INTERNAL ASSIGNMENT SET-I

SESSION FEB/MAR 2021

PROGRAMME MASTER OF BUSINESS ADMINISTRATION (MBA)

SEMESTER I

COURSE CODE & NAME DMBA 102 BUSINESS COMMUNICATION

CREDITS 4

NUMBER OF ASSIGNMENTS,

CREDITS & MARKS 02

4 Credits, 30 Marks each

**Question 1 Discuss the Communication Process and elaborate various barriers to Communication**

**Answer-** Communication in simple terms is a transfer of information between people, resulting in common understanding between them.

Irrespective of the setting in which communication takes place or the number of people that are involved, all communication consists of certain key elements. The communication model shown in

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**Question 2 What is Non-verbal Communication? Explain the classification of Non-verbal Communication**

**Answer- Non-verbal communication –**This type of communication may be defined as communication without words. It refers to any way of conveying meanings without the use of verbal language. The game of ’dumb charades’ is a perfect example. Non-verbal communication is generally

**Question 3 Discuss the general principles of writing and methodology involved in it.**

**Answer-** Written messages must be made as readable as possible. We need to make them uncomplicated and easy so that even an average person can understand their meaning. Readability in turn is largely determined by the length of words, sentences and paragraphs. A common mistake made by writers, especially Indian writers, is to try to impress the reader by using flowery language and an