

# MANAGERIAL COMMUNICATION SKILLS



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## **Short Description**

**MANAGERIAL COMMUNICATION SKILLS SOLVED NOTES EBOOK  
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## **Description**

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CHAPTERWISE**

**Product Details: MANAGERIAL COMMUNICATION SKILLS SOLVED  
NOTES EBOOK CHAPTERWISE**

**Format: EBOOK DOWNLOAD IN FEW HOURS**

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

**Edition Description: 2021-22**

**Pages : 200+**

**RATING OF EBOOK: EXCELLENT DOWNLOAD IN FEW HOURS**

## **1. DOWNLOAD EBOOK WITH NOTES CHAPTER WISE**

### **PREVIEW OF CHAPTERS SYLLABUS**

#### **MANAGERIAL COMMUNICATION SKILLS**

**Objective: to equip the students with the necessary techniques and skills of communication to inform others, inspire them enlist their activity and willing cooperation in the performance of their jobs.**

**Unit – I : Role of Communication in Business – Objective of Communication – The Process of**

**Human Communication – Media of Communication, Written Communication – Oral**

**Communication – Visual Communication, Audio Visual Communication – Silence - Developing**

**Listening Skills – Improving Non-verbal Communication kills – Understanding Cultural Effects of Communication.**

**Unit – II: Managing Organization Communication - formal and Informal Communication- Intra**

**and Personal Communication – Models for Inter Personal Communication – Exchange Theory,**

**Johari Window and Transactional Analysis.**

**Unit-III: Managing Motivation to Influence Interpersonal Communication – Inter-Personal**

**Perception – Role of Emotion in Inter Personal Communication- Communication Styles –**

**Barriers of Communication – Gateways to Effective Interpersonal Communication**

**Unit-IV: Business Writing Skills – Significance of Business Correspondence, Essentials of**

**Effective Business Correspondence, Business Letter and Forms, Oral Presentations – Meetings,**

**Telephone Communication – Use of Technology in Business Communication, E-mail Messages.**

**Unit-V: Report Writing – Meaning and Significance; Structure of Reports; Negative, Persuasive**

**and Special Reporting; Informal Report – Proposals; Formal Reports; Organization of Press Report**

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