communicate with the employee to resolve the conflict. Answer critical thinking questions at the end of the case.

### **Case-let**

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 finds 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 not 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 she 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.

Questions:

1. What are the communication challenges and barriers that Barry faces?
2. What solutions might Barry consider in addressing in each of these challenges and barriers?
3. Suggest some Standard Operating Procedures (SOPs) that would be helpful for Barry to implement and enforce?
4. What are some ways in which Barry may use effective communication as a motivator for employees to use safe food handling?

**Answers**