**Business Communication**

**Jun 2025 Examination**

**Q1. Evaluate the challenges and opportunities of mobile communication in business environments. (10 Marks)**

**Ans 1.**

**Introduction**

Mobile communication has become an indispensable aspect of modern business operations. With the widespread use of smartphones, tablets, and mobile applications, companies are now more connected than ever. The flexibility and accessibility of mobile platforms enable employees to communicate and collaborate seamlessly, regardless of their physical location. This technological advancement has significantly improved productivity, reduced delays, and enhanced decision-making processes. However, with these benefits come certain challenges such as data security concerns, work-life balance issues, and technological dependency. Therefore, understanding the

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**Q2. A small retail store, "Style Hub," uses instant messaging to coordinate staff schedules. A last-minute shift swap wasn't clearly communicated in the employee group chat, resulting in the store being understaffed during the busiest period.**

**How can businesses ensure effective communication through instant messaging while maintaining professionalism? (10 Marks)**

**Ans 2.**

**Introduction**

In today’s fast-paced business environment, instant messaging (IM) has become a popular communication tool for retail stores and small businesses due to its convenience, speed, and real-time interaction. Platforms like WhatsApp, Slack, and Microsoft Teams are commonly used for scheduling, updates, and day-to-day coordination. However, reliance on informal communication methods can lead to lapses, such as missed updates or unclear instructions—as seen in the case of “Style Hub.” The absence of clarity in an employee group chat caused understaffing during peak hours

**Q3A. "QuickPulse," a marketing firm, encourages instant messaging for team collaboration. However, constant notifications are disrupting focused work. How can businesses balance the need for real-time communication with the necessity of maintaining employee productivity? (5 Marks)**

**Ans 3a.**

**Introduction**

QuickPulse, a dynamic marketing firm, thrives on instant collaboration and rapid feedback loops. However, as teams rely heavily on instant messaging platforms, a growing challenge has emerged—constant notifications are fragmenting attention spans and disrupting deep work. While real-time communication is essential for responsiveness and agility, excessive interruptions can hinder creativity and output. To address this, businesses must create a balanced communication culture that supports both instant updates and uninterrupted focus, without compromising on

**Q3B. A new employee at "Design Dynamics," Anurag, uses instant messaging to communicate with clients, sometimes using casual language and emojis. A senior colleague notices this might not be perceived professionally. What are the key etiquette rules to follow when using instant messaging in a professional setting? (5 Marks**

**Ans 3b.**

**Introduction**

Instant messaging has become a cornerstone of business communication, including client interaction. At Design Dynamics, new employee Anurag uses casual language and emojis while chatting with clients. While his intent may be friendly, this approach may appear unprofessional and impact the company’s image. Instant messaging, though informal by nature, requires a level of decorum in professional settings. Businesses must promote etiquette guidelines to