**Business communication**

**December 2024 Examination**

**1. An online retailer of organic products, has experienced a significant delay in the shipment of their flagship product, organic olive oil. Due to unforeseen supply chain disruptions, the company anticipates a two-week delay in fulfilling customer orders.**

**The customer service department must inform affected customers of the delay in a clear, concise, and professional manner. Would a direct or indirect approach be more effective in delivering the negative news of the shipment delay to customers? Justify your answer. (10 Marks)**

**Ans 1.**

**Introduction**

Effective business communication plays a critical role in maintaining positive customer relationships, especially when delivering negative news such as shipment delays. For an online retailer of organic products facing a two-week delay in fulfilling orders of its flagship organic olive oil due to unforeseen supply chain disruptions, the method chosen to communicate with customers can significantly impact their perception of the brand. The two main approaches to conveying bad news are direct and indirect. The direct approach quickly delivers the message, while the indirect approach cushions the negative information with positive or neutral details. Selecting the most appropriate approach depends on several factors, including the severity of the issue, the company's relationship with its customers, and the

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**2. Infoway Creators is an online marketing company employed by Medigain. Infoway is arranging for a series of global online sessions by expert doctor panels for Medigain. Since the webinars will have large number of participants, Infoway suggested use of backchannel. What are some ways to incorporate backchannel for Medigain? (10 Marks)**

**Ans 2.**

**Introduction**

In today’s digital world, engaging a large audience during webinars can be challenging, especially when the content is highly specialized, as in the case of medical webinars organized by Infoway Creators for Medigain. Backchannel communication is an effective tool that allows participants to engage with the content and speakers through secondary communication platforms during an event. These platforms provide real-time discussions, questions, feedback, and networking opportunities without interrupting the primary flow of the webinar. In this context, incorporating backchannel communication into Medigain's global webinars by expert doctor panels can enhance participant engagement, allow for better information dissemination, and create a more interactive learning environment. By integrating backchannel communication effectively, Medigain can ensure that its webinars are not only informative but also

**3. Maximus, a tech startup, is facing challenges in effectively communicating complex product information to its customers via mobile devices. Despite using concise language and clear headings, the messages often fail to engage users and lead to customer inquiries.**

**a.What strategies can SwiftCorp implement to improve the readability and comprehension of their mobile messages? (5 Marks)**

**Ans 3a.**

**Introduction**

Maximus, a tech startup, is encountering difficulties in communicating complex product information effectively through mobile devices. Although they have employed concise language and clear headings, customer engagement remains low, leading to frequent inquiries. The unique constraints of mobile communication—such as limited screen space, shorter attention spans, and varying user environments—require specific strategies to enhance the readability and

**b. How can SwiftCorp leverage visual elements to enhance message delivery and engagement on mobile devices? (5 Marks)**

**Ans 3b.**

**Introduction**

In the fast-paced world of mobile communication, visual elements are essential for enhancing message delivery and user engagement. SwiftCorp, faced with the challenge of communicating complex product information for Maximus, can benefit from the strategic use of visuals to simplify content and make it more appealing to mobile users. Visuals help break down complicated ideas, improve comprehension, and capture the user’s attention more effectively than text alone. By leveraging these elements, SwiftCorp can significantly enhance the way information is conveyed,