

Business Communication

Max. Marks:100

External Assessment: 80

Internal Assessment:20

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Course Contents:

Importance and Nature of Business Communication; Effective Communication Skills; Process of Communication; Oral and Non-Verbal Communication; Barriers and Gateways in Communication; Do's and Don't of business writing; commercial letters; Writing business and academic reports; presentations of reports; public speaking, listening and Negotiation; conducting and attending interview and meetings.

Mechanics of Writing: Punctuation, Abbreviation, Numbers, References; Effective Listening; Face to Face Conversation, Telephonic conversation, Interviews.

Organization Communication: components of organization communication, Internal and external communication in organization, Importance of communication management, and communication structure in an organization.

Suggested Readings:

Petett & Lesikar : Businesscommunication.

Petett & Lesikar : Essential of businessCommunication.

Bowman, Joel and Branchaw, Bemadine P : "Business Communication: From processto Product", 1987, Dryden press,Chicago.

Hatch, Richard: "Communication in Business", 1977, Science ResearchAssociates, Chicago.

Murphy, Herta A and peck, Charrles E: "Effective Businesscommunication",2nded,1976, Tata McGraw Hil, NewDelhi.

Pearce, C Glenn etc.: "Business Communication: Principles and Application", 2nded., 1988, john Wiley, NewYork.

Treece, Maira," Successful business communication", 3^dEd, 1987, Allyn andBacon, Boston.