

JK Lakshmipat University
Mid-Term Examination
BBA/BTech-I semester (Fundamentals of Communication)

Total time: 01:30 hours

Total Marks: 20

Read the following paragraph carefully and then answer the questions that follow (50 words per question). (2x4=8)

One garbled memo – 26 baffled phone calls

Hitesh supervised 36 professionals in 6 city libraries. To cut the costs of unnecessary overtime, he issued this one-sentence memo to his staff:

When workloads increase to a level requiring hours in excess of an employee's regular duty assignment, and when such work is estimated to require a full shift of eight (8) hours or more on two (2) or more consecutive days, even though unscheduled days intervene, an employee's tour of duty shall be altered so as to include the hours when such work must be done, unless an adverse impact would result from such employee's absence from his previously scheduled assignment.

After the 36 copies were sent out, Hitesh's office received 26 phone calls asking what the memo meant. What the 10 people who didn't call about the memo thought is uncertain. It took a week to clarify the new policy.

1. Who is communicating to whom about what, how, and why? What was the goal of the communication in each case?
2. Identify the **communication error** (poor task or audience analysis? Use of inappropriate language or style? Poor organization or formatting of information? Other?)
3. Explain what **costs/losses** were incurred by this problem.
4. Identify **possible solutions** or strategies that would have prevented the problem, and what benefits would be derived from implementing solutions or preventing the problem.

Answer the following questions (60-80 words)

(2x3=6)

1. What role do facial expressions, gestures and pauses play in communication?
2. Do you prefer to communicate via email, phone or in-person? Why?
3. Write an essay on "Social Media: Impact on human behavior and society".

Answer the question (70 words)

(2x1=2)

1. Can culture, gender, nationality or social class have an effect on communication? Illustrate.

Rectify the given sentences:

(1x4=4)

1. John has been working on the pilot project since two years.
2. When he entered the classroom the lecture already was beginning.
3. The movie, including all the previews, take about two hours to watch.
4. The players, as well as the captain, wants to win.