**SESSION JAN/FEB 2023**

**PROGRAM MASTERS OF BUSINESS ADMINISTRATION (MBA)**

**SEMESTER I**

**COURSE CODE &amp; NAME DMBA102 – BUSINESS COMMUNICATION**

**CREDITS 4**

**Set – 1st**

**1. Write any three barriers to Listening. Enlist the different types of Listening.**

**Ans: Barriers to Listening**

As pointed out earlier, listening is not easy and there are a number of obstacles that stand in the way of effective listening, both within and outside the workplace.

**These barriers may be categorised as follows:**

 Physiological barriers

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

**Ans: The different body movements are:**

** Facial expressions –** Facial expressions can convey feelings of surprise, happiness, anger and sadness. If you meet a long lost friend and say “I am very happy to meet you again”, but with a sad facial expression, it conveys the exact opposite meaning.

** Eye movements –** The eye movements such as wide open pupils express feelings of surprise, excitement or even fear. The importance of eye contact with one’s audience was

**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.**

**Ans: The communication process for effectively demonstrating a newly launched product or service begins with understanding the target audience and their needs.**

* This involves researching the demographics, pain points, and potential benefits that the product or service can address.
* Research the target audience: Understand the demographics, pain points, and potential

**Set – 2nd**

**1. What are things to be kept in mind BEFORE the commencement of a Business Meeting? Explain.**

**Ans:**

**At the outset, let us discuss the different categories of business meetings:**

**1. Task oriented meetings** As the name suggests, this type of meeting is a special meeting that is called to discuss and make arrangements for a specific event. For example, the company is opening a new branch or new factory, which will be inaugurated by a minister on a specific date. All the key people involved may be asked to attend the meeting, to discuss the

**2. Suppose you are asked to write a research document. Elaborate on the steps you will apply for writing.**

**Ans:** There are four main considerations when it comes to the second draft.

1. Check how your vision of the paper lines up with the first draft and, more importantly, that your paper still answers the assignment.
2. Identify any assumptions that might require (more substantial) justification, keeping your reader’s perspective foremost in mind. Remove these points if you cannot

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

**Ans:**

**Product Advertising** and **Corporate Advertising** are two different types of marketing strategies used by businesses, and each has its unique goals and approaches.

**Product Advertising** is a type of marketing strategy that focuses specifically on promoting a product or a service. The main goal of product advertising is to attract potential customers,