

Essay Assignment

Subject: Business Communication

Class: MBA (Div A-B)

Submission date: Tuesday, 4th October 2022

Instructions:

- Select ANY ONE aspect of Cross-Cultural Communication from the below options:
 - Stereotyping
 - Cultural relativism (relativity)
 - Ethnocentrism
 - High- vs. Low-Context Culture
- Develop a topic for your essay around the selected option.
- Write an essay on your topic in not more than 800 words.
- Insert citations wherever relevant in the essay.
- Your essay should include:
 - Title of the Essay & the Option chosen
 - Essay text (Introduction, Body & Conclusion)
 - References

Formatting Guidelines:

- Font should be legible. Use 12-point Times New Roman, 11-point Arial, 11-point Calibri or 11-point Georgia font for your text matter. Headings can be differently formatted.
- Use double spacing and justified alignment.

Note:

- Your submission will undergo a plagiarism check. If plagiarised content is found, marks will not be given.
- Please submit your assignment in MS Word format only. No PDFs or other format will be accepted as a valid submission.

For further APA-style formatting guidelines and title page details, refer to https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html