



NMIMS Global Access
School for Continuing Education (NGA-SCE)
Course: Business Communication
Internal Assignment Applicable for April 2023 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%

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1. Mr. Aakash Verma is the Regional Head of an established Software company. Aakash has been working with this company for 4 years now. The company is on the verge of expansion and collaboration with other companies with high potential business and having their wings in foreign locations too. Aakash being senior and experience is expected to represent his company, during formal meetings and presentations.



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He seeks suggestions and guidance to be an effective presenter. Define the qualities of a presenter that make the presentation effective. Also define the 4 Cornerstones of making a memorable presentation. **(10 Marks)**

2. Ms. Heena Sharma has completed Masters in Data Analysis with distinction from a reputed university from India. She is now looking for a job in India. Heena is an introvert person by nature and has been focusing only on studies through her school and college time. She has not been participative in any extra-curricular activities or have attend any other educational programs. She is now anxious about her upcoming interview.

As an experienced working professional for almost a decade, and her well - wisher, how will you help her in preparing for her personal interview. **(10 Marks)**

3. The importance of Digital Communication and Digital Platforms have increased in the last 2 years. The ease and the reach to these platforms have influenced more people and even companies to use more digital tools. As a graduate student, explain the following to a group of working individuals who are in the age group of 50 – 55 years.

a. What is Digital Communication? **(5 Marks)**

b. Explain in brief the Tools of Digital Communication. **(5 Marks)**
