

Writing and non verbal communication



**ASSIGN
BUSTER**

DIPLOMA IN BUSINESS MANAGEMENT (DBM) Answers of Business

Communication Case I 1) Comment on the appropriateness of the sender's tone to a customer. Letter is written in a simple and direct manner. There is no beating about the bush. Letter is brief but it conveys the purpose and idea of the writer fully. Impolite and harsh language is avoided. 2. Point out the old – fashioned phrases and expressions. Heading and letter head Reference Inside address Attention line Subject Salutation Body Complimentary close Identification mark Enclosure 3. Rewrite the reply according to the principles of effective writing in business. Case II 1. What is non – verbal communication? Why do you suppose that this commercial relies primarily on non-verbal communication between a young man and a gorgeous woman? What types of non – verbal communication are being used in this case? Non Verbal communication is that which communication through other symbols. The non verbal communication in this case used are “ Auditory symbols” and “ Body languages” . Would any of the non-verbal communications in this spot (ad) not work well in another culture? No it won't be working in another culture 3. What role does music play in this spot? Who is the target market? The music play in this spot for Advertising the Radio FM Brand. Fm Brand was the target market. 4. Is the music at all distracting from the message? No the music was not distracting from the message 5. How else are radio stations advertised on TV? Case III 1. Analyse the reasons for Arvind Pandey's dilemma.

Arvind was in the situation in which a difficult choice has to be made between not want to lose the job and also against his loyalty to his company and his personal ethics. 2. Does Arvind Pandey really face a dilemma? Yes,

definitely Arvind was facing a dilemma. 3. In your view what should Arvind Pandey do? Should he disclose it to his German Vice President? In this situation he should not go against his loyalty to his company and his personal ethics. He should place the whole thing before his German Vice President. Case IV . Comment on the terms and conditions placed by the corporation. The corporation was trying to negotiation in terms and conditions, delivery, services. 2. What factors influenced the computer company's decision to accept the contract? The computer company who was finally awarded the contract had agreed to overall terms that were fine as far as their own products were concerned but had also accepted the same terms for the brought - out items. In this case, the brought - out items were to be imported through a letter of credit.

The percentage of the brought - out items versus their own manufacture was also very high. 3. Was it a win - win agreement? Discuss? No it was not totally a win because the computer company started facing trouble immediately on supply. There were over 100 computers over a distance connected with one another with software on it. For the acceptance tests, it had been agreed that the computer company would demonstrate as a pre-requisite the features they had claimed during technical discussions.