**Business Communication**

**December 2022 Examination**

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# 1. Mr. James Thomas is a very successful entrepreneur. He has been invited to address the post graduate students on the Management Day. What are the parameters of Effective Communication, he should consider while crafting his speech to be delivered at the occasion. Write all the parameters with brief explanation. (10 Marks)

# Ans 1.

# Introduction

In this day of intense competition, the many kinds of data and research studies that have obtained focus internationally strongly imply that no person can ever approach the light of growth on their own; this can only be done if the job is done as a team, after that the growth pattern takes place. Therefore, communication is necessary for life in the house or the office. Every person requires to be able to move information from one location to another given that nobody person can complete whatever. Because of this, the job needs to be spread, which is where communication enters into play. As communication is the primary priority throughout

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# 2. Ms. Riya Singh is a working professional at a senior level. Her profile requires a lot of communication with the team, the clients and the vendors. She is always conscious about how she speaks and remains a bit nervous all the time. As her Communication Trainer, what will be your guidance to her in order to improve her communication skills, so that her message is understood exactly the way she intends to communicate. (10 Marks)

# Ans 2.

# Introduction

The ability to communicate appropriately in the office requires a selection of abilities. These abilities cover basic communication strategies like active listening and relationship-building strategies like negotiating and networking. Communication is essential to supplying powerful, clear messages concerning a business's strategy, customer service, and branding. A company creating a brand communicates a constant message special to its target market. Developing connections with colleagues and management through internal communication

# 3. Mrs. Catherine Ruth is a dynamic lady and a sound professional. She had a progressing successful career before she had to take a break from her work due to health problems. She has now recovered and is ready to work again. She had applied to few companies, and today she has received an offer of being appointed as Vice President of a steel rods manufacturing company. There are 15 senior engineers and 5 manages who report to her.

# Describe the Channels of Communication in the flowing cases:

# a. The Vice President wants to convey a message to her team of managers and engineers, that they have a meeting with a foreign team on improvising production. The Vice President and her team of engineers wants to discuss an issue with the rest of the team who are in Germany right now. (5 Marks)

# Ans 3a.

# Introduction

"Communication channels" are any number of means or media for transmitting and getting information. The information needs to be communicated no matter the technique of communication. The means via which one may communicate a message to the target audience are called communication channels. For example, there are several forms of

**b. The Production Manager wants to share the details of the rates of raw materials and finished products to a potential client. (5 Marks)**

**Ans 3b.**

# Introduction

Communication channels can relate to just how one communicates and the modern technologies employed. The staff's perception of a message is affected by the channel or method through which it is communicated. This chapter shall define communication channels