**Business Communication**

**NMIMS Centre for Distance and Online Education (NCDOE)**

**Internal Assignment Applicable for June 2025 Examination**

**Q1. Imagine you are a marketing manager for a new Indian fitness app called "FitIndia." You aim to create a persuasive message to motivate young adults to adopt a healthier lifestyle. How would you craft your message to resonate with this target audience? (10 Marks)**

**Answer:**

**Introduction:**

In today’s fast-paced world, young adults often find themselves caught up in the demands of work, studies, and social life, leaving little room for fitness and health. The rise of digital conveniences, unhealthy food choices, and sedentary lifestyles has made it increasingly difficult to maintain a healthy routine. However, health is not just about looking good; it is about feeling energetic, being mentally sharp, and living a fulfilling life. The FitIndia app is designed to bridge this gap by making fitness engaging, accessible, and personalized for young adults.

**This is partially solved sample answer**

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**Q2A. A multinational company in India with a diverse workforce recognizes the importance of inclusivity and respect in its business communication. The company aims to create a cohesive work environment where employees from all backgrounds feel valued and understood.To achieve this, the management wants to implement a strategy for using bias-free language that considers the regional and linguistic diversity of its employees.**

**Propose a comprehensive strategy for using bias-free language in this multicultural business environment to promote inclusivity and respect. (5 Marks)**

**Answer:**

**Introduction:**

In a multicultural business environment, effective communication is essential for fostering inclusivity and mutual respect. A multinational company in India, with its diverse workforce, must ensure that its communication is free from bias to create a cohesive and positive workplace culture. Bias-free language helps eliminate stereotypes, promotes fairness, and ensures that all employees feel valued and respected. Given India's regional and linguistic diversity, implementing a comprehensive strategy for inclusive communication is crucial. By addressing linguistic sensitivities, cultural differences, and workplace communication norms, the company can enhance collaboration and productivity while reinforcing its commitment to diversity, equity, and inclusion.

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**Q2B. The marketing team at a company is struggling to keep up with the changing landscape of social media. They are using outdated methods and are not effectively engaging with stakeholders. The team is also not using social media to its full potential to inform, persuade, or build relationships. The CEO has called a meeting to discuss how the team can better adapt to the changing landscape of social media. Evaluate the impact of social networks on business communication and how they have transformed interactions with stakeholders? (5 Marks)**

**Answer:**

**Introduction:**

Social media has become a crucial part of business communication, transforming how companies engage with their stakeholders. Traditional marketing methods, such as print advertisements and emails, are no longer sufficient in the fast-paced digital world. Social networks offer businesses a platform to reach a global audience instantly, interact with customers in real-time, and build stronger relationships. Companies that fail to adapt to modern social media trends risk losing their competitive edge. The evolving nature of social media demands that businesses remain flexible, adopt new strategies, and use data-driven insights to enhance communication and engagement with their stakeholders.

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