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Format: BOOK

Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

Publisher: MEHTA SOLUTIONS

Edition Description: 2021-22

RATING OF BOOK: EXCELLENT

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MANAGERIAL SKILL DEVELOPMENT

Unit – I: Communication? Nature, Need and Significance - Communication Process – Essential Elements.

Unit – II: Media of Communication? Verbal and Non-Verbal – Oral Communication ? Forms, Advantages and Disadvantages – Written Communication? Forms, Advantages and Disadvantages – Non-Verbal Communication? Forms and their Importance.

Unit – III: Channels of Communication? Formal and Informal – Communication Barriers? Overcoming barriers, Guidelines for Effective Communication.

Unit – IV: Listening? Importance, Barriers, Guidelines for Effective Listening – Presentation? Oral and Written, Essential requirements, Basic Skills of Communicating Managers.

Unit – V: Reporting Writing? Procedure and Guidelines – Commercial Letters? Essential elements – Negotiation? Essential elements for Effectiveness.