**Business Communication**

**April 2023 Examination**

**Q1. You work in the IT Industry. You have recently developed a new mobile application which you have started offering to your clients. Most of your customers have been using your competitor's application which is highly rated. When you did the market analysis, you realized clients are not willing to try out your application. What measures will help you enhance your credibility in the market? (10 Marks)**

**Ans 1.**

**Introduction**

IT stands for information technology and has become the fastest-growing industry. It has enhanced in value as no industry has given such high performance in the establishing world and is an essential driver of world financial development. Economies of pressing and scale demand from ventures and consumers identify this most valuable industry.

The IT organization of the U.S.A. defines 'information technology' as encompassing every possible element of information systems based on desktop computers. The information technology market's software and hardware growth involve everything from computer It is only half solved

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**2. Based on the stage that you are in your career, prepare a chronological or functional resume for a position in your dream company. You need to create your resume in any 1 format chronological OR functional, properly justifying your choice. (10 Marks)**

**Ans 2.**

**Introduction**

Selecting a career can assist us in choosing the abilities and education we need to support that career; making well-thought-out and prudent decisions regarding our careers can enhance our possibilities of success. Choosing the proper job is time-consuming, and much research is needed. An occupation can additionally be defined as the activities and progression we have taken throughout the working years of our life. Primarily they associate with our line of work. It consists of different tasks we have undertaken, titles we have held, and success over a

**Q3. Your credibility is affected by your attention to detail while completing business messages. In view of the above statement.**

**a. Highlight the importance of proofreading your documents with any 4 time-tested techniques. (5 Marks)**

**Ans 3a.**

**Introduction**

Proofreading can be defined as printing an early duplicate of a message. This early copy is maintained as proof and taken a look at, catching spelling, grammatical, and formatting mistakes and contradictions

**b. In order to make your content mobile friendly what are the key aspects you need to focus on? (5 Marks)**

**Ans 3b.**

**Introduction**

Mobile-friendly content can be seen and played on a mobile phone like a tablet or a phone and is developed to get used to the smartphone's small screen.

Trick facets to concentrate on to produce mobile-friendly content are-.

**a) Keep the title short-** Titles are a feature that can assist us in creating mobile-friendly