**Business Communication**

**December 2023 Examination**

**1) Meher is a communications consultant, fairly an unknown field. However, her customers know how she makes a real difference in their way of reaching out to their clients. Meher handles all the communication channels that her customers need to use in their business. Their email communications, their social media communications, their web presence, and literature that goes out from their offices. She also conducts training for her customers so that they can use the strategies and make themselves effective. One basic tip that Meher likes to always follow and share with people is controlling the style and tone of communication. Considering this case, please share the rules or strategies that you covered about controlling the style and tone of communication, in your course. (10 Marks)**

**Ans 1.**

**Introduction**

In the dynamic world of business, communication stands as a pillar that bridges the gap between an organization and its stakeholders. Meher, a communications consultant, embodies the essence of this vital role. While the domain of communications consultancy might seem esoteric to many, its impact is palpable in the way businesses connect with their clients. The digital age has amplified the channels of communication, making it imperative for businesses to maintain a consistent and effective presence across all platforms, be it email, social media, websites, or printed literature. However, amidst the cacophony of

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**2) Praful is working for a research institute as research associate for archaeological projects. As a part of his job, Praful needs to write to various departments of the government for access to forts and geographical areas for research. Help Praful to develop a routine request draft towards asking for information and action to these departments. (Write the letter to Archaeological Survey of India about visiting 2 forts in 6 months). (10 Marks)**

**Ans 2.**

**Introduction**

Archaeology, as a discipline, is a bridge that connects us to our past, enabling us to understand our history, culture, and the evolution of our societies. It is through the meticulous efforts of archaeologists that we are able to uncover the mysteries of bygone eras and gain insights into the lives of our ancestors. Praful, a dedicated research associate for a renowned research institute, is one such individual who has devoted his life to the pursuit of knowledge and the discovery of our historical roots. His passion for archaeology is not just limited to academic research; it extends to the field where real discoveries are made. However, the path

**3) Sumana is heading HR of a PR agency in a big city. She is rather known for being bluntly honest. However, she is always appreciated for being logical. While she will be honest in her negative feedback about performance reviews or when rejecting any job application, she always gives clear reasons, which work as positive feedback for the receivers. In light of this, answer the following questions.**

**a) Put forth strategies for effectively rejecting job applications. (5 Marks)**

**Ans 3a.**

**Introduction**

In the dynamic world of Human Resources, the task of rejecting job applications is as crucial as selecting the right candidate. While it's essential to ensure that the organization's interests are upheld, it's equally vital to ensure that the rejected candidates walk away with a positive experience. Sumana's approach, characterized by blunt honesty coupled with logical

**b) Share a strategy for sharing negative performance reviews. (5 Marks)**

**Ans 3b.**

**Introduction**

Performance reviews are a cornerstone of professional development, providing employees with feedback on their contributions and areas of improvement. While positive reviews are easy to communicate, negative reviews pose a challenge. They can be demotivating and, if not handled correctly, can lead to decreased morale and productivity. However, with the right strategy, negative performance reviews can be transformed into constructive discussions that