

In this course, you have learned various principles of business communication. You learned about effective communication, corporate communication, and how to communicate your brand along with problem resolution.

In this session, you will have an assignment that will test your learning. For this, you will be given case study tasks that will test you on the aspects of business communication. (30 marks)

The exercise will involve reading a small study and answering the questions that follow.

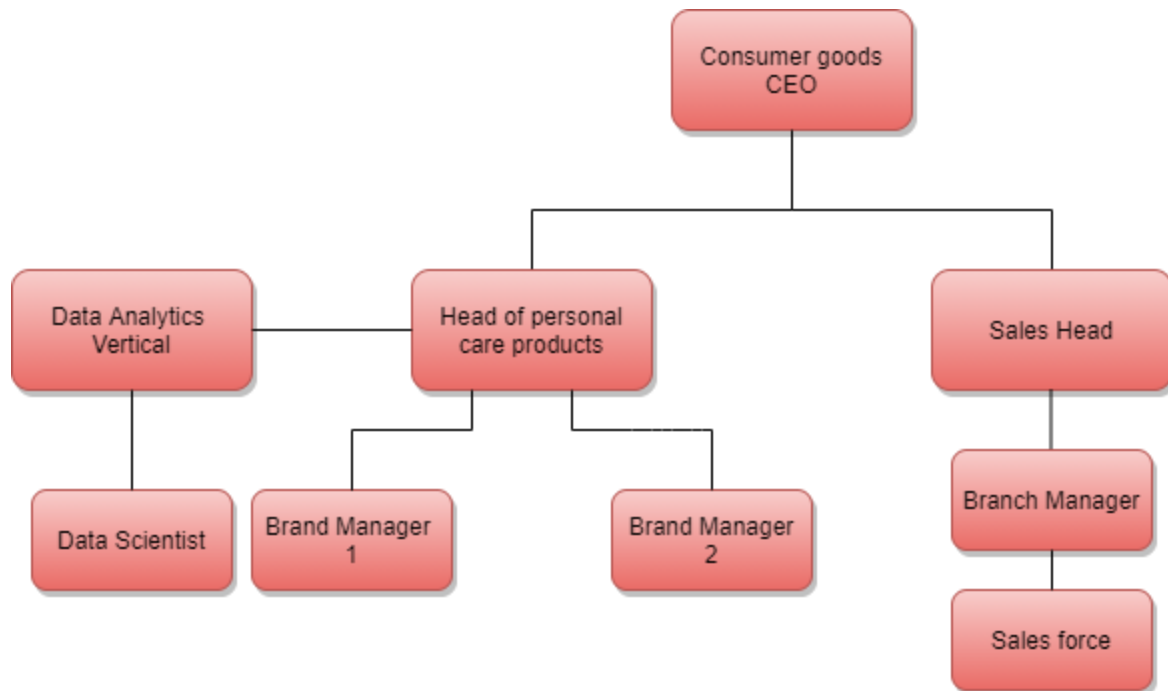
Case Study Clique: Assignment

(You) are a data scientist working with the brand managers and generating insights based on the data collected through the sales reports. You are responsible for setting guidelines for the sales team during the collection of data of the sales.

Rajeev is the brand manager of Clique Shampoos at a leading FMCG firm. He recently launched a promotional campaign using bundling of goods in tandem with Ravi, the brand manager of a newly launched soap brand, Marigold, in the same company. The campaign will run for two months and involve giving a 100 gm bar of Marigold free with the purchase of every 500 ml bottle of Clique Shampoo. The campaign's objective is to increase the sales volume for Clique while inducing consumer trials for Marigold.

The sales reports from the first two weeks of the campaign show inconsistent data collected by the sales force from the retail owners. There were blank entries in the report and the values of the numerical column were written in words, such as 'ten' instead of '10'.

For your reference, the organisational structure is shown below.



Answer the following -

Question 1

Now that you have this information, you need to flag it before it is too late. You need to take action to ensure that this practice does not continue. So far, you are the only one who is aware of this ongoing practice. What should be your first course of action in terms of communication and why?

Question 2

Now, you need to communicate the details of the campaign to Rajeev and Ravi. Draft the message to Rajeev and Ravi. Ensure that your message encompasses all the seven components of effective communication, highlighting the message's specific elements. Also, state what your preferred channel of communication would be in this case?

Question 3

Apart from the data collected from the sales report, to observe customer reactions and obtain more feedback about the campaign, Rajeev visits a couple of retail stores in the area. He realises that the shopkeepers are offering the customers a choice between taking the free soap or paying a slightly lower price, and are then selling the soaps at the maximum retail price (MRP). As a result, the actual number of new trials for Marigold has not been significant.

After Rajeev communicates this issue to Ravi, the latter takes a stand against flagging the issue. This is because it would reflect poorly on him, as he was responsible for visiting these markets. He also points out that, regardless of what the retailers are doing with the soaps, the sales numbers have increased for both the brands, which is an excellent place to be in.

The effective communication from Rajeev, here, is facing certain barriers. What are these barriers and their impact on effective communication?

Question 4

Step into Rajeev's shoes. What would you do to overcome the barriers to communication that you are facing with Ravi? List at least two.

Question 5

After Rajeev calmly tries to get his point of view across to Ravi, they both decide that the next course of action would involve the branch manager addressing the issue to the sales team and informing the group head about the problem and the mitigation strategies that have been created.

Select the appropriate channels of communication for each of the stakeholders.