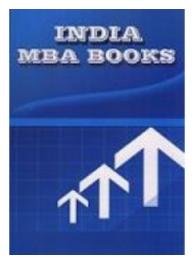
# MANAGERIAL COMMUNICATION



**Brand:** Mehta Solutions **Product Code:** 16MBA16

Weight: 0.00kg

Price: Rs365

Short Description
MANAGERIAL COMMUNICATION SOLVED PAPERS AND GUESS

**Description** 

## MANAGERIAL COMMUNICATION SOLVED PAPERS AND GUESS

Product Details: VTU university MANAGERIAL COMMUNICATION SOLVED

PAPERS AND GUESS

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 VTU university book solutions now mehta solutions brings top solutions for VTU university

MANAGERIAL COMMUNICATION BOOK contains previous year solved papers plus faculty important questions and answers specially for VTU university .questions and answers are specially design specially for VTU 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

## **FULLY SOLVED BOOK**

## MANAGERIAL COMMUNICATION

## Unit 1:

Introduction: Meaning & Definition, Role, Classification – Purpose of communication – Communication Process – Characteristics of successful communication – Importance of communication in management – Communication structure in organization – Communication in conflict resolution - Communication in crisis. Communication and negotiation - Communication in a cross-cultural setting

## Unit 2:

Oral Communication: Meaning – Principles of successful oral communication – Barriers to communication – Conversation control – Reflection and Empathy: two sides of effective oral communication.19 Modes of Oral Communication - Listening as a Communication Skill, Non-verbal communication

## Unit 3:

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.

## Unit 4:

Business Letters and Reports: Introduction to business letters – Types of Business Letters - Writing routine and persuasive letters – Positive and Negative messages Writing Reports: Purpose, Kinds and Objectives of reports – Organization & Preparing reports, short and long reports Writing Proposals: Structure & preparation - Writing memos Media Management: The press release – Press conference – Media interviews

Group Communication: Meetings – Planning meetings – objectives – participants – timing – venue of meetings.

Meeting Documentation: Notice, Agenda, and Resolution & Minutes

## Unit 5:

Presentation skills: What is a presentation – Elements of presentation – Designing & Delivering Business Presentations – Advanced Visual Support for managers.

Case Methods of learning: Understanding the case method of learning. Negotiation skills: What is negotiation – Nature and need for negotiation – Factors affecting negotiation – Stages of negotiation process – Negotiation strategies.
Unit 6:

Employment communication: Introduction – Composing Application Messages - Writing CVs – Group discussions – Interview skills20 Impact of Technological Advancement on Business Communication – Technology-enabled Communication-Communication networks– Intranet–Internet–E-mails–SMS– teleconferencing – videoconferencing

## **Details**

- 1. Books by courier
- 2. Delivery in 5-7 days
- 3. Courier india only
- 4. Rating of product : largest selling