**Business Communication**

**Jun 2025 Examination**

**Q1"SpiceIt," a popular Indian spice brand, faces a sudden crisis: a key ingredient is suspected of contamination. Sales plummet, and social media is ablaze with negative comments. "SpiceIt's" objective is to regain consumer trust and maintain market share. How can they develop a strategic PR plan to address the crisis, aligned with this objective? (10 Marks)**

**Ans 1.**

**Introduction**

In today's competitive and digitally connected marketplace, a crisis can quickly escalate and impact a brand’s reputation. "SpiceIt," a popular Indian spice brand, is currently grappling with a crisis due to a suspected contamination in one of its key ingredients. Because of the scenario, there has been a considerable drop in sales, and there have been widespread unfavourable comments throughout various social media environments. A significant amount of damage has been done to the confidence of consumers, which is essential to the food sector. In order to regain and maintain its market share, SpiceIt has to devise a public relations (PR) strategy that is both

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**Q2 (A) MediCorp Pharmaceuticals is launching a new diabetes drug. Analyze how the choice of communication channels can affect the efficiency of information dissemination within MediCorp for training their sales staff for the product’s features, benefits and usage? (5 Marks)**

**Ans 2A.**

**Introduction**

Effective communication is vital for MediCorp Pharmaceuticals as it prepares to launch a new diabetes drug. Training sales staff requires the right channels to ensure accurate dissemination of product knowledge. In large part, the success of this launch is dependent on how well the salesforce knows the characteristics, advantages, and applications of the medicine. This understanding directly drives the salesforce's confidence as well as their interactions with

**Q2(B)A global team struggles with project delays due to miscommunication. Using PAIBOC, propose a communication strategy to improve understanding and collaboration. How would you address concerns about language barriers and differing work styles? (5 Marks)**

**Ans 2B.**

**Introduction**

Global teams often face communication barriers leading to delays and inefficiencies. Miscommunication due to language, cultural diversity, and work styles can derail project timelines. Applying the PAIBOC framework provides a structured strategy to address these challenges and improve collaboration. It ensures tailored communication that considers audience needs,