**ASSIGNMENT**

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| **SESSION** | **JUL/AUG 2022** |
| **PROGRAM** | **MBA** |
| **SEMESTER** | **I** |
| **course CODE & NAME** | **DMBA102 – BUSINESS COMMUNICATION** |
| **CREDITS**  | **4** |
| **nUMBER OF ASSIGNMENTS & Marks** | **02****30 Marks each** |

**Note:**

* **There will be two sets of assignments for every course, and you must answer all questions in both sets. Average of both assignments’ marks scored by you will be considered as Internal Assessment Marks.**
* **Answers for 10 marks questions should be approximately of 400-500 words.**

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| **Q.No** |  **Set – 1****Questions** | **Marks** | **Total Marks** |
| ***1.*** | ***Imagine that you are the sales representative of your organization and you are asked to effectively demonstrate a newly launched product/service in front of a target audience. Explain the communication process while including the relevance of context and how the communication can go wrong even if a few elements are missed.*** | **10** | **10** |
| ***2.*** | ***Explain the various types of Non-Verbal Communication while giving examples as how you will use NV Communication when appearing for a job interview.*** | **10** | **10** |
| ***3.*** | ***Enlist the different types of Listening.***  | **10** | **10** |
| **Q.No** |  **Set – 2****Questions** | **Marks** | **Total Marks** |
|  | ***Elucidate the different types of Reading.*** | **2x5** | **10** |
|  | ***Suppose you are asked to write a research document. Elaborate the steps you will apply for writing.*** | **10** | **10** |
|  | ***Create your CV using the seven components essential for a CV.*** | **10** | **10** |