

**College of Administrative and Financial Sciences**

**Assignment 2**

**Deadline: 24/07/2020 @ 23:59**

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| Course Name: **Communications Management** | Student’s Name: |
| Course Code: **MGT-421** | Student’s ID Number: |
| Semester: **Summer 20/21** | CRN: |
| Academic Year: **1441/1442 H** | |

**For Instructor’s Use only**

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| --- | --- |
| Instructor’s Name: Dr. ABDULAZIZ ALHAMMADI | |
| Students’ Grade: Marks Obtained/Out of | Level of Marks: High/Middle/Low |

**Instructions – PLEASE READ THEM CAREFULLY**

* The Assignment must be submitted on Blackboard (**WORD format only**) via allocated folder.
* Assignments submitted through email will not be accepted.
* Students are advised to make their work clear and well presented, marks may be reduced for poor presentation. This includes filling your information on the cover page.
* Students must mention question number clearly in their answer.
* Late submission will NOT be accepted.
* Avoid plagiarism, the work should be in your own words, copying from students or other resources without proper referencing will result in ZERO marks. No exceptions.
* All answered must be typed using **Times New Roman (size 12, double-spaced)** font. No pictures containing text will be accepted and will be considered plagiarism).
* Submissions without this cover page will NOT be accepted.

***Assignment Regulation:***

* All students must use their own word.
* Assignment -2 should be submitted on Saturday 24/7/2021 in Black Board only.
* The due date for the submission of Assignment-2 will be the end of the 7th Week.
* This assignment is an individual assignment.
* Citing of references is also necessary in **APA style**.

***Assignment Structure:***

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| **A.No** | **Type** | **Marks** |
| Assignment-2 | Case Study | 5 |
|  | Critical Thinking | 5 |
| **Total** |  | **10** |

***Learning Outcomes:***

* Articulate what communication is and how it functions in organizations.
* Understand the concept of in-house.
* Identify the required techniques for in-house communication as memorandums

**Case Study**

**Case study: One garbled memo – 26 baffled phone calls**

Joanne supervised 36 professionals in 6 city libraries. To cut the costs of unnecessary overtime, she issued this one-sentence memo to her 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, Joanne’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.

**Memos are the primary means of in-house communication in US businesses. After reading the case, answer the following questions: (Marks: 5)**

# What are the major mistakes in this memo that led to workers’ misunderstanding?

1. What are some of the techniques Joanne might follow to improve this memo?

**Critical Thinking**

1. **Describe a situation in your experience where the communication went wrong. Analyze that situation taking the following criteria into your consideration: (Marks: 5)**

* The type and the medium of communication
* The communication barriers

# (Total Marks: 10)

**Answer:**

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