**Business Communication**

**June 2022 Examination**

**Q1. You are the Team Leader with Amazon. A new group of interns has joined the company. You have been given the responsibility of explaining to them how to draft business messages. You explain to them about, 'Adapting the message to Your Audience.' This can be done by -**

* **Using the You Attitude;**
* **Maintaining Standard of Etiquette;**
* **Emphasizing the Positive and**
* **Using Bias-Free Language.**

**Explain these giving appropriate examples of each. (10 Marks)**

**ANS:**

**Introduction**

When developing business messaging, there are four traits of taking note of client demands:

1. Writing and talking in perspective of your viewer's dreams, goals, aspirations, & picks rather than your own is known as the "you" approach. Composing with all of this mindset is critical to accurate communications because it demonstrates to your reader that you may be considering their interests, now not except your own.
2. Social etiquette no longer means recognizing your viewers but contributes to a more efficient communication environment and reduces ugly visceral responses.

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**2. Lisa, a commerce graduate, has been working in the field of Finance for the last 3 years. She now decides to do her post-graduation in management at a reputed college. As a part of her documents, Lisa requires a recommendation letter from her former professor. Imagining yourself to be Lisa, write a letter to your former professor requesting him to write a recommendation letter for you. Take care to refresh the professor's memory because you had passed out three years ago. Creatively assume any other details that you need for writing the request letter. (10 Marks)**

**ANS:**

**Introduction**

You might have to ask any person to write this recommendation letter with you at some time. Don't forget to inquire for a letter of advice from old employers, supervisors, professors, advisors, customers, or suppliers. Start your recommendation letter with a welcome that acknowledges the letter's recipient. If in any respect possible, introduce them by using their first names. Use a professional, company salutation like "To whom it can situation" if this is not

**3. Write a complaint letter to the Director of Consumer Grievance Redressal Cell based on the facts given below: You are Jass Javvy. You bought a Kitchen Aid stand mixer from Flipkart on 1 January 2022 for an amount of Rs.40, 000. This included delivery and a 40-day money-back offer. As the stand mixer did not perform satisfactorily you decide to return it to Flipkart and send it back on 5th January. You call the company every week and the representative informs you over the phone that the transportation and handling charges, as well as money equivalent to the price of the mixer, would be credited to your account. On 15th March you receive a statement for your credit card and to your dismay, you find that no credit has been applied to your account for the mixer, its transportation, and handling charges. You are dissatisfied and decide to write a complaint letter.**

**a. What is the appropriate 'tone' of a letter of claim? How will the tone affect how the reader responds? Explain (5 Marks)**

**ANS:**

**Introduction**

The professional author must intend for a general message that is competent, respectful, and genuine; one that employs exceptionally accurate and subordinate; one that is free from discrimination; one that emphasizes the "you" mentality; and one that is composed at a proper diploma of complexity. A claim statement, additionally referred to as a criticism letter, is a

**b. Assume you to be Jass Javvy and write a complaint letter to Flipkart. (5 Marks) –**

**ANS:**

**Introduction**

The general tone of a personal text affects the reader, much as the intonation of one's speech impacts listening in regular conversations. A complaint letter, also known as a declaration letter, is a powerful letter submitted by a client to a corporation or organization to understand an issue with an item or brand. A claim assertion starts typically (or even occasionally ends) with a