**Business Communication**

**April 2023 Examination**

**Q1. Mr. Aakash Verma is the Regional Head of an established Software company. Aakash has been working with this company for 4 years now. The company is on the verge of expansion and collaboration with other companies with high potential business and having their wings in foreign locations too. Aakash being senior and experience is expected to represent his company, during formal meetings and presentations.**

**He seeks suggestions and guidance to be an effective presenter. Define the qualities of a presenter that make the presentation effective. Also define the 4 Cornerstones of making a memorable presentation.**

**Ans 1.**

**Introduction**

Mr. Aakash Verma's responsibility as the presenter is to preserve the audience's passion for what you need to state by focusing their attention on you. To be an efficient speaker and leave an impression that will continue to be with one's target market for a considerable amount of time, one needs nothing more than these five attributes. Whether Mr. Aakash Verma is an experienced presenter or this is your first time before a target market, complying with high qualities may help you make a good impression. This holds no matter whether this is your first time before an

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**Q2. Ms. Heena Sharma has completed Masters in Data Analysis with distinction from a reputed university from India. She is now looking for a job in India. Heena is an introvert person by nature and has been focusing only on studies through her school and college time. She has not been participative in any extra-curricular activities or has attend any other educational programs. She is now anxious about her upcoming interview. As an experienced working professional for almost a decade, and her well - wisher, how will you help her in preparing for her personal interview?**

**Ans 2.**

**Introduction**

Much more obligations than technical ones featured in holding the analyst article. An analyst, much like every person's favorite pleasant area crawler, needs to possess both considerable technical knowledge and strong organization feeling to be efficient in his fight against data.

The capacity to accomplish company success is something besides something that usually comes but instead is something that can be obtained using training. Preparation, effort, and investigation into the available subject are called for

**Question 3a: What is Digital Communication?**

**Ans 3a.**

**Introduction**

Information or data exchange using electronic signals sent through a point-to-point (P2P) channel is the definition of digital communication. A peer-to-peer (P2P) connection is one technique whereby data may be sent out from one computer to another. This kind of

**Question 3b: Explain in brief the Tools of Digital Communication**

**Ans 3b.**

**Introduction**

There are a variety of various techniques that may be used to raise one's brand recognition effectively. They are the connection that connects you to the consumers and customers who are appropriate for your service. With its aid, you'll be able to increase your sales and learn more