

BUSINESS COMMUNICATION

External Marks: 80

Internal Marks: 20

Time: 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Business communication: meaning; forms of electronic communication; models and processes; theories of communication.

Corporate communication: audience analysis; formal and informal communication network; communication barriers; improving communication; effective presentation skills: individual and group presentation; practices in business communication: group discussion, mock-interview and seminars; report writing: principles and contents.

Self-development and communication: development of positive attitude; SWOT analysis; body language: kinesics, proxemics, para language; Principles of effective listening: oral, written and video session; Interviewing skills: appearing and conducting; writing resume; Writing business letters and emails; Etiquettes in verbal, written and online communication.

Practical: The students should have the knowledge of writing business letters, e-mails, notices, circulars, memos and reports.

REFERENCES

- Balasubramanyam: Business Communications; Vikas Publishing House, Delhi.
- Bovee and Thill: Business Communication Today, Tata McGraw Hill, New Delhi.
- Kaul, Asha: Business Communication; Prentice Hall, New Delhi.
- Kaul: Effective Business Communication: Prentice Hall, New Delhi
- Patri V.R.: Essentials of Communication; Greenspan Publications, New Delhi.
- Randall E. Magors: Business Communication; Harper and Row, New York.
- Robinson, Netrakanti and Shintre: Communicative Competence in Business English; Orient Longman, Hyderabad.
- Ronald E. Dulek and John S. Fielder, Principles of Business Communication; Macmillan Publishing Company, London.
- Senguin J.: Business Communication; The Real World and Your Career, Allied Publishers, New Delhi.
- Webster's Guide to Effective Letter Writing, Harper and Row, New York.
- Pooja Malhotra, Business Communication Skills, Kalyani publishers.