**NMIMS**

**Business communication**

**Internal Assignment for June 2020 Examination**

**1. Give examples of the following types of Biases in a sentence: Gender bias, Racial bias, Age bias, Disability bias. How can they be avoided?**

**Answer**: We communicate most of our ideas to others through verbal messages, i.e., through spoken or written messages. However, verbal messages have some drawbacks such as the message may not be properly worded, or the message may be misunderstood, or interpreted differently from its intended meaning. For example, even a simple statement like ‘let’s discuss this matter tomorrow’ might be interpreted by one person as ‘let’s meet tomorrow’ and by another as ‘let’s discuss this over the phone’.

**What is Bias**

Imagine you are celebrating your kid’s 5th Birthday and invited all his friends. There is one friend whom he knows since last 4 years and they both play a lot together apart from cycling etc. At the birthday party, you celebrated and enjoyed a lot with your kid and his friends. Later, at the time of return gift, you gave the expensive gift to that special friend and normal gift to others, this is bias, which is

**2. Amazin.in has put up billboards across the main, arterial roads of Mumbai. The billboards advertise the Mega Independence Day Sale coming up. They hope their billboards can grab the attention of drivers and pedestrians on these busy roads. List the 8-steps in the Basic Communication Model and apply the model to Amazin.in’s billboard ad**.

**Answer**: Advertising is indeed an indispensable component of the modern market economy, and it is an integral part of any commercial transaction. The loud and shrill voice of the street hawker, the temple priest announcing the next festival, the village marriage broker visiting houses to present the eligible young boys’ and girls’ profile are all examples of how they are selling their products and services; these are as effective as the highly captivating television commercials of today. It is a complex mechanism to understand advertising in its totality, but probably not difficult to learn how it works. In simple terms, advertising is a persuasive communication that aims to change or reinforce one’s prior attitudes that are predictable of future behaviour. We are not born with the attitudes we hold towards various objects in our environment. Rather, we

**3. a. You have just finished drafting a proposal for a coveted project. You want to make sure that you haven’t overlooked anything. What are the different proofreading techniques? you’d employ to make sure your proposal is error-free?**

**3. b. You’ve been shortlisted for an interview at your dream company. What are the different common types of Interviews you should mentally prepare yourself for?**

**Answer**: a) Proofreading is the process of carefully reviewing a text for errors, especially surface errors such as spelling, punctuation, grammar, formatting, and typing errors. If you don’t proofread your work, you might write “ham” instead of “harm” and confuse your reader. By the time you proofread a piece of writing, it should be almost done. It’s the very last step of the writing process after drafting, editing, and revising.

**Different techniques of proofreading**

* **Double-check high-priority items**: Double-check the spelling of names and the accuracy of dates, addresses, and any number that could cause grief if incorrect (such as telling a potential employer that you’d be happy to work for $5,000 a year when you meant to say $50,000). These items are very important by nature and even a small mistake can impact any organization badly. If you are checking anything twice then chances of possible errors are almost eliminated.

**Give yourself some distance**: If possible, don’t proofread immediately after finishing a document; let Its half solved sample only

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