



SVKM's NMIMS

NMIMS Global Access

School for Continuing Education (NGA-SCE)

Course: Business Communication and Etiquette

Internal Assignment Applicable for December, 2015 Examination

Assignment Marks : 30

Instructions:

- *All Questions carry equal marks.*
 - *All Questions are compulsory*
 - *Answers to each assignment question to be explained in approximately 1500 words. Use relevant examples, illustrations as far as possible.*
 - *All answers to be written individually. Discussion and group work is not permissible.*
 - *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.*
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Answer the following questions.

(10 Marks)

- a. Explain the causes of miscommunication at organizational levels.
- b. Discuss the concept of AIDA.

Q.2 Write detailed answers for the following questions.

(10 Marks)

- a. What are the elements of persuasive messages? Please write the three-step writing process for persuasive messages.
- b. Define an Oral Report. What are the characteristics of effective Oral Reports?

Q.3 Read the case study carefully and answer the questions.

(10 Marks)

Facts: - A company in retail segment. The company is currently holding 12 shops in the state with a staff of 350 on all the levels. The current turnover of the company is 700 crores. The company is planning to add 6 more shops by the end of financial year out of which 3 are opened recently. The company has shifted some of the current staff at the new locations, yet a few shop managers staff has been acquired new from the competitor companies and have been appointed at the older as well as newer locations.

Problems: 1. There is a general feeling of dissatisfaction and stress in the staff.

 2. The Branch Managers are escalating day to day issues to the senior management instead of handling them at their own level.

Please analyze and write the causes for the above problems.
