**Business Communication**

**April 2025 Examination**

**1. The Mumbai Municipal Corporation (MMC) is planning a large-scale renovation of the Chhatrapati Shivaji Maharaj Terminus (CSMT) railway station. To ensure the project's success, the MMC decides to hire an external contractor with expertise in historical restoration and modern infrastructure.**

**What key factors should the MMC consider when evaluating the bids received in response to their RFP for the CSMT renovation project? (10 Marks)**

**Ans 1.**

**Introduction**  
The Chhatrapati Shivaji Maharaj Terminus (CSMT) is a historic landmark and UNESCO World Heritage Site in Mumbai, symbolizing India’s rich architectural heritage and its role as a critical transportation hub. Renovating such a significant structure is a complex and ambitious endeavor, requiring the Mumbai Municipal Corporation (MMC) to balance historical preservation with the need for modern infrastructure upgrades. To ensure the project’s success, MMC plans to engage an external contractor through a competitive Request for Proposal (RFP) process. This process involves evaluating bids based on

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**2. Aryan Industries, a textile company in Surat, is launching a new line of sustainable fabrics. They plan to use social media, email marketing, and press releases to promote their products. However, their previous marketing campaigns have been inconsistent and lacked a clear brand voice.**

**How can Aryan Industries ensure consistency and professionalism in their communication to project a strong and credible company image for their new sustainable fabric line? (10 Marks)**

**Ans 2.**

**Introduction**  
Aryan Industries, a Surat-based textile company, aims to establish a competitive edge by launching a new line of sustainable fabrics. This initiative reflects the growing demand for eco-friendly products and the need to align with global sustainability trends. However, their previous marketing efforts have faced challenges in terms of consistency and brand voice, which can undermine their credibility and impact. To project a strong and professional image for the new product line, Aryan Industries must adopt a cohesive communication strategy that highlights their commitment to sustainability and quality. By

**3. A small handicraft business in rural Rajasthan, "Desert Designs," struggled to reach customers beyond their village. They adopted a mobile-first strategy, creating an online store accessible via smartphones and utilizing social media for marketing. This allowed them to connect with customers across India, receive online payments, and significantly expand their business.**

**Answer the following questions in light of the information provided.**

**a) How has the mobile revolution contributed to economic growth and empowerment, particularly in the Indian context? (5 Marks)**

**Ans 3a.**

**Introduction**  
The mobile revolution has significantly impacted India's economic landscape, transforming how businesses and individuals interact, transact, and grow. With over a billion mobile connections and increasing smartphone penetration, especially in rural areas, mobile technology has enabled economic empowerment by providing access to information, markets, and financial services. This shift has unlocked opportunities for entrepreneurship,

**b) Discuss the role of mobile technology in bridging the digital divide and fostering inclusivity in India. (5 Marks)**

**Ans 3b.**

**Introduction**  
Mobile technology has been instrumental in narrowing the digital divide in India by providing affordable and accessible connectivity to diverse populations. With the widespread availability of smartphones and low-cost data plans, even remote regions have gained access to digital resources. By fostering inclusivity in education, healthcare, and governance, mobile technology has empowered marginalized communities, enhancing their