

# BUSINESS COMMUNICATION



**Brand:** Mehta Solutions  
**Product Code:** AJTU006  
**Weight:** 0.00kg

**Price: Rs600**

## **Short Description**

**BUSINESS COMMUNICATION**

## **Description**

**BUSINESS COMMUNICATION SOLVED PAPERS AND GUESS**

**Product Details: UTKAL 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 **DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY** book solutions now mehta solutions brings top solutions for **BUSINESS COMMUNICATION** contains previous year solved papers plus faculty important questions and answers specially for **DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY** .questions and answers are specially design specially for **DR. A.P.J. ABDUL KALAM TECHNICAL 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: Role of communication - defining and classifying communication - purpose of communication - process of communication - characteristics of successful communication - importance of communication in management - communication structure in organization - communication in crisis  
barriers to communication, Case Studies  
**UNITII:**  
Oral communication: What is oral Communication - principles of successful oral communication - what is conversation control - reflection and empathy: two sides of effective oral communication - effective listening - non - verbal communication, Written communication: Purpose of writing - clarity in writing - principles of effective writing - approaching the writing process systematically: The 3X3 writing process for business communication: Pre writing - Writing - Revising - Specific writing features - coherence - electronic writing process.  
**UNITIII:**  
Business letters and reports: Introduction to business letters - writing routine and persuasive letters - positive and negative messages- writing memos - what is a report purpose, kinds and objectives of report writing, Presentation skills: What is a presentation - elements of presentation - designing a presentation. Advanced visual support for business presentation types of visual aid  
**UNITIV:**

Employment communication: Introduction - writing CV's - Group discussions - interview skills Impact of Technological Advancement on Business Communication networks - Intranet - Internet - e mails - SMS - teleconferencing - video conferencing, Case Studies

**UNIT IV :**

Group communication: Meetings - Planning meetings - objectives - participants - timing - venue of meetings - leading meetings, Media management - the press release press conference - media interviews Seminars - workshop - conferences, Business etiquettes, Case Studies