**Business Communication**

**Sep 2025 Examination**

**Q1. A marketing team aims to boost brand awareness and engagement. How can they effectively utilize information and content-sharing sites by curating relevant content and fostering user-generated contributions? (10 Marks)**

**Ans 1.**

**Introduction**

In the digital era, content-sharing platforms like YouTube, SlideShare, Pinterest, Medium, and Reddit have become key tools for enhancing brand visibility and engagement. These platforms enable businesses to share information, connect with audiences, and encourage two-way communication. For marketing teams, leveraging these platforms offers an opportunity to both educate and involve consumers through curated content and user-generated content (UGC). By strategically using content-sharing sites, brands can position themselves as thought leaders, foster brand loyalty, and generate organic engagement. The effectiveness of this approach depends on how well the team understands its audience, selects relevant content, and encourages meaningful participation. In the following sections, we

can turn casual viewers into loyal advocates and long-term brand ambassadors.

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**Q2. A TechEd company faces financial difficulties, necessitating the termination of annual bonuses and a 15% staff reduction. From a business communication perspective, what key elements should TechEd's management consider when planning and drafting their announcement to employees to ensure the negative news is delivered effectively, minimizes negative emotional impact, and preserves employee trust and morale? (10 Marks)**

**Ans 2.**

**Introduction**

In difficult business environments, communicating negative news such as layoffs or bonus cancellations is among the most sensitive challenges for any management team. For TechEd, the decision to terminate annual bonuses and reduce the workforce by 15% could significantly affect employee morale, productivity, and trust. From a business communication standpoint, how this message is conveyed will determine whether the organization can maintain its credibility and employee relationships during the crisis. Transparent, empathetic, and strategic communication helps reduce uncertainty, prevent panic, and uphold a sense of fairness. An effective communication plan ensures that employees feel respected, heard, and informed, which is critical for retaining the remaining workforce and rebuilding internal

**Q3(A). A recent graduate struggles to articulate their diverse experiences into a cohesive professional narrative. How can "Writing the Story of You" be instrumental in crafting a compelling resume that resonates with potential employers? (5 Marks)**

**Ans 3a.**

**Introduction**

A recent graduate often faces challenges in shaping their diverse academic, volunteer, internship, and part-time job experiences into a coherent professional narrative. Without a clear story, a resume may appear fragmented or unfocused, reducing its impact. "Writing the Story of You" is a strategy that encourages candidates to reflect on their journey and craft a personal brand. This method turns scattered experiences into a compelling storyline, showing

**Q3(B) A job seeker is struggling to differentiate their resume in a highly competitive market, often feeling their applications are generic. How can "Adapting Your Resume to Your Audience" be leveraged to create a more impactful and targeted application? (5 Marks)**

**Ans 3b.**

**Introduction**

In competitive job markets, resumes often fail to stand out when they follow a generic, one-size-fits-all format. A job seeker who doesn’t tailor their resume to the specific role, industry, or employer risks being overlooked by recruiters. "Adapting Your Resume to Your Audience" is a strategic technique that focuses on aligning your resume content with the specific expectations of hiring managers. This personalized approach increases relevance,