



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

**POST GRADUATE DIPLOMA IN MANAGEMENT**

2<sup>nd</sup> Trimester (Batch 2016-18)

END TERM EXAMINATIONS

(January, 2017)

Course Name	Business Communication- II	Course Code	BC-201
Max. Time	120 minutes	Max. Marks	40

**Instructions:** All the questions are compulsory.

**Part- A**

- Q1.** How does Formal Communication differ from Informal Communication? Why should communicators take an audience- centered approach during business presentations? (8 Marks)
- Q2.** How can non- verbal communication help you run a meeting? How can it help you call a meeting to order, emphasize important topics, show approval, express reservations, regulate the flow of conversation, and invite a colleague to continue with a comment? (8 Marks)
- Q3.** Suppose you are the Chief Personnel Manager of M/s. Management India Ltd. Connaught Place, New Delhi; draft a letter calling a candidate for an interview in reply to his application for job. Invent the necessary details. (8 Marks)

**Part- B**

**Read the following case and answer the questions given at the end:**

Dave's Diner, a regionally famous family-owned chain of full-service restaurants is located in 13 Midwestern US states. For the first time in the family's history, the last three new restaurants were franchisees in St. Louis, Memphis, and Oklahoma City.

The first incidents involved two private parties at their flagship Dave's Diner in Des Moines. Reports of ill customers reached the restaurant as local emergency rooms began taking in seriously and suddenly ill patients of all kinds — children, older adults, a cross-section of individuals from the community. A local radio station, apparently tipped off by an ER worker, sent a local freelance reporter to several emergency rooms in the area to interview both staff and victims. The reporter, almost immediately, began doing live broadcast interviews with victims and their families.

Before long, more than a dozen victims were reported to be in critical condition, two of them on life support equipment. The vast majority of victims were suffering symptoms ranging from explosive diarrhea to upset stomachs. As with any such situation, Dave's Diner was required to make certain notifications immediately, thus involving government agencies and other civil authorities. With very little information to go on, the owners of Dave's Diner organization were almost immediately facing very serious public questions, most requiring some affirmative action, now. They were required to take actions and make decisions with very little information; meanwhile, negative visibility was growing by the minute. For a family company which had built up decades of good will, this was a very stressful situation.

Although it appeared that only the store in Des Moines was involved, media coverage seemed to be uncovering individuals with health issues who ate at other stores in the chain in the past few days. Almost immediately, customer victims began calling the restaurant to find out who was going to pay for trips to the doctor and other situations in which these individuals and families found themselves. As news of the situation spread across the media, restaurants in other locations and states were beginning to receive calls from local news outlets. The questions came fast and furious: How many victims are there? What are their conditions? How many hospitals are they being treated in? Is there any sense of the cause? What is the company doing about victim care, determining the causes, working with health authorities? How many stores will the company close until the mystery is resolved? Will the company take financial responsibility for the victims? How difficult is it going to be for victims to be compensated and taken care of? Needless to say, the Dave's Diner corporate offices were navigating a gigantic legal minefield for which the company was completely unprepared.

The company chose to take the following steps:

- All calls from victims and the media were referred to the corporate headquarters. Local store managers were not briefed on the situation and were prohibited from commenting in response to calls.
- The statement from the company was delayed. Although the company promised a statement, it took a couple of hours before anything meaningful was said.
- The company appeared to step away from taking responsibility. While the initial response was empathetic, seeming to recognize that there were problems, they only promised to promptly "look into" the situation.
- A spokesman for the chain, one of the members of the founding family said the organization was evaluating "whether or not it was appropriate for the company to reimburse those making claims."
- The company professed to be cooperating with all public authorities, and urged calm as the source of the contamination or causative agents were investigated. The company announced that it had closed the party and convention facility, which was the location of the original outbreak of illness, along with its special kitchen, in order to find the cause.
- The company never took complete responsibility, promising that it would take, "appropriate responsibility, depending on the circumstances and what the various investigations would show."

### Questions to Answer:

- A. Define Crisis. Did Dave's Diner handle crisis situation effectively? Explain with relevant example from business scenario. (4 Marks)
- B. What are the different types of Crisis? Explain the different communication strategies used by organizations during crisis. (4 Marks)
- C. Comment on the crisis response strategies adopted by Dave's Diner. (4 Marks)
- D. How are Aristotle's persuasive appeals (Logos, Pathos and Ethos) significant in Business Communication? (4 Marks)