**Business Communication**

**September 2022 Examination**

**Q1. Chetan is an Area Sales Manager with a leading Pharmaceutical company at its Mumbai office. Company’s Sales Head for West Zone will be visiting the Mumbai office next week for a Quarterly Sales Review meeting. Chetan is supposed to show the last quarter’s sales record for Mumbai. Which will be the most appropriate tool for presenting the sales record and why? How can Chetan ensure to present his ideas effectively? (10 Marks)**

**Ans 1.**

**Introduction:**

The Sales Report is a thorough report that examines all of a customer acquisition activity using several metrics, KPIs, and aspects related to sales volume, income, team success, possibility funnel, etc. The term sales report also refers to a documentation of all calls being made and items sold by a sales representative or administration during a specific period of time. A sales report reveals all patterns in an industry's volume of sales over time, indicating whether sales are rising or falling. The sales representative head can examine this report to choose the most effective course of action, including locating market prospects and potential

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**Q2. Avishi is a B.Tech. in computer science and has recently joined an IT start up in Pune. This is her first job and she wants make it big in small time. As she is new to the company, she often gets a lot of directions and advice from the co-founders regarding work related issues. She quietly listens to all of them but in her heart she thinks these directions are useless and often complaints about her time being wasted due to listening to the instructions. Analyze and comment on the manner in which Avishi interacts with others. Is Avishi’s communication approach correct? If not, how can she become an effective communicator? (10 Marks)**

**Ans 2.**

**Introduction:**

Communication is the transmission and reception of information, which can take place one-on-one or in groups, and can take place face-to-face or through communication technologies. Communication necessitates the transmission of concepts or the encoding of a message by the sender, the individual who begins communication. This message is delivered to the receiver, an individual who obtains the communication, and the recipient must then decode or understand the message. This appears to be easy, but it is not. Good communication eliminates conflicts and miscommunication, assists us in meeting our wants, sets rules and

**Q3. You are owner of Smart Furniture Mart, a leading supplier of office furniture. You offer furniture of all leading brands. You have a meeting with Mr. Gupta, who is a local businessman and is interested in buying furniture, for his new offices in Gurugram and Noida. You are meeting Mr. Gupta to discuss about the design, price and quantity of furniture required by him.**

**a. Mr. Gupta is likely to negotiate over the price of the furniture. Given the scenario should you negotiate or not. Give justification for your choice. How can you prepare to have effective negotiation? (5 Marks)**

**Ans 3a.**

**Introduction:**

A negotiation is a deliberate debate that addresses a problem in a way that is agreeable to both sides. Each party tries to convince the other to agree with their point of view during a negotiation. By bargaining, the parties concerned attempt to avoid bickering while agreeing on some type of compromise. Negotiations always include some middle ground, which

**Q3b. Once reaching an agreement over prices, on behalf of Mr. Gupta send a formal order for different office furniture to Smart Furnitutre Mart. Include all necessary details. (5 Marks)**

**Ans 3 b.**

**Introduction:**

An order is a stated objective in a company or organisation or commerce, either verbal or written, to interact in a business arrangement for particular items or services. A Formal Order is any ruling issued by the Commissioner as authorised by law having followed a judicial and administrative hearing or a case of emergencies directive associated with the initial or