

LOYOLA-INTERNATIONAL ACADEMIC COLLABORATION

LOYOLA COLLEGE CHENNAI – 600 034

BBA-FRANCE – END SEMESTER EXAMINATION

THIRD SEMESTER – NOVEMBER 2024

BBAFR 340 – BUSINESS COMMUNICATION II



Date: 09-11-2024

Dept. No.

Max. : 100 Marks

Time: 01:00 pm-04:00 pm

**I. Answer all the questions:
(marks)**

(10 x 10 = 100)

1. Imagine you are the Media Relations Manager of Samsung Inc. Communicate via a Press release the upcoming Samsung Galaxy Unpacked Event launching new Galaxy Phones.
2. What are some of the date and time, currency and telephone number standards that one has to be mindful while working in an intercultural environment. State some examples.
3. What are some of the nuances a business professional should follow while in a telephone conversation?
4. What is the role of corporate communication in corporate branding and public relations. Give some real-world examples.
5. Imagine you are the Chief Marketing Officer (CMO) of a leading company. As your company plans to undertake a new marketing plan, you are asked to prepare a detailed activity schedule outlining the key tasks, timelines, resource allocation, and potential risks involved in the marketing process. The schedule should also include milestones for various promotional activities planned, and going live to the market, along with contingency plans for any anticipated challenges.
6. Imagine yourself as the CEO of an organization. Write a memo for the following situation to all your employees: List out the key steps and provide a timeline for training employees and ensuring a smooth transition to the new Customer Relationship Management (CRM) system, including potential risks and how they will be mitigated during the implementation process.
7. Assume you are given the “Young India Professional under 25” award by Confederation of Indian Industries. Visualize and design your LinkedIn page professionally citing all your professional accomplishments.
8. How should you conduct yourself professionally during an online meeting. List the dos and don'ts to be followed.
9. Write the key differences between internal and external communication. Assume you are the Director of a large private company. How would you announce the acquisition of your company by a fellow competitor to the media?
10. Imagine you are entrusted with the responsibility to close a deal with a potential client. Write an email to the client encompassing the following questions and finalize the deal.
 - A) “What final concerns do you have about moving forward with the purchase, and how can we address them?”
 - B) “Would you like to revisit our previous discussions to explore any new opportunities for collaboration?”
