**Business Communication**

**September 2023 Examination**

**Q1. Many organizations have changed to traditional form of interviews and are using different interview styles for acquiring the best human resource is the most cost and time efficient manner. Highlight any four such different styles of the interview with suitable examples.**

**Ans :**

**Introduction:**

Interviews play a vital position in the hiring method for organizations. Traditionally, interviews have followed a standardized layout. However, in latest years, organizations have begun adopting exclusive interview styles to find exceptional human resources in an extra valuable and time-green way. This alternative interview style recognition on the candidate's skills, experience, and personality, allowing employers to make informed hiring choices.

The traditional interview layout, although reliable, might also be most effective now and again to provide a complete understanding of a candidate's abilities and capacity.

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**Q2. “In India, the public has become a force to be reckoned with. Thus, it is important for organizations to focus on developing business rapport and most importantly PR.” Explain in detail the above statement, giving examples of organizations that give importance to PR activities. (10 marks)**

**Ans :**

**Introduction:**

In recent years, India has witnessed a full-size shift in the power dynamics between the public and companies. With the appearance of social media and multiplied connectivity, the Indian public has emerged as an impressive pressure that can't be noted. This alteration has necessitated organizations to pay close interest to develop business rapport and, greater importantly, invest in influential public members of the family (PR) techniques. This essay will delve into the idea and alertness of PR, providing examples of corporations spotting the importance of PR sports in India's evolving enterprise landscape.

**Q3. The managers of Procter & Gamble (P&G) are highly trained professionals. They work under heavy time pressures and tight deadlines. As a result of this, the managers were not listening effectively to customers and co-workers.**

**LEAD Group - To improve the listening skills of the employees and managers, the Research and Development (R&D) department conducted a programme for middle managers and technical leaders. A group ‘Leaders Effect. A Difference (LEAD) was formed to attend that programme. The objective of the LEAD group was to increase innovation and build lasting relationships to increase long-term networking.**

**The participants of the LEAD group could obtain the following benefits:**

**• Recognize the complexities of work issues.**

**• Accept the senior management expectation.**

**• Recognize the importance of helping others to solve their work issues.**

**The program for a LEAD groups begins with a 45-minute introduction to LEAD process and is followed by building in-depth listening skills. Listening is the main point of coaching: hence it plays a critical role in developing coaching. The lead group was structured into groups of six persons. Participants were asked to play the role of helper and observer. Each member of group was assigned the role of seeker for one of the six LEAD sessions. The seeker was assigned the role of practicing the skills of helping others on work issues. The helper was assigned the role of practicing listening and training skills with the aim of assisting the seeker to think, feel, and plan.**

**Over time, the LEAD group program was effective in motivating listening skills of managers. The LEAD group approach met the business need for improved coaching by managers and was successful in establishing communication with broader network of employees.**

**Q3 A. Give the reason which made the managers ineffective listeners? State 4 key pointers that help managers in an organization to be good listeners. (5 marks)**

**Ans :**

**Introduction:**

The managers at Procter & Gamble (P&G) were recognized as vain listeners because of numerous elements due to their artwork environment and pressures.

**Concept & application:**

The subsequent are four important guidelines that can help managers in a corporation to be actual listeners:

**1. Time Management and Prioritization:**

Managers regularly work below heavy time pressures and tight closing dates, which is essential to a tendency to hurry via conversations and conferences. This time constraint can save you effective listening as managers can also interest greater in finishing duties quickly in

**Q3 B. What are the benefits of LEAD group program to the participants? Discuss the importance of listening. (5 marks)**

**Ans :**

**Introduction:**

**Benefits of the LEAD organization program to participants:**

The LEAD institution application offers several benefits to the participants, specifically center managers and technical leaders at Procter & Gamble (P&G). These blessings purpose to improve their listening skills, increase innovation, and construct lasting relationships to enhance long-term networking. Allow us to explore the benefits in detail: