

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH,
Vidyavihar, Mumbai- 400077

Program: PGDM A, B and IB (Batch2017-19), Trim I
Subject: Business Communication
(End Term Examination)

Maximum Marks: 25
Duration: 2 hours

Date: 22nd Sept, 2017

Both questions are compulsory. Each carries 12.5 marks.

Q1 You are a young entrepreneur starting your first business. You have acquired a large consignment of T-shirts of various sizes. These you are able to print with names, messages and designs chosen by yourself. You aim to advertise your T-shirts to the students at SIMSR.

You have learnt that using the AIDA formula is a tested and successful method of advertising. Name and explain what each letter of this acronym means. You would like to apply this acronym in your advertising. Briefly explain SIX methods you would apply to attract students to buy your T-shirts.

Q2

You are the Executive Secretary to the CEO of large Company AGRI SUCCESS that sells agricultural implements and products to many firms and farmers throughout South Africa. For some time the CEO, Mr Errol Ranger, has been concerned that the Process Management within the business could be improved upon.

The Manager feels that within each department of the business each employee is making mistakes which are not being corrected, passing on mistakes to the next department and these in turn become exacerbated until eventually the mistake is found and corrected. These errors not only cost the company time and money but the delays in the business transaction cause irritation and anger to the customers.

The Manager decides to hold a weekend meeting from 6pm on Friday night 25 November 2017 to 3pm on Sunday afternoon 27 November 2017, where the employees of AGRI SUCCESS can be given training to improve their skills and to improve on the standard of their work.

The workshop will be held at NATURE TRAILS, a game farm, which is 60 km outside Mumbai It has ample accommodation, an excellent Table, and a Conference Centre. Game Drives will be arranged for the AGRI SUCCESS staff during hours of relaxation. The manager would also like a special dinner in the dining room which overlooks the Hippo Pool, for his staff on the Saturday night. A special guest, Dr Paul Judd, has been invited who is a well known and excellent motivational speaker. The staff have all been informed of this occasion and told that all are expected to attend.

Your assignment:

1. Briefly describe which structure of messaging would you adopt to write a Memo that will be given to each member of the staff reminding them of this weekend and motivating their attendance.
2. Write the memo.
3. The Manager has also asked you to draw up for him a detailed programme of the times of all the activities and the communication methods that will be used. He wants to check that there will be sufficient variation in communication methods used and to ensure that the equipment needed will be taken.

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