



NMIMS Global Access
School for Continuing Education (NGA-SCE)

Course: Business Communication

Internal Assignment Applicable for June 2022 Examination

Assignment Marks: 30

Instructions:

- *All Questions carry equal marks.*
- *All Questions are compulsory*
- *All answers to be explained in not more than 1000 words for question 1 and 2 and for question 3 in not more than 500 words for each subsection. Use relevant examples, illustrations as far as possible.*
- *All answers to be written individually. Discussion and group work is not advisable.*
- *Students are free to refer to any books/reference material/website/internet for attempting their assignments, but are not allowed to copy the matter as it is from the source of reference.*
- *Students should write the assignment in their own words. Copying of assignments from other students is not allowed.*
- *Students should follow the following parameter for answering the assignment questions.*

For Theoretical Answer	
Assessment Parameter	Weightage
Introduction	20%
Concepts and Application related to the question	60%
Conclusion	20%

For Numerical Answer	
Assessment Parameter	Weightage
Understanding and usage of the formula	20%
Procedure / Steps	60%
Correct Answer & Interpretation	20%

1. Sudesh is a Project Manager at a leading IT firm which has global presence. He has been working at the company's Bengaluru office for last 8 years. In the past Sudesh has worked at offshore client locations for short duration of not more than 2 months. Now the senior leadership has decided to send Sudesh to lead a project team at their UK



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office for a period of three years. However, Sudesh has always been of the view that the Indian culture is the best. He is worried that after moving to UK his teenaged children would unlearn their Indian cultural values. For the successful completion of the foreign assignment it is necessary that Sudesh changes his perception towards foreign culture. How can the IT firm ensure to change Sudesh's perception towards the foreign culture?

(10 Marks)

2. Aadhya hails from Kanchipuram, Tamil Nadu, a place famous for hand-woven silk sarees and its weaving industry. Since the beginning, Aadhya has always envisioned starting a venture to showcase the talent of local artisans and bring more prosperity to the weavers' community. Thus, after completing a post-graduate degree in business management, Aadhya chose an entrepreneurial venture over campus placement. She conceptualized Ozarro and opened two stores, one each in Kanchipuram and Chennai, where artisans can display their hand-woven sarees and other accessories. Initially she was able to attract a good number of customers and make considerable sale. But with the spread of Covid-19 virus, as more and more people prefer to shop online, the footfall at her stores has reduced considerably. Ozarro does not have an online presence and hence is losing out to its competitors. Aadhya is contemplating whether she should launch Ozzaro in the digital space. Advise whether Aadhya should go on to launch Ozarro onto the digital space. Also how she can make an effective digital presence to increase the sales?

(10 Marks)

3. Sajal has completed her MBA in HR from a B-school in Mumbai. She has applied for the position of a recruiter. As part of the selection process there will be screening round comprising of a group discussion followed by an interview.



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- a. Sajal is nervous about facing the group discussion for the first time and does not know how to prepare for it. What strategy can Sajal adopt for successfully facing the group discussion? **(5 Marks)**
- b. Now Sajal has cleared the group discussion round of the selection process and is looking forward to the interview round. She is wondering how the interview will be conducted? So she has decided to contact Bikram, a friend who has recently appeared for a job interview. Consider yourself as Bikram and help Sajal to prepare for a successful interview. **(5 Marks)**
