



**NAVVRACHANA  
UNIVERSITY**  
a UGC recognized University


**School:** School of Business and Law  
**Program:** BBA  
**Year:** 2<sup>nd</sup> **Semester:** 3<sup>rd</sup>  
**Examination:** End Semester Examination  
**Examination year:** December - 2021

**Course Code:** LC246 **Course Name:** Business Communication  
**Date:** 02/12/2021  
**Time:** 11:30 am to 01:30 pm

**Total Marks:** 40  
**Total Pages:** 03

**Instructions:**

- Write each answer on a new page.
- Use of a calculator is permitted/not permitted.
- \* COs=Course Outcome mapping. # BTL=Bloom's Taxonomy Level mapping

Q. No.	Details	Marks	COs*	BTL#
Q.1	You are the manuscript reader for HP Publishers. You have read a manuscript titled, "The psychological impact of Covid-19 on the youth across the globe". Write a memo making a recommendation to the Editor-in-Chief that HP should publish this book. Use information from your own understanding of the topic to help with the content of the memo. Remember to be concise.	7	CO1, CO2	BT2, BT3, BT6
Q.2	You are the Branch Manager of SBI Bank, Gotri Branch, Vadodara. Write a <b>circular</b> to your existing customers announcing a change in the premises of your branch.	7	CO1, CO2	BT2, BT3, BT6
Q.3	<div style="border: 1px solid black; padding: 5px;">  <p><b>MAHESH BANK</b> <b>THE A.P. MAHESH CO-OP. URBAN BANK LTD.</b> (Multi-State Scheduled Bank) Head Office : 5-3-989, III Floor, Sherza Estate, N.S. Road, Hyderabad - 500 095 Ph. : 24615296, 23437100 - 103 &amp; 105 Fax : 040-24616427 Website : www.apmaheshbank.com E-mail : info@apmaheshbank.com</p> <p style="text-align: center;"><b>TENDER NOTICE</b></p> <p>Bank invites sealed tenders from reputed paper mills, paper merchants &amp; scrap vendors for shredding of its old records and unused stationery lying at its Local Branches/Head Office. Interested parties may collect tender forms from P&amp;D Department, Head Office on all working days from 02.05.2012 to 11.05.2012 during office hours, on payment of ₹100/- per form.</p> <p>Filled in tender forms should be submitted on or before 12.05.2012 by 3:00 p.m. and the same will be opened at 11:00 a.m. on 14.05.2012 at Head Office. An E.M.D. of ₹10,000/- has to be furnished by way of Banker's Cheque / Demand Draft favouring the Bank along with the sealed tender. Tender form without EMD will outrightly be rejected. Bank reserves the right to accept or reject any tender without assigning any reason there for.</p> <p>Dated : 30.04.2012 Place : HYDERABAD</p> <p style="text-align: right;">Sd/- <b>ASST. GENERAL MANAGER</b></p> </div>	7	CO1, CO2	BT2, BT3, BT6

	In response to the tender, draft a cover letter expressing interest in the tender. (*EMD= Earnest Money Deposit- a refundable deposit which is sought to ensure that only serious bidders participate in the tender)			
Q.4	The Social Responsive Cell of your organization has decided to organize an awareness program in the slums close to the office premises. As the secretary of the Cell, <b>write an email</b> to the employees in your organization, explaining the idea and asking for volunteers. Think of a social cause such as spreading awareness about aids, menstrual hygiene, importance of sanitization, etc. and write the email accordingly. Pick any cause of your choice, not necessarily from the ones mentioned here.	7	CO1, CO2	BT2, BT3, BT6
Q.5	Select a business of your choice (not an existing and/or popular brand), it can be similar though not exactly the same. Give a brief idea about what your business is about. This should include a description of the products/services you offer and the duration of your involvement in this business. Next, you are required to write the following: <ol style="list-style-type: none"> <li>1. Mission Statement: Why does your business exist, and why are you on social media?</li> <li>2. Target Audience: Briefly describe your core audience on social media.</li> <li>3. Social Media Presence: Describe what it should look like (casual, serious, professional, etc.).</li> <li>4. Tone: Describe your social tone (helpful, funny, sarcastic, serious, etc.)</li> <li>5. Message: Not all content needs to go on every network. Decide which message goes on which social media platform.</li> <li>6. Handle: Decide your social media handle.</li> <li>7. Post: Finally, post for your business/ brand. (Minimum of 2)</li> </ol>	7	CO2, CO3, CO4	BT2, BT3, BT4, BT6
Q.6	<b>Read the following article and write a precis. Give a suitable title to the summary.</b> <p>Effective communication at work is about knowing your employees and choosing the right message and channel for transmission. It may be necessary to develop a communications plan to outline strategies. The company's culture is reflected in the nature of office communications, and business can hinge on effective communication.</p> <p><b>Know Audience</b>  Understanding your employee's roles and how they fit into your company's hierarchy is essential to creating effective communications. This information will help you tailor communications and better connect with your audience. According to a University of Wisconsin School of Business article titled "Why good communication is Good Business," when employees respect the management, it allows for more direct and better communication. According to the article, conveying the idea that everyone is on</p>	5	CO2, CO3	BT2, BT3, BT6

common ground when communicating with employees drives respect.

**Communication Channels**

Choosing the right channel is a vital component to effective communication. According an article in Pepperdine University's Graziadio Business Report, you should consider the advantages and limitations of communication channels when sending a message. Then match the interaction with the desired level of involvement. For example, most detailed information should be written down, while more succinct information can be spoken. Further, email is an excellent tool in certain applications, but doesn't work well with time sensitive, confidential materials or interactive communications. Sometimes using multiple channels is the best approach.

**Effective Messages**

Using the appropriate language in a message is important to its clarity. According to the Norebusiness.com article entitled "Internal Communication Strategies for your Business," communications should be as succinct as possible, direct, honest and memorable. It also helps to make sure employees realize they are stakeholders in the company's interactions. Using common terminology helps, as it shows employees that management understands their job function.

**Considerations**

Catering to employees that struggle with communication methods is not advisable, according an article in Pepperdine University's Graziadio Business Report. Instead challenge them to adopt company methods.

**(Title- 1 mark. Summary- 4 marks)**