



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

**Course: Business Communication**

**Internal Assignment Applicable for September 2022 Examination**

Assignment Marks: 30

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**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.*

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

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

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1. Chetan is an Area Sales Manager with a leading Pharmaceutical company at its Mumbai office. Company's Sales Head for West Zone will be visiting the Mumbai office next week for a Quarterly Sales Review meeting. Chetan is supposed to show the last quarter's sales record for Mumbai. Which will be the most appropriate tool for



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presenting the sales record and why? How can Chetan ensure to present his ideas effectively? **(10 Marks)**

2. Avishi is a B.Tech. in computer science and has recently joined an IT start up in Pune. This is her first job and she wants make it big in small time. As she is new to the company, she often gets a lot of directions and advice from the co-founders regarding work related issues. She quietly listens to all of them but in her heart she thinks these directions are useless and often complains about her time being wasted due to listening to the instructions. Analyze and comment on the manner in which Avishi interacts with others. Is Avishi's communication approach correct? If not, how can she become an effective communicator? **(10 Marks)**

3. You are owner of Smart Furniture Mart, a leading supplier of office furniture. You offer furniture of all leading brands. You have a meeting with Mr. Gupta, who is a local businessman and is interested in buying furniture, for his new offices in Gurugram and Noida. You are meeting Mr. Gupta to discuss about the design, price and quantity of furniture required by him.

- a. Mr. Gupta is likely to negotiate over the price of the furniture. Given the scenario should you negotiate or not. Give justification for your choice. How can you prepare to have effective negotiation? **(5 Marks)**

- b. Once reaching an agreement over prices, on behalf of Mr. Gupta send a formal order for different office furniture to Smart Furnitutre Mart. Include all necessary details.

**(5 Marks)**

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