

# Examples of sales presentations made with prezi business assignment

[Sociology](#)



Explain the difference between corporate and product advertising. Give two examples of corporate advertising with two different objectives. You have been asked to make a presentation on Edunxt, the technology-enabled learning platform, to prospective students. Develop an outline of a presentation, explaining your choice of visual aids and your style of delivery.

Imagine that you have bought a pack of ready to eat food manufactured and marketed by a well-known Fast Moving Consumer Goods multi-national, during your regular weekly visit to a neighboring supermarket. On opening the pack, you find to your dismay that the contents are spoilt and are not in a condition to be eaten. Write a routine claim letter to the Vice President, Marketing of the company, asking for an adjustment or some kind of action.

Q 5. As a student of management, write a report to the Director of your institute, suggesting how the library facilities and procedures may be improved.

Q 6. Case Study (10 marks). The Power of Nonverbal Communication Soon after I graduated from engineering college, I accepted a position with the Sundaram Foundry, a medium-sized firm located in a small town in Tamil Nadu. It was a good position, since I was the assistant to Mr. Vishwanath, the General Manager and president of this family owned company, Although there were many technical problems, the work was extremely interesting and I soon learnt all about the foundry business. The foundry workers were mostly older men and were a closely knit team.

Many of them were related and had been in the foundry for several years.

Therefore, they felt that they knew the business in and out and that a

technical education had no value. In fact, Mr. Vishwanath had mentioned to me even at the time of my joining, that I was the only engineer ever to be employed in the foundry. He also let me know that the foundry workers, although a good group, were very clannish, since they had been working together for several years. Therefore, it would probably take them some time to accept me. I introduced myself to the group of foundry workers, a few days after my joining.

As I went around in turn, I felt them eyeing me coldly. As I went down the main aisle of the foundry, I heard them talking to each other in low voices and laughing. I found their behavior to be very childish and felt that it was best to ignore these signs of hostility. I thought that if I ignored them, they would automatically stop these antics. A few weeks after this incident, I happened to visit the enamel shop. As I entered, I noticed a worker cleaning the floor with a hose, from which water flowed at high pressure. I was aware that it was the practice to clean the shop at least once a week.

I turned my back on the worker and was busy near a dipping tank, when I suddenly felt the force of a stream of water hitting me. I was almost knocked down by the pressure and slipped on the wet floor. When I turned around, the worker looked away in the other direction, as if he had not noticed this happening. However, I was pretty sure that he had intentionally turned the hose on me. Questions: 1. What message did the foundry workers and the new engineer convey to each other through their non-verbal behavior? 2. What do you suggest that the engineer should do, after the hosing incident?