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| **SESSION** | **JAN-FEB 2025** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **I** |
| **COURSE CODE & NAME** | **DMBA114 BUSINESS COMMUNICATION (WAC)** |
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**Set – 1**

**Q1. Elucidate the Communication process while explaining all its six components. 10**

**Ans 1.**

**Communication Process and Six Components**

**Communication Process**

The communication process is a fundamental element of both personal and professional life. It involves the systematic exchange of information between individuals or groups to create shared understanding. Effective communication requires a seamless flow of messages through a clearly defined structure. The process includes six key components: sender, message, encoding, channel, decoding, and receiver.

Each component plays a vital role in ensuring that the intended message is accurately

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**Q2. Explain the various types of Non-Verbal Communication while giving examples as how you will use NV Communication when appearing for a job interview.**

**Ans 2.**

**Non-Verbal Communication**

Non-verbal communication refers to the transmission of messages without the use of spoken or written words. It involves facial expressions, gestures, posture, body movements, eye contact, tone of voice, and appearance. In professional settings like job interviews, non-verbal cues often carry more weight than verbal communication. Employers pay close attention to these signals to assess a candidate's confidence, sincerity, and professionalism.

**Facial Expressions and Eye Contact**

Facial expressions convey a range of emotions such as happiness, interest, confusion, or

**Q3. Suppose you have to write a sales pitch to present in front of the Board of Directors. Describe the steps you will follow in your writing methodology. 10**

**Ans 3.**

**Objective and Audience**

The first step in writing an effective sales pitch for the Board of Directors is to clearly understand the purpose of the pitch and who the audience is. The Board typically comprises senior professionals who are focused on strategic alignment, profitability, and risk mitigation. Therefore, my writing approach would begin by identifying their interests, expectations, and decision-making priorities. This understanding would guide the tone, structure, and content of

**Set – 2**

**Q4. If you have to give an oral presentation in front of your team, write down and explain the steps you would follow. 10**

**Ans 4.**

**Planning and Setting Objectives**

The first step in delivering an effective oral presentation is proper planning. I would begin by defining the goal of the presentation—whether it’s to inform, motivate, train, or update the team. Clear objectives help determine the content and tone of the presentation. Understanding the team's current knowledge level and interests is also critical to make the session relevant and engaging.

**Researching and Organizing Content**

After defining the objective, I would research the topic thoroughly. This includes gathering

**Q5. Emails are an important medium of communication in a work environment. Elucidate upon the principles of email communication you should follow while framing emails. 10**

**Ans 5.**

**Email Communication in the Workplace**

Emails have become an essential communication tool in modern professional environments. They are used for sharing information, giving instructions, sending updates, requesting feedback, and documenting official conversations. Since emails represent the tone and professionalism of the sender, it is crucial to follow established principles while drafting them

**Q6. Describe the tools and resources for digital writing. 10**

**Ans 6.**

**Digital Writing**

Digital writing refers to creating content for online platforms, including websites, blogs, emails, social media, and professional documents. In the digital age, writing has extended beyond traditional paper-based formats to include interactive, multimedia, and collaborative content.

**To succeed in digital writing, one must use the right tools and resources that enhance quality, efficiency, and engagement.**