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| **SESSION** | **AUG/SEP 2023** |
| **PROGRAM** | **Masters of business administration (mba)** |
| **SEMESTER** | **I** |
| **course CODE & NAME** | **DMBA102–BUSINESS COMMUNICATION** |
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**SET – 1**

**1. Enlist the steps of delivering a successful oral presentation. Explain. 10**

**Ans 1.**

**Steps of Delivering a Successful Oral Presentation and Their Explanation**

1. **Objective Identification:** Before preparing any presentation, it's crucial to understand the objective. Ask yourself: What do I want the audience to take away from this? Your entire presentation should be crafted around fulfilling this objective.
2. **Audience Analysis:** Recognize and understand your audience. Are they experts in the field, novices, or a mixed group? This will dictate the depth, language, and type of content you present. Tailoring your message to your audience ensures engagement and comprehension.

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**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**

**Ans 2.**

Non-verbal communication plays a crucial role in human interaction, and it can significantly impact the outcome of a job interview. Job interviews are not just about what you say; they also involve how you convey your message through non-verbal cues. In this essay, we will explore various types of non-verbal communication and provide examples of how they can be effectively used during a job interview.

1. **Facial Expressions**: Facial expressions are one of the most powerful forms of non-verbal communication. A smile can convey warmth and friendliness, while a

**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**

**Ans 3.**

**The Communication Process in Product Demonstrations: The Relevance of Context and Potential Pitfalls**

When launching a new product or service, effective communication is paramount. As a sales representative, you're not just presenting a product; you are weaving a story, sharing a solution, and influencing perceptions. The entire process involves multiple elements, and missing even one of these can derail the success of the demonstration.

1. **Sender (Sales Representative):** As the initiator of the message, you are responsible for encoding your ideas in a way the audience will understand. This involves knowing

**SET – 2**

**1. What are different types of Reading? Explain. 5 x 2**

**Ans 1.**

Reading is a fundamental skill that plays a crucial role in our lives. It is not a monolithic activity but rather a multifaceted process that can take on various forms depending on the purpose and context. Here, we will explore five different types of reading and provide a brief explanation of each.

**Recreational Reading**: Recreational reading, also known as leisure reading or pleasure reading, is perhaps the most common form of reading. It involves reading for enjoyment and relaxation. This type of reading often includes novels, magazines, comics, and any material

**2. Illustrate the different components of a Resume. Create an innovative resume of your own using the components. 10**

**Ans 2.**

**An Insight into the Components of a Resume and Crafting an Innovative Example**

**Introduction:**
A resume is a document that encapsulates an individual's academic background, work experience, and skills, serving as a personal advertisement to prospective employers. With the increasing competition in the job market, crafting an impressive resume has become paramount. By understanding the core components of a resume, one can strategically present themselves in the most favorable light. This essay aims to delve into the critical elements of a resume and provide an innovative example to illuminate these components.

**3. What is the basic difference between Product Advertising and Corporate Advertising? Explain the different types of Corporate Advertising. 3 + 7**

**Ans 3.**

**Difference between Product Advertising and Corporate Advertising:**

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| --- | --- | --- |
| **Feature** | **Product Advertising** | **Corporate Advertising** |
| **Objective** | Promotes a specific product or service to drive sales. | Enhances the company's overall image and communicates its values, mission, and vision. |