

NMIMS Centre for Distance and Online Education (NCDOE)

Course: Business Communication

Internal Assignment Applicable for Jun 2026 Examination

Assignment Marks: 30

Instructions

- *All Questions carry equal marks*
- *All Questions are compulsory*
- *All answers to be explained in not more than 1000 words for question 1 and 2 and for question 3 in not more than 500 words for each subsection. Use relevant examples, illustrations as far as possible*
- *All answers to be written individually. Discussion and group work is not advisable.*
- *Students are free to refer to any books/reference material/website/internet for attempting their assignments, but are not allowed to copy the matter as it is from the source of reference.*
- *Students should write the assignment in their own words. Copying of assignments from other students is not allowed*
- *Students should follow the following parameter for answering the assignment questions*

For Theoretical Answer	
Assessment Parameter	Weightage
Introduction	20%
Concepts and Application related to the question	60%
Conclusion	20%

For Numerical Answer	
Assessment Parameter	Weightage
Understanding and usage of the formula	20%
Procedure / Steps	60%
Correct Answer & Interpretation	20%

PLEASE NOTE: This assignment is application based, you have to apply what you have learnt in this subject into real life scenario. You will find most of the information through internet search and the remaining from your common sense. None of the answers appear directly in the textbook chapters but are based on the content in the chapter

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Q1 Your company is rolling out a new instant messaging platform for internal communication. While IM can boost collaboration and speed, there are concerns about informal tone, security, and the potential for distraction or information overload. As the communications manager, you are tasked with developing a set of usage guidelines and training materials to help employees use IM effectively and in line with company policies. Apply the guidelines for effective workplace messaging to design a protocol for using instant messaging (IM) in your organization. How would you ensure that IM is used productively, securely, and professionally, while minimizing risks such as information overload, security breaches, and miscommunication?

(10 Marks)

Q2 A startup in the online learning and professional upskilling industry is preparing to approach a potential angel investor who prefers brief, mobile-friendly emails due to her heavy travel schedule. The founder wants to use the AIDA model to craft a four-paragraph introductory email that captures attention, builds interest in the platform's early traction, creates desire by highlighting market demand and competitive differentiation, and ends with a clear call to action requesting a short meeting. Evaluate the effectiveness of using the AIDA model to structure this mobile-friendly investor outreach email. Critique the strengths and weaknesses of this approach in the context of the investor's reading habits and expectations, and justify recommendations to improve clarity, conciseness, and persuasive impact.

(10 Marks)

Q3 (A) Your organization is transitioning from a traditional, top-down communication style to a more interactive, social model. Employees now expect to participate in conversations, not just receive directives. However, the shift has led to fragmented attention, information overload, and inconsistent messaging across email, social media, and internal platforms. As the communications manager, you are tasked with designing a new model that balances openness with clarity and efficiency. Propose a digital communication model for your organization that integrates both traditional and

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social communication approaches. How would you leverage technology to foster engagement, reduce information overload, and maintain message clarity across multiple platforms?

(5 Marks)

Q3 (B) Smartphone use has become the primary mode of workplace communication for many employees and clients. However, your organization is facing challenges such as poor readability on small screens, frequent multitasking by mobile users, and concerns about data security. As the communication lead, you are tasked with designing a mobile-first communication framework that improves clarity, reduces information overload, and ensures secure message delivery.

Propose the key components of this framework and explain how you would make business messages more effective, accessible, and secure for mobile users.

(5 Marks)
