

ADMISSION NUMBER											

School of Business
Bachelor of Business Administration
Mid Term Examination - May 2024

Duration : 90 Minutes
Max Marks : 50

Sem IV - D1UA402B - Campus to Corporate

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) You are a marketing executive tasked with presenting a new product launch strategy to potential clients at a high-stakes business conference. Make use of two essential aspects of professional presentation and explain how each contributes to creating a positive and impactful impression. K3 (6)
- 2) Caselet: K3 (9)
As a team leader, you've been assigned to communicate a critical project update via email to both your team members and key stakeholders. You recognize the importance of drafting a professional email that effectively conveys the information, addresses potential concerns, and encourages collaboration.
- Questions
1. Construct a professional email that effectively conveys the critical project update, addressing both team members and key stakeholders. Identify the key elements you would include in the email and explain your rationale for the chosen structure and tone. (6 Marks)
- 2 Identify the importance of effectively communicating project updates to both team members and key stakeholders in a timely and professional manner. (3 marks)
- 3) As businesses increasingly rely on diverse communication channels to convey messages, it becomes crucial to understand communication and their effects on how messages are perceived by recipients. Classify communication into its types and explain how it can impact the listener's perception of your message. K4 (4)

- 4) Scenario: You are Yoy are giving a presentation to a group of potential investors about your new business idea. You have limited time and want to capture their attention and interest quickly. K4 (8)
Question: Prepare slides for your presentation to potential investors about your new business idea, Examine how can you design them to efficiently capture attention and interest within a limited timeframe while effectively conveying the essence and potential of your venture?
- 5) Scenario: You are a project manager for a marketing team working on a collaborative project with another team from the design department. You've noticed a lack of communication and progress from the design team, causing delays in your project schedule . K4 (8)
Questions:
1. Inspect and Draft a professional email about the lack of communication and potential delays. (5 marks)
2. Analyze the actionable steps or solutions that you would propose to improve communication and mitigate further delays in the project? (3 marks)
- 6) John is a recent college graduate who has just started his first job at a marketing firm.Despite his enthusiasm, John struggles to manage his workload effectively and often finds himself feeling anxious and demotivated. In an effort to regain a sense of control and focus his energy on areas where he can make a meaningful impact, John learns about the concept of the Circle of Concern and the Circle of Influence. Explain with the help of diagrammatic representation, What is Circle of Concern & Circle of Influence. K5 (5)
- 7) Scenario: You're brimming with enthusiasm to share your favorite book with your classmates. To captivate their interest and spark discussion, you'll craft a presentation that's both informative and engaging. K5 (10)
Questions:
1. Design a compelling presentation about your favorite book using two creative presentation techniques. (5 Marks)
2. Explain how it can be used to enhance your presentation about your favorite book. (5 Marks)