

NMIMS Centre for Distance and Online Education (NCDOE)

Course: Business Communication

Internal Assignment Applicable for Dec 2024 Examination

Assignment Marks: 20

Instructions

- All Questions carry equal marks
- All Questions are compulsory
- All answers to be explained in not more than 1000 words for question Q1 and for question Q2(A) and Q2(B) in not more than 500 words for each subsection. Use relevant examples, illustrations as far as possible
- All answers to be written individually. Discussion and group work is not advisable.
- Students are free to refer to any books/reference material/website/internet for attempting their assignments, but are not allowed to copy the matter as it is from the source of reference.
- Students should write the assignment in their own words. Copying of assignments from other students is not allowed
- Students should follow the following parameter for answering the assignment questions

For Theoretical Answer	
Assessment Parameter	Weightage
Introduction	20%
Concepts and Application related to the question	60%
Conclusion	20%

For Numerical Answer	
Assessment Parameter	Weightage
Understanding and usage of the formula	20%
Procedure / Steps	60%
Correct Answer & Interpretation	20%

PLEASE NOTE: This assignment is application based, you have to apply what you have learnt in this subject into real life scenario. You will find most of the information through internet search and the remaining from your common sense. None of the answers appear directly in the textbook chapters but are based on the content in the chapter

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Q1. Jyoti, a seasoned marketing executive, was tasked with presenting a new product launch strategy to two very different audiences: the company's senior management team and a group of young, tech-savvy consumers. She knew that a one-size-fits-all approach wouldn't be effective. She needed to adapt her message and delivery to resonate with each group. What factors must Jyoti keep in mind for controlling the style and tone for each of her audience?

(10 Marks)

Q2 (A) Anant Industries, a giant into Indian sweets and snacks is primarily reliant on emails and phone calls for their business. They now want to use more modern digital tools for business communication and managing workflow.

What are some of the digital tools the company can use to enhance their business communication?

(5 Marks)

Q2 (B) What ethical communication practices must Anand industries keep in mind while using digital communication tools?

(5 Marks)
