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TERM END EXAMINATIONS (TEE) – December 2021- January 2022

Programme	B. Tech	Semester	Fall 2021-22
Course Name	Effective Technical Communication	Course Code	ENG 1004
Faculty Name	Dr. Anita Yadav	Slot / Class No	F 13 / 0184
Time	1½ hours	Max. Marks	50

Answer ALL the Questions

Q. No.	Question Description	Marks
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PART - A – (3 x 10 = 30 Marks)

- 1 (a) Observe the picture keenly and write 10 sentences using different tenses and proper usage of grammar (article, subject verb agreement). 10



OR

- (b) Explain, Semantic barriers, with reference to your real life experience in VIT University, Bhopal. 10
- 2 (a) Read the case – study carefully and answer the following questions. 10

Effective Communication as a Motivator

One common complaint employees voice about supervisors is inconsistent messages – meaning one supervisor tells them one thing and another tells them something different. Imagine you are the supervisor/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 remedy the conflict. Answer the critical thinking questions at the end of the case then compare your answers to the Notes to Supplement Answers section.

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.

Questions:

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

OR

- (b) "Being a thoughtful listener asking questions, and seeking clarification will encourage others to talk longer, and will reinforce your role as a friend, colleague, and coach." 10
Mention the steps in Active Listening.
- 3 (a) Draft a speech to mourn the death of a colleague who has just been passed away due to coronavirus disease. 10

OR

- (b) Prepare notes on the basis of the given paragraph applying Mapping Method.

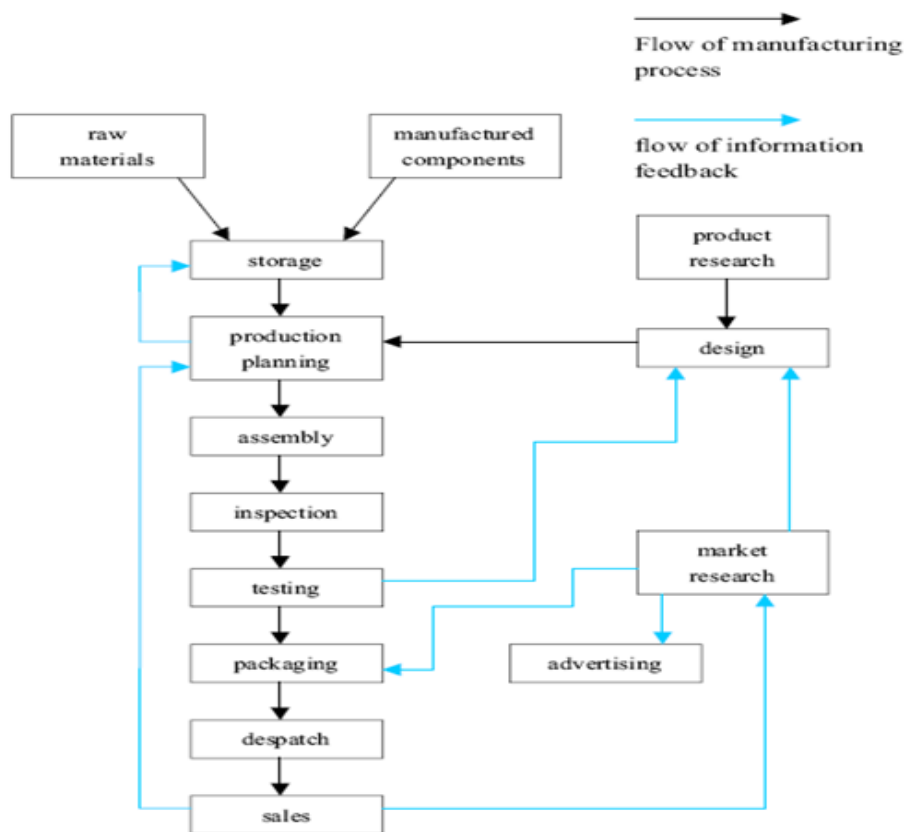
10

Cleanliness, water, food these are most important things which fall under personal hygiene. One should aim for at least these three habits. Cleanliness plays an important role in keeping good health. Dirt contains germs which move with the dust in the air and spreads diseases. You should bath regularly when you come back home from playground or school. A regular bath is a good habit; it keeps your body clean and fresh. Wash your hands before and after food. Brush two times a day, use a tongue cleaner to clean your tongue. You may also use tooth floss. Utensils and clothes should get cleaned on time. You can keep naphthalin balls in the cupboard, it keeps air fresh or else after sometimes clothes smell bad. One may not wash the hair daily but it should be cleaned twice a week at least. (Do not use shampoos with harsh chemicals. Get a habit to use herbal and ayurvedic shampoo and cleansers). Keep your nails trimmed, when you play in the dirt you will get a lot of it under the nails. It will not come off easily if you have long nails. If you sweat a lot then, you should use appropriate deodorant. Use a different pair of socks every time, socks should not be too tight; they trouble blood flow, which is dangerous. Keep your shoes, boots, cleaned and polished. Now talking about the food; street food tastes great, but what about the hygiene? Have you ever checked the hands and utensils of the street food vendor? Have you seen how they clean the dishes? They don't use hand gloves and they put edibles on open where all the dust and dirt from cars and road seats on it. What about flies seating on your food? Just think how much risk you are taking, you are simply playing with your health. Have you ever observed a delivery boy who delivers your favorite food from a happening restaurant? How clumsy and sweat-worn they are? Sometimes you will find them munching tobacco or gutkha while delivering your food? Sounds gross right? Then you should try to eat at home, whenever possible. If you want to go outside for change then choose a clean and neat restaurant. 200 rupees more in the bill is better than 2000 medicine bills, isn't it? Want to deliver a perfect speech? Check out these great tips for winning the speech game. More than 60% of human body is made up of water. Do you know that brain and heart is composed of 73% of water and lungs contain 83% of water? Did you know that? If not then you should understand that Water is Life. One should consume and use fresh, clean water. Generally, we find an excuse that government don't provide clean water and all but you are the owner of your health and life. You need to find means and ways to purify the water. You can use natural or machine based purifiers. Nowadays we find borewell pumps water from a depth of the earth. Do you know why this water is called Hard Water? This water contains a higher number of minerals. A Higher quantity of such minerals is bad for your health. You may use this water for other purpose but for consumption, you should use pure water.

Part - B – (2 x 10 = 20 Marks)

- 4 The diagram below shows the typical stages of consumer goods manufacturing, including the process by which information is fed back to earlier stages to enable adjustment. Write a report for your lecturer describing the process shown

10



5 You are a student who wants to apply to the Green Pines College. You are experiencing financial problems at the moment. 10
 Write a mail to the Principal of the College explaining your situation and ask for information on scholarships or other means of financial help available.

