***Please read the below instructions carefully before proceeding further:***

* You are instructed to download the IA Question Paper, prepare the answers (Soft Copy), and submit them through the Learning Management System (LMS) Portal
* Average of both assignments’ marks scored by you will be considered as Internal Assessment Marks.
* **Answers for 10-mark questions should be approximately 400-500 words.**
* Completed assignments must be typed and formatted neatly and soft copies should be uploaded on or before the submission cut-off date.
* Follow the assignment format and complete all the details for each assignment individually. Ensure that you answer all questions according to the marks allocated (not more than 400-500 words for a 10-mark question). The total page limit shall not exceed 12 pages of A-4 size.
* **Assignment submissions are accepted only in .pdf format.**
* Please finalize your response for an assignment before submission. Only ONE submission is allowed per assignment.
* Please restrict the assignment document size to <2 MB. Avoid inserting images of very high resolution into the document to remain within the size limit. The assignment response document should NOT contain color images or highlighting of text content.
* **Content that has been directly copied from the Internet/SLM and Assignments that have been copied and shared among students will be automatically rejected and disqualified.**
* Upon successful submission of IA in LMS, you can verify using the preview tab the document submitted against each subject. In case the file submitted has been corrupted or the wrong document submitted, it will not be considered for evaluation
* If your assignment submission file is on a pen drive, please copy the files to the system's local drive and then upload IA.
* Assignments must be typed as per the following instructions: On the Front page, The name of the learner in Capital Letters with Roll Number, Program, Semester, Course Name, and Code. Also, maintain a 1-inch margin on all sides and use Times New Roman font with the size of 12 and the document to be aligned with Justified.
* If the learner submits the wrong assignment or wants to resubmit, it can be done on or before the cut-off date, and the last submission will be considered for evaluation.

**ASSIGNMENT**

|  |  |
| --- | --- |
| **SESSION** | **AUG/SEP 2023** |
| **PROGRAM** | **Masters of business administration (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.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Q.No** |  **Set – 1****Questions** | **Marks** | **Total Marks** |
| ***1.*** | ***Enlist the steps of delivering a successful oral presentation. Explain.*** | **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.*** | ***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** |
| **Q.No** |  **Set – 2****Questions** | **Marks** | **Total Marks** |
|  | ***What are different types of Reading? Explain.*** | **5 x 2** | **10** |
|  | ***Illustrate the different components of a Resume. Create an innovative resume of your own using the components.*** | **10** | **10** |
|  | ***What is the basic difference between Product Advertising and Corporate Advertising? Explain the different types of Corporate Advertising.*** | **3 + 7** | **10** |