



**Online PGDM**

**First Year, Trimester III, Dec 2023**

**Course Name : Communication for Managers**

**Max Marks : 70**

**Course Code : 3105**

**Max Time : 2 hrs**

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Kindly submit the following documents for your final assessment.

1. **A Cover Letter:** Write a cover letter detailing why you are the right candidate for your prospective recruiter. **(Marks 20)**
2. **Elevator Pitch Presentation:** Present an elevator pitch about your work, education, experience, and research. Tailor this pitch for recruiters and submit it in PPT format. **(Marks 20)**
3. You are a cluster head of Croma stores in Delhi NCR and have been receiving complaints about the poor services in some of your stores under your supervision. Write an email as part of internal communication that you will send out to your store managers. **(Marks 20)**
4. You are a manager of a startup and meeting potential investors in the coming days. As part of your job, you will be giving them a presentation about your company. Explain the steps that you must consider while making the presentation and delivering it. **(Marks 15)**