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**Directorate of Online Education**

**INTERNAL ASSIGNMENT SET-II**

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| **SESSION** | **FEB/MAR 2021** |
| **PROGRAMME** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **I** |
| **COURSE CODE & NAME** | **DMBA102 - BUSINESS COMMUNICATION** |
| **CREDITS** | **4** |
| **NUMBER OF ASSIGNMENTS,****CREDITS & MARKS** | **02****4 Credits, 30 Marks each** |

**Question 1. Discuss various types of Meetings and guidelines to be followed for the conduction of meetings.**

**Answer1.** According to Deborah Tannen, “A meeting is any focused conversation that has a specific agenda, especially but not only if it has been set up in advance.”1 This definition implies that meetings are not aimless discussions, but they require careful planning and revolve around a

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**Question 2. Explain the salient features of Memo, Circular, and Notices that are used in an organizational workplace.**

**Answer2.** A memo is a letter from one person to another or others within an organization. It can be sent on a document or by electronic mail. It often reports briefly on an action, raises a question, or asks for agreement to follow a course of action.

The business memorandum, or memo, is used mainly as a formal, substantial means of

**Question 3. Explain the effectiveness of Communication in the organizations through advertisement.**

**Answer3.** Advertisements in the mass media such as magazines, newspapers, and television are used by organizations to communicate with prospective customers, both about the organization, as well as its products. As depicted in the figure, advertising may therefore be categorized into two broad