

Code No: MB1916/19

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY- GURAJADA VIZIANAGARAM

MBA I Semester (R19) Regular/Supple Examinations-January-2025

Business Communication and Soft skills

Time: 3 Hours

Max. Marks: 75

*Answer any FIVE Questions One Question from Each Unit
All Questions Carry Equal Marks. Question 11 is compulsory*

UNIT-I

1. a Demonstrate the Process of Communication with a neat diagram. 6M
- b What are the differences between Biased listening and Informational Listening? 6M

OR

2. a Differentiate Encoding with Decoding. 6M
- b Define Sympathetic listening? Discuss on what aspects does listener focuses while on Sympathetic listening 6M

UNIT-II

3. a Compare Formal and Informal Communication in the business context. 6M
- b How do we overcome the barriers to Interpersonal Communication? 6M

OR

4. a Interpret the advantages of Formal Communication. 6M
- b Recommend Gateways for Effective Interpersonal Communication. 6M

UNIT-III

5. a Explain the following Non-Verbal communications: Paralanguage and Haptics. 8M
- b Explain mannerisms for interviews in business level. 4M

OR

6. a What are Business Etiquettes mean by? Elaborate about different Business Etiquettes followed in any five Countries. 8M
- b Briefly explain about appropriate body language? 4M

UNIT-IV

7. a Support "Studying parts of speech, sentence structure, capitalization, punctuation, abbreviations, and spelling can help with writing persuasively and accurately" 8M
- b Briefly explain about resume writing and its format 4M

OR

8. a List the characteristics of an effective meeting and Prioritize your ways to Manage Meetings. 8M
- b Elaborate mechanics of writing? 4M

UNIT-V

9. a Discover the elements in Structuring of a presentation. 6M
- b "Thought process of participants is key in group discussion" Discuss. 6M

OR

10. a What do you understand by assertive behavior? Discuss the role of stress control in assertive behavior. 6M
- b What is interview and explain its techniques? 6M

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.

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.

Questions:

- i. What are the communication challenges and barriers Barry faces?
- ii. What are some ways Barry might use effective communication as a motivator for employees to follow safe food handling practices?