**BUSINESS COMMUNICATION**

**April 2021 Examination**

**Ques 1. According to Avani, a new age PR consultant, emails are obsolete and she thinks no one pays heed to email messages any more. However, her seniors still support connecting with customers through emails as it still is the primary medium of business communication. Avani decides to explore skills of emailing effectively and goes through the three-step process for emailing – Planning, writing, and completing email messages. Please elaborate on the three steps mentioned above**. **(10 Marks)**

**Ans 1.**

**Introduction**

In the world of business, a constant need is felt for communications with all around you, such as business partners and clients, colleagues, and many others. In the business arena, any communicator needs to communicate purely on a business level. Hence, the best method of writing is the 'Three-Step-Writing Process" which is helpful for any professional in the business world. The process is straight forward and simple too. This process of business writing can help Avani to become a “communicator-pro

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**Ques 2. After completing his MBA from one of the reputed institutes Rakesh interned with a market leader in a Consumer Products company. He was offered a job as a junior manager on completion of his internship with the same organization. Now, after almost 1.5 years with the same organization as an assistant manager, he realized that he could have had better growth opportunities in other organizations. Hence, he wants to start exploring his options. However, since he never had to indulge in active job seeking, he feels a little lost and approaches a senior friend with some potential employers. Imagining you are his senior friend, please elaborate on some tips for translating general potential into presenting as skills for the employees. (10 Marks)**

**Ans 2.**

**Introduction**

Translating general potential into presenting as skills for Rakesh needs to be viewed as transferable skills, and are to be understood as the abilities which are not only relevant but also helpful all through different areas of our life whether in professional or in social and in the educational arena. These skills are 'portable skills'.

**Ques 3. Protek Manufactures has been a market leader in paper products for almost 55 years. While they have captured most of the market in West and South India, they still think that reaching out through new media is missing out in their marketing plan. They decide to explore social media for more innovative ways of reaching their existing and new customers. Please discuss the following points in light of the case.**

1. **Writing strategies for social media for Protek (5 Marks)**

**Ans 3a.**

**Introduction**

To have a social media strategy along with some action plan for its success should be based on Protek Manufactures' unique business goals, available time, and resources. Even though the company may have a well-laid-out action plan, yet the compan

1. **Various social networks that will help Protek to reach to a different set of audience. (5 Marks)**

**Ans 3b.**

**Introduction**

Protek must know that their social media strategy might include lead generation, brand awareness, or customer retention. All these factors can be achievable through a single thing, i.e. effective social media platform so that the company can reach a different set of audiences. The entire theme of social media marketing can put a company