**Business Communication**

**April 2024 Examination**

**1) Ritu wants to prepare a presentation for the first time for her HNI customers about the new scheme launched by her financial company. In light of this situation, discuss the three-step process for planning a presentation in detail. How should Ritu go about using the three steps for her? (10 Marks)**

**Ans 1.**

**Introduction**

Preparing a presentation for High Net-worth Individuals (HNI) customers requires meticulous planning and a tailored approach. Ritu, in her endeavor to introduce a new scheme from her financial company, must engage in a strategic and effective communication process. This scenario is best approached through a three-step process: analyzing the audience, defining the purpose, and designing the content. The audience analysis is crucial, especially when dealing with HNI clients, as it helps in understanding their needs, expectations, and investment behavior. Defining the purpose provides clarity and focus, ensuring that the presentation directly addresses the clients' interests and the benefits of the new scheme. Lastly, designing

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**2) Networking is the most important skill for anyone. Especially so at the start of one’s career. Discuss some points towards using specific potentials towards solutions focusing on taking initiatives towards finding right opportunities from the crowded market and building one’s own network for reaching to the opportunities. (10 Marks)**

**Ans 2.**

**Introduction**

Networking is often hailed as the cornerstone of professional success, particularly at the onset of one's career. In the contemporary business world, characterized by intense competition and rapid technological advancements, the ability to forge meaningful connections is not just beneficial, but essential. The initiation of one’s career is a critical phase, laden with potential but also uncertainty. Here, networking emerges as a powerful tool, capable of unlocking doors to numerous opportunities that otherwise might remain inaccessible. It transcends the mere exchange of business cards or LinkedIn connections; it's about cultivating relationships, exchanging knowledge, and building a web of contacts that can provide support, advice, and

**3) Rakesh is planning for a short workshop about using social media for home business owner women. He thinks they can use social media to their benefit a lot and need to share ideas with them. He is planning to focus on creating effective content for social media. Please answer the questions based on the given situation.**

**a) What tips should Rakesh share with those entrepreneurs for using social media for business communication? (5 Marks)**

**Ans 3a.**

**Introduction**

Rakesh's initiative to conduct a workshop for home business owner women on leveraging social media for their businesses is a commendable step towards empowering them in the digital space. Social media platforms offer immense potential for business growth and brand building, particularly for small and home-based businesses. These platforms provide an unparalleled opportunity to reach a wider audience, engage with customers, and create a

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**b) How should Rakesh elaborate on the role of microblogging in business communication? (5 Marks)**

**Ans 3b.**

**Introduction**

In Rakesh's workshop focused on using social media for home business owners, an important aspect to cover is the role of microblogging in business communication. Microblogging, a form of concise, immediate communication exemplified by platforms like Twitter, offers unique advantages for business owners, especially in the realms of marketing, customer engagement, and brand building. It's a powerful tool for real-time interaction and