

BAHRIA UNIVERSITY (KARACHI CAMPUS)

**Technical Writing & Presentation Skills (HSS-320)**

Quiz # 1 – SPRING 2024

Class: **BSE-6B**

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**Q:** Write Seven C with example.

**Question 1**:

**Solution:**

The "Seven C's" is a marketing concept that outlines seven principles essential for effective communication. Here they are with examples:

**1. Clear:**

**Example:**

When a company's advertisement clearly states the benefits of their product without any ambiguity, it is more likely to resonate with consumers.

**2. Concise:**

**Example:**

A concise email that gets straight to the point and conveys the necessary information without unnecessary details is more likely to be read and understood quickly.

**3. Concrete:**

**Example:**

Using specific data and examples to support a marketing claim, such as stating "Our product has helped increase sales by 30% in the past year," makes the message more concrete and believable.

**4. Correct:**

**Example:**

Ensuring that all information provided in marketing materials is accurate and factually correct helps build trust with customers and avoids any potential misunderstandings.

**5. Consideration:**

**Example:**

A marketing campaign that maintains a consistent theme and message across different platforms and channels creates a coherent brand image and strengthens brand recognition.

**6. Complete:**

**Example:**

Providing all necessary information about a product or service, including features, pricing, and how to purchase, ensures that customers have a complete understanding and can make informed decisions.

**7. Courteous:**

**Example:**

Using polite language and a respectful tone in customer communications, such as thanking customers for their feedback or addressing their concerns promptly, helps build positive relationships and loyalty.