

# ASSIGNMENT #1

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## Question #1

The seven C's of communication is a list of principles that you should ensure all of your communications adheres to. Their purpose is to help ensure that the person you're communicating with understands what you're trying to say. The seven C's are: clarity, correctness, completeness, concreteness, conciseness, consideration and courtesy.

### 1. Image

- a) Clarity.
- b) Courtesy.
- c) Completeness.
- d) Concreteness.

### 2. Image

- a) Clarity.
- b) Courtesy.
- c) Completeness.
- d) Concreteness.

### 3. Image

- a) Consideration.
- b) Courtesy.
- c) Completeness.
- d) Conciseness.

### 4. Image

- a) Coherence.
- b) Courtesy.
- c) Clarity.
- d) Conciseness.

### 5. Image

- a) Consideration.
- b) Courtesy.
- c) Completeness.
- d) Conciseness.

## Answers

- |                  |          |
|------------------|----------|
| 1. Courtesy.     | <b>B</b> |
| 2. Clarity.      | <b>A</b> |
| 3. Conciseness.  | <b>D</b> |
| 4. Coherence.    | <b>A</b> |
| 5. Completeness. | <b>C</b> |

## Question #2

Imagine you are working as a Marketing Executive in Hilal Foods and from the past few months there has been a decline in sales of the product(s) due to weak marketing campaign. You are supposed to write a business message to the Marketing Manager of the company to convince him to revise the marketing strategy in order to increase the sales of the product(s).

## Message

Dear Market Manager,

Despite of our standard product sales, the company has been facing a steady decline in sales over the last few months due to less efficient marketing strategy. If it continues to decline in sales of production, the company may face a huge loss and the marketing value will becomes down.

In the meantime, we have to take a rapid action upon sales department by launching a strong marketing campaign to solve this issue. This will not only effect the sales of products but the revenue of the company increases as well.

After taking a depth research, I have come up with the following ideas to strengthen our company's sales in under-mentioned manners:

- By advertising on social media platforms and as well on billboards.
- By giving discounts / offers to the customers.
- By educating our staffs about sales and marketing.
- By planning staff meeting, team collaborations to share individual's ideas.
- By hiring new trained marketing professionals.

By keeping all the ideas in mind, we can then collaborate more with each individual's ideas and work as a team to boost the sales of products and cover up our previous loss.

Your management in this regard will help us to get rid of this problem.

Sincerely,  
Muhammad Umair