

# **Business Communication**

## **Batch 19 Term 1**

### **Individual Assignment**

**Total Points: 35**

This deliverable has 35% weightage in the Consolidated Score Sheet.

**Due Date: 11<sup>th</sup> March 2023, 11:55 PM**

#### **General Instructions:**

1. This is an **Individual Assignment**.
2. **Do NOT** submit .zip files.
3. Any late submission will attract a penalty as mentioned in the course outline.
4. **Please adhere to the given instructions, otherwise, your submission will not be accepted, or a severe penalty will be applied.**
5. The Honor Code for this submission is **3N-a**. **Please look through the Honor Code details carefully before attempting the assignment as there will be strong consequences for violations.**
6. Upload your submission to the '**BCOM Individual Assignment**' submission folder on LMS.
7. **Email submissions are NOT allowed**. All the submissions must be made on LMS.
8. Handwritten content will not be considered for evaluation.
9. There is no penalty for early submissions!

#### **Assignment Deliverables:**

1. A **pdf report**.
2. **Assignment Submission Form** must be attached **separately** with your name and PGID

## Assignment Details

Watch the following business pitches on Shark Tank and **choose one** to comment on the storytelling and communication techniques used by the contestant. Identify 3 techniques used that made the pitch impactful and briefly explain. Also identify 3 instances in the pitch which you would have modified to make it stand out more and elaborate on each. Comment on the pitch as a story or narrative and not on the success/failure of the pitch from a financial standpoint. Provide the timestamps of the video wherever necessary for reference.

- Scrub Daddy: <https://www.youtube.com/watch?v=ae5MssJ8en4>
- Incredible Eats: <https://www.youtube.com/watch?v=EU96s14zgLk>
- RokBlok: <https://www.youtube.com/watch?v=bKWtZnJvPL4>