# Business Communication

**December 2021 Examination**

# Question 1.

**Texas Communications a leading organization in content writing and development arranges a Skill Development course for freshers. One of the models for effective communication discussed by the soft skills trainer is the PAIBOC model. Discuss the model with relevant examples for each stage.**

**Ans 1.**

## Introduction

Talent planning is a significant driver of alleviating poverty since it improves employment and output while selling inexperienced supply chain establishment and employment advent. It fosters a cycle of high manufacturing, extra process possibilities, earnings growth, and development. However, this is only one in every of many factors influencing performance, which is measured otherwise for humans, organizations, and the overall. Productiveness ranges might be ascribed to the presence of educated and competent labor, technical improvements and innovative Its Half solved only

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# Question 2. Rama is an essential member of the project management team at Roots Pvt Ltd. Rama’s manager Raj is very particular about the use of language and carefully chooses the words so as not to sound rude. Despite this, the team members often feel intimidated. humiliated and insulted while communicating with Raj as he often shouts and uses sarcastic tone. Which aspect of communication does Raj need to work upon to be an effective communicator? Discuss this component of communication in detail strictly applying it to Raj’s case.

**Ans 2.**

## Introduction

Communication is essential for each entire branch. The goal is to tell the group of workers about new rules, brace for a herbal calamity, assure employees' safety at some point in the enterprise, or respond to employee conduct. In that case, good communication is an essential thing of effective performance. To be profitable, businesses should have complete structures and techniques for interacting with their elements, workers, customers, and the general public.

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# Question 3. Joseph is an active online shopper. With his experience in Online shopping, he is now able to place perfect orders and there has never been a situation when Joseph had to return an order for any reason. Last month Joseph planned to surprise his friend Riya by getting a beautiful bag delivered at Riya’s address on her birthday. Riya could not contain her excitement on receiving a surprise. It was a beautiful black fashionable bag just as Riya had always wanted. She started using it as soon as she received it. However, after a few days Riya got bored and asked Joseph if he could return the bag as she felt the quality of the bag was not satisfactory. Joseph wrote a letter to the vendor complaining about the bad quality of the bag and requested a return and refund of the product. At the time of purchase, it was clearly stated that only unused items in the original packing could be returned within 15 days of purchase. The vendor arranged for a pickup from Riya’s place but the pickup agent did not collect the bag as it was in a bad state and seemed that it had been carelessly used. Moreover, the packing of the bag was also missing. The vendor then replied to Joseph stating the reason for denial of his request.

**a. As Joseph, write a complaint letter to the bag vendor. (5 Marks)**

**b. As vendor, write a letter to Joseph denying the request.**

**Ans 3.**

## Introduction

Online retailing is getting highly appealing to a plethora of functions. If a person wants to buy, they could never be longer tied to contacting spouse and children and friends because there are many item assessments on the net platform that provide feedback from real clients of a product. Environmental reasons, including high fuel costs, difficulties visiting traditional shops, and the

### 3B.

As a vendor, write a letter to Joseph denying the request.:

Recipients Name

Address line

State, ZIP Code