

# Business Communication



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**Business Communication SOLVED PAPERS AND GUESS**

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**Publisher: MEHTA SOLUTIONS**

**Edition Description: 2021-22**

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## **ABOUT THE BOOK**

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## **FULLY SOLVED BOOK**

### **Business Communication**

**Unit 1. Communication - Meaning,** Importance & objectives - Principles of communication, forms of communication, Process of communication, Barriers of effective communication, Techniques of effective communication.

**Unit 2. Written Communication :** A) Business Letters-Types, inquiries, Circulars, Quotations, Orders, Acknowledgments, Executions, Complaints , Claims & adjustments, Collection letter, Banking correspondence , Agency correspondence .  
B) Application Letter, Bio-data, Interview Letters, Letter of Reference , Letter of Appointments, Confirmation, Promotion, Retrenchment, Resignations. C) Report writing – Types of reports, Components of formal reports, Business Reports, Reports by individual, Report by committee. Meetings – Notice – Agenda , Resolution & minutes.

### **Unit 3. Oral Communication :**

A) Listening & Speaking, Meeting speeches, & techniques of electing response, probing questions, Recording and closing, Observations, methods. Group discussions & Interviews.

B) Non verbal Expressions: Body Languages, Gestures, Postures, Facial Expressions, Dress Codes .

### **Unit 4. Ethics in Communication and Digital communication**

A) Ethics in managerial Communication- Business communication

B) Digital communication - Application of Electronics media & communications, Telecommunication, Teleconferencing, video conferencing, mobile communication, SMS, Social Media, FAX, E-mail.

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