

NMIMS Centre for Distance and Online Education (NCDOE)

Course: Business Communication

Internal Assignment Applicable for September 2024 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%

Q1. While Bill Gates mentioned ‘Content is king’ in 1996 in one of his essays, the new age presenters believe and have realized that while content is the king audience is the kingdom and hence the content king would need to behave as per the need of the kingdom. Any business communication course will include an important section covering Audience

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analysis topics. Considering this thought, please share some actions that would lead to analyzing the audience for business presentations. **(10 Marks)**

Q2. Shubha is a manager in a large retail super store chain. She is heading the administration department and is responsible for a large cluster of geography which covers 6 stores of the organization. Writing and analyzing reports is a big chunk of her work, she is also involved in writing and analyzing proposals as a part of her job. In light of this case, please compare the elements of Body and Close for a proposal and report clearly. **(10 Marks)**

Q3. Prof. Bala is a guide for international students for submitting their final thesis of PG degrees. He reads a lot of academic reports during the day and knows by now that the documents need to be edited to make them more concise and need to add more clarity of concepts. Considering these points, answer the two questions given below.

a. Share a few tips for editing the documents to add more clarity of thoughts. **(5 Marks)**

b. Share a few tricks for editing for making documents concise. **(5 Marks)**
