

# 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.<sup>19</sup> 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 skills<sup>20</sup>

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**