**Communication Skills**

**Q. 1. You have gone to listen to a famous motivation speaker. As he speaks, you have many thoughts and emotions going in your mind. Is this communication interpretative or presentational? Justify your choice.**

**Ans 1.**

**Understanding the Nature of Communication**

Communication is a process of exchanging information, ideas, emotions, and messages between individuals or groups. It can take different forms depending on the intent, medium, and context. Two common categories of communication are interpretative and presentational. Understanding the distinction between the two is essential to evaluating how individuals perceive and process information in real-world scenarios, such as listening to a motivational speaker.

**Characteristics of Presentational Communication**

Presentational communication refers to one-way communication, where the speaker conveys a

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**Q. 2. Mr Nakul attends a business workshop to help identify his career path. He interacts with Dr Thomas, the lead Business counsellor to under his goals better. As per goals of business communication, what are the 5 important aspects of goals of business communication Dr Thomas must keep in mind to guide Mr Nakul.**

**Ans 2.**

**Five Important Goals of Business Communication to Guide Mr. Nakul**

**Business Communication Goals**

Business communication is the exchange of information that facilitates business operations and strategic goals. It is crucial in workshops, mentorships, interviews, and corporate interactions. In the case of Mr. Nakul, who attends a business workshop to explore his career path, effective communication between him and Dr. Thomas—the lead business counselor—is essential. Dr. Thomas must ensure that the communication aligns with the five major goals of business communication to guide Mr. Nakul effectively.

**1. Clarity of Purpose**

The first and foremost goal is to ensure clarity. Dr. Thomas must help Mr. Nakul clearly

**Q3. ABC Pvt Ltd is going public in 6 months. All preparations are underway. The senior management is now looking for a suitable team to communicate it to the market. How would you describe the scope of this communication and what do you think the senior management would do?**

**Ans 3.**

**Scope of Communication During ABC Pvt Ltd’s IPO and Senior Management’s Role**

**Communication in a Pre-IPO Phase**

When a private company like ABC Pvt Ltd prepares to go public, the need for strategic, transparent, and impactful communication becomes critical. An Initial Public Offering (IPO) is not just a financial event—it is a major branding, compliance, and stakeholder engagement milestone. Communication during this phase serves as the foundation for building investor

**Q. 4. Ms Aruna is asked to present a report to the team. The topic is very complex to explain. It is about understanding the business applications of cell signalling in brain and its scope in the medical healing. She is pondering as to how she will be to communicate it.**

**As her well wisher, she calls you, a communication expert, looking for your advice in helping him build a solid communication type. What would you suggest?**

**Ans 4.**

**Communication Strategy for Complex Technical Topics – Advising Ms. Aruna**

**Introduction: Communicating Complex Technical Content**

Communicating complex topics like cell signaling in the brain and its medical applications can be daunting, especially to a non-technical audience. As Ms. Aruna prepares her report presentation, it’s vital that she develops a strategy that not only conveys the technical depth but also keeps the audience engaged and informed. Effective communication here depends on

**Q. 5. Grapewine communication is counterproductive for organizational communication. What is your opinion on this statement? Give with 2 examples**

**Ans 5.**

**Understanding Grapevine Communication**

**Grapevine communication** refers to informal and unofficial channels of communication in an organization. It often arises spontaneously through conversations among employees in break rooms, hallways, or through instant messaging. Unlike formal communication, grapevine communication lacks structure, authority, and documented sources. While it plays a role in social bonding, it can also become a source of rumors, miscommunication, and negativity. The

**Q6. Blinkit which is owned & managed by Blink Commerce Private Limited, has delivered a product 2 days late. You are the Operations Manager of Blinkit. Which factor of communication mode would you consider while justifying to the customer for the delay of delivery.**

**Ans 6.**

**Communication Mode Factors to Consider in a Delivery Delay – Blinkit Case**

**Addressing Communication in Service Delays**

In today’s competitive e-commerce landscape, timely delivery is a cornerstone of customer satisfaction. A delay of even a few hours, let alone two days, can frustrate customers and damage brand reputation. As the Operations Manager at Blinkit, addressing such delays demands clear, empathetic, and strategic communication. The effectiveness of this communication is determined by various communication mode factors, which must be