

# BUSINESS COMMUNICATION



**Brand:** Mehta Solutions

**Product Code:** TU004

**Weight:** 0.00kg

**Price: Rs500**

## Short Description

**TELANGANA UNIVERSITY BUSINESS COMMUNICATION**

## Description

**TELANGANA UNIVERSITY SOLVED PAPERS AND GUESS**

**Product Details: TELANGANA UNIVERSITY BUSINESS COMMUNICATION**

**Format: BOOK**

**Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM**

**Publisher: MEHTA SOLUTIONS**

**Edition Description: 2021-22**

**RATING OF BOOK: EXCELLENT**

## **ABOUT THE BOOK**

### **FROM THE PUBLISHER**

If you find yourself getting fed up and frustrated with other **TELANGANA UNIVERSITY** book solutions now mehta solutions brings top solutions for **TELANGANA UNIVERSITY BUSINESS COMMUNICATION** contains previous year solved papers plus faculty important questions and answers specially for **TELANGANA UNIVERSITY** .questions and answers are specially design specially for **TELANGANA UNIVERSITY** students .

**Please note: All products sold on mbabooksindia.com are brand new and 100% genuine**

- **Case studies solved**
- **New addition fully solved**
- **last 5 years solved papers with current year plus guess**

**PH: 07011511310 , 09899296811 FOR ANY problem**

**FULLY SOLVED BOOK LASY 5 YEARS PAPERS SOLVED PLUS GUESS**

**BUSINESS COMMUNICATION**

### **UNIT- I**

**Introduction: Meaning- Importance - Objectives - Principles of Communication- Forms**

of communication- Communication Process- Barriers of effective communication- Techniques of effective communication.

## **UNIT -II**

Oral Communication & Written Communication- Oral communication- Principles of successful oral communication- Effective oral communication- Effective listening, Non-verbal communication- Body language- Paralanguage- Purpose of writing- Clarity in writing- Principles of effective writing- Writing techniques.

## **UNIT- III**

Business Letters and Case Methods- Introduction to Business Letters- Types of Business Letter Layout of Business Letter-Writing Memos- Purpose- Kinds and Objectives of Reports-Writing Reports-Understanding the Case Method of Learning- Different Types of Cases- Overcoming the Difficulties of the Case Method-Reading a Case Properly (previewing, skimming, reading, scanning)- Case analysis approaches (systems, behavioral, decision, strategy)- Analyzing the Case.

## **UNIT- IV**

Employment & Group Communication-Writing CVs- Group discussions Interview- Types of Interview- Interviewers Preparation-Meetings- Notice- Planning Meetings- Objectives Participants- Timing- Venue of Meetings- Leading Meetings-Minutes of Meeting- Media Management- The Press Release - Press Conference.

## **UNIT -V**

Presentation Skills and Personality Development: Presentation: elements of presentation, designing a presentation- Advanced visual support for business presentation- Types of visual aid Appearance & Posture- Practicing delivery of presentation- Self Exploration- Character building Ethics- morality and values- Vision and goal setting- Time and Stress Management

## **Details**

**1. Books by courier**

**2. Delivery in 5-7 days**

**3. Courier india only**

**4. Rating of product : largest selling**