



Unit: Communications for Business

Assignment title: Food Retailer

Sample Assignment

Important notes

- Please refer to the *Assignment Presentation Requirements* for advice on how to set out your assignment. These can be found on the NCC Education website. Click on 'Policies & Advice' on the main menu and then click on 'Student Support'.
- You must read the NCC Education documents *What is Academic Misconduct? Guidance for Candidates* and *Avoiding Plagiarism and Collusion: Guidance for Candidates* and ensure that you acknowledge all the sources that you use in your work. These documents are available on the NCC Education website. Click on 'Policies & Advice' on the main menu and then click on 'Student Support'.
- You **must** complete the *Statement and Confirmation of Own Work*. The form is available on the NCC Education website. Click on 'Policies & Advice' on the main menu and then click on 'Student Support'.
- Please make a note of the recommended word count. You could lose marks if you write 10% more or less than this.
- You must submit a paper copy and digital copy. Media containing viruses, or media that cannot be run directly, will result in a fail grade being awarded for this assessment.
- All electronic media will be checked for plagiarism.

Introduction

This assignment requires you to demonstrate the knowledge and skills that you have acquired throughout the Communication for Business module. You must produce a 3,000 word, fully referenced academic report that addresses the tasks below. In order to complete the assignment, you will need to choose an appropriate organisation to research.

Choosing an appropriate organisation

- Step 1: select a food retail organisation that you know well. For example, a well-known bakery that sells their products to the public within your country.
- Step 2: Conduct initial research. The organisation should typically:
 - be a public limited company that publishes an annual report and other quantitative information.
 - have a website that contains direct messages to customers.

Task 1 – 20 Marks

Review your chosen organisation's website and select a piece of text that directly communicates a key message to customers. You must critically analyse its message in terms of clarity, readability and appropriateness. For example, you may refer to:

- The suitability of the content.
- The length of sentences/ paragraphs.
- How sentences are used.
- The inclusion of lengthy or unnecessary words and phrases.
- The use of formatting.
- The appropriateness of the writing style for the intended audience.

NB: You should include a full reference for the website.

Task 2 – 15 Marks

From the available sources e.g. the annual report, industry reports, etc. you should be able to access key quantitative data related to your chosen organisation.

You must present this data in a variety of visual formats and provide an interpretation of it, explaining what implications it has for your chosen organisation.

Task 3 – 15 Marks

Based on your research, prepare the contents of a corporate presentation that your chosen organisation could use when giving an induction to new employees.

In order to do this, you must provide the written content for six PowerPoint slides. You should then discuss how these slides could be effectively delivered.

Task 4 – 15 Marks

Discuss examples of *formal and informal meetings* that might occur within the context of your chosen organisation.

Task 5 – 15 Marks

Based on your chosen organisation, discuss (with an example of a possible project) the likely communication skills required at each of the FIVE (5) stages of team development, as proposed by Tuckman and Jensen (1977).

Task 6 – 20 Marks

Discuss the importance of the *body language* demonstrated by a customer assistant serving in the food retail business. Explain what impacts this might have on the customer service experience.

Guidance

Consult with your tutor if you are uncertain about any aspect of this assignment.

Submission requirements

You must submit a word-processed report.

Your report should answer Tasks 1 to 6. The word count for your report is **THREE THOUSAND (3000) words**.

Candidate checklist

Please use the following checklist to ensure that your work is ready for submission.

Have you read the NCC Education documents *What is Academic Misconduct? Guidance for Candidates* and *Avoiding Plagiarism and Collusion: Guidance for Candidates* and ensured that you have acknowledged all the sources that you have used in your work?

Have you completed the *Statement and Confirmation of Own Work* form and attached it to your assignment? **You must do this.**

Have you ensured that your work has not gone over or under the recommended word count by more than 10%?

Have you ensured that your work does not contain viruses and can be run directly?