**Business Communication**

**December 2021 Examination**

# Q1. The pandemic has forced us to switch our homes to office spaces. Besides the advantage of comfortably working from home, this setup has posed a serious inconvenience of blurring the boundaries between working hours and personal time. Mails, phones and meetings at odd hours have devoured the personal boundaries. Like so many other people, Amaan is also a victim to this situation. As a single parent and a son to an ailing mother, he often is at the edge of breaking point due to this setup. Being the team leader, his major task is to communicate with the team members and coordinate between his team and the higher management. Most of his time is spent conducting meetings, explaining tasks to his team members, coordinating with the management and sometimes even communicating with the overseas clients which usually occurs at odd hours usually after midnight. This has been a continued practice for more than a year and a half. Amaan has decided to write a letter to the senior management to persuade them to make strict guidelines for employees, regarding the office communication, which should occur between 9am and 7 pm unless there is an emergency/ international caller to attend to. As Amaan, write a persuasive letter to the management (10 Marks)

# Answer 1

## Introduction

Neither people's health nor their way of learning, working, and living has been spared from the ongoing coronavirus (COVID-19) pandemic. Thus, policies should be created with a focus on legality and practicality for both employees and employers. Although the current working from home situation is unique, it can provide insight into how well it works as well as help shape a new approach to structure working hours that may allow greater flexibility in the future. To make such policies, both employers and employees must consider their practicality. Only one side of Its Half solved only

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**Q2. Write a brief introduction about the communication etiquette to be observed in business writing and rewrite the given sentences following the communication etiquette**

**a. You are not allowed to attend the conference as you did not register before the due date.**

**b. All the employees can bring their wives for the Golden Jubilee Celebration of the organization.**

**c. Two people attending the conference from our company will be the Asian Manager and the old accountant.**

**d. An efficient salesman can easily convince his clients.**

**e. Despite his walking disability, John is the most eligible candidate for the post. f. Do not expect a refund for returning the damaged goods.**

**g. There are several errors in the mails drafted by you**

**h. We need to recruit more manpower in order to complete the project within the given deadline. (10 Marks)**

# Answer 2

## Introduction

In terms of etiquette, there isn't a single heap of inferences that carries an extra special attitude. It is essential to communicate, and it is in part determined by the place where you are working. If you recognize two individuals properly and assuming that they have high self-confidence in each other, then you are able to skip around the matters that in all likelihood you have been unable to discuss with other individuals you hardly recognize. Surely, as human beings, we should look at

**Q3. Mountains and Dunes a travel company created an attractive and illustrative brochure for its prospective customers. However, an insensitive content writer created the following content which was sure to crash the business.**

**Come and explore the undiscovered India with us. We provide an excellent service to all those travelling with us. Our special customers staying in seven-star accommodations are treated as kings. If you are one such privileged customer, our staff will be available to you 24x 7. Men would fall in love with the adventurous treks and camps we provide. Mountains and Dunes cares about women and children too. It brings to you the freedom of cooking your meals anytime of the day in the state of art kitchens attached with every accommodation that we provide. So come enjoy and feel at home with Mountains and Dunes. Remember we choose the best locations for you. You will surely enjoy our services. Though our rates are a relatively high but it is justified with the class of tourists we cater to. Bag packers are not out clients. Remember- we are a class apart and so are our clients.**

**a. What are the supposedly inappropriate elements in the paragraph written by the content developer? (5 Marks)**

# Answer 3A.

## Introduction

The passage above contains several mistakes that should be addressed. For a course to be considered appropriate, there are multiple etiquettes that should be followed. The number of incidents wherein there are mistakes that can be observed is quite large and there are many of them. It is evident that there are numerous examples where language has been used in an inappropriate manner. It is evident that inappropriate language has been used in some places. It is

# b. How would you rewrite the paragraph if you were given the task of editing the paragraph? [Hint: arrangement of lines, use of proper language (5 Marks)

# Answer 3B.

We have provided a passage that contains several errors. Below you'll find the identified and