**Business Communication**

**June 2022 Examination**

#

# Q1. Sudesh is a Project Manager at a leading IT firm which has global presence. He has been working at the company’s Bengaluru office for last 8 years. In the past Sudesh has worked at offshore client locations for short duration of not more than 2 months. Now the senior leadership has decided to send Sudesh to lead a project team at their UK office for a period of three years. However, Sudesh has always been of the view that the Indian culture is the best. He is worried that after moving to UK his teenaged children would unlearn their Indian cultural values. For the successful completion of the foreign assignment it is necessary that Sudesh changes his perception towards foreign culture. How can the IT firm ensure to change Sudesh’s perception towards the foreign culture?

# (10 Marks)

# Ans 1.

## Introduction

Cultural differences are the basis for forming human identities, inclusive of a nation and the culture wherein humans are to stay, including a community, group, own family, or place of business. Cultural differences affect how someone appears and acts, how they think, how they're perceived, and how they manage conflicts, each at home and in the place of job. Human beings' belief of the fee in their environment to be an experience of identification, a sort of social capital, might also affect their notion of and attitudes toward the environment. These problems are of Its Half solved only

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# Q2. Aadhya hails from Kanchipuram, Tamil Nadu, a place famous for hand-woven silk sarees and its weaving industry. Since the beginning, Aadhya has always envisioned starting a venture to showcase the talent of local artisans and bring more prosperity to the weavers’ community. Thus, after completing a post-graduate degree in business management, Aadhya chose an entrepreneurial venture over campus placement. She conceptualized Ozarro and opened two stores, one each in Kanchipuram and Chennai, where artisans can display their hand-woven sarees and other accessories. Initially she was able to attract a good number of customers and make considerable sale. But with the spread of Covid-19 virus, as more and more people prefer to shop online, the footfall at her stores has reduced considerably. Ozarro does not have an online presence and hence is losing out to its competitors. Aadhya is contemplating whether she should launch Ozzaro in the digital space. Advise whether Aadhya should go on to launch Ozarro onto the digital space. Also how she can make an effective digital presence to increase the sales? (10 Marks)

# Ans 2.

## Introduction

Digital business is ready to gain access to and perform on patron facts wherever clients and groups go. Digital marketing is the strategy that digital business uses to accumulate clients and construct brand consciousness through virtual channels. This means advertising via e-mail, websites, cellular devices, and social media. It’s approximately presenting new, better, and innovative products and services through virtual. It's far about converting how the arena buys,

**Q3. Sajal has completed her MBA in HR from a B-school in Mumbai. She has applied for the position of a recruiter. As part of the selection process there will be screening round comprising of a group discussion followed by an interview.**

**a. Sajal is nervous about facing the group discussion for the first time and does not know how to prepare for it. What strategy can Sajal adopt for successfully facing the group discussion? (5 Marks)**

# Ans 3(A).

## ****Introduction****

Sajal wants to be assured in his shows and be prepared to address the issues of the single individual he could be answering. The organization discussion is based on a collection presentation typically conducted in pairs. Therefore, Sajal will, in all likelihood, have to address

**b. Now Sajal has cleared the group discussion round of the selection process and is looking forward to the interview round. She is wondering how the interview will be conducted? So she has decided to contact Bikram, a friend who has recently appeared for a job interview. Consider yourself as Bikram and help Sajal to prepare for a successful interview. (5 Marks)**

**Ans 3(B).**

**Introduction**

Making ready for an interview is the crucial first step of any activity search. An interview will include questions related to the activity and being given time to give a reaction. To offer the exceptional collecting of the data that might help them make a selection. The process of an