**Business Communication**

**April 2022 Examination**

**Q1. James and James Communications pay utmost importance to good communication skills. They frequently hold communication workshops for their employees. In one such workshop the trainer introduces communication pyramid as an effective tool for communication. Discuss this tool with reference to -Thinking about the ideas and ordering/presenting the ideas. Elucidate your answer with relevant example.** **(10 Marks)**

**Ans 1.**

**Introduction:**

Communication refers to the discussion and deliberation between fellow employees, the employees, the seniors, and the subordinates. Communication is of extreme significance in any employer. Its miles due to inter-personal communication between one of kind employees most effective that an organization's efficient and effective running can be done Its Half solved only

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**Q2. With the global expansion of Brooklyn 57 the organization has the workforce comprised of people from different nationalities. In order to garner a harmonious work environment in the organization, a workshop titled “Respect all cultures” is conducted by the organization. The trainer starts with explaining Hofstede’s dimensions of Cultural diversity. As an employee at Brooklyn 57 explain your understanding of Hofstede’s Dimensions giving relevant examples.** **(10 Marks) –**

**Ans 2.**

**Introduction:**

Understanding an exclusive and diverse cultural environment becomes essential in obtaining an overseas marketplace base. It is required for any company to be nicely aware of the cross-cultural dimensions of the clients' preference to have effective manipulation over the marketplace share. Now, this idea of cultural dimensions turns entirely subjective at some point. Hofstede advanced some dimensions wherein this move-cultural interaction or importance may be

**Q3. Ragini has been working as a sales head in Data Doc Communications for the last 8 years. He has an overall industry experience of 18 years. Recently she came across a lucrative opening for Regional Head in Seagull communications – a leading name in telecommunications industry. The job is based in Mumbai which has an added advantage for Ragini of being in her hometown with her family. To apply for the post, she has compiled a convincing resume which she shows to her good friend and colleague Satish. Satish is an HR head in another organization. Satish advises Ragini to attach a convincing and impressive cover letter with the resume.**

**a. How would Ragini’s cover letter be different from her resume?** **(5 Marks) – 400 Words**

**Ans 3a.**

**Introduction:**

A resume is a brief report summarizing one applicant as a candidate for the process vacancy. Cowl's letter, then again, is a detailed report that suggests hiring managers the applicant’s preference for a particular task.

**b. As Ragini write a cover letter addressed to Ms. Nandini Biswas, the HR Manager of Seagull Communications** **(5 Marks) – 400 Words**

**Ans 3b.**

**INTRODUCTION:**

On the other hand, a cover letter is a detailed record that indicates hiring managers the applicant’s desire for a selected task. A cover letter consists of the following elements:

1. Heading

2. Greeting

3. How did you observe the process?