**Jan/feb 2022**

**ASSIGNMENT**

**DMBA102 – BUSINESS COMMUNICATION**

**1. Define grapevine. “Informal communication network is not just for idle rumors and may be useful in many ways.” Justify.**

**Ans. Grapevine** is an informal communication network, which ignores formal channels of communication and spreads rumors and gossips at all levels of the business organization. Although every business-organization has its formal channels of communication, the informal channel of communication called **grapevine**also operates in it. It can be easily found that a large portion of the communication in almost every business house is not formal or pre-planned. The employees communicate through informal channels as they do their jobs. It is neither pre-planned nor deliberately motivated by the management. It is neither written nor documented or recorded. Therefore, it refers to any communication that takes place outside the prescribed and pre-planned channels of

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**2. Explain the different delivery styles that speakers can select for their presentation.**

**Ans:** The four most common delivery styles for public speaking include speaking from memory, speaking impromptu, speaking from a manuscript, and extemporaneous speaking. Before writing became a common practice, orators would memorize their speeches, sometimes for months, before presenting to an audience.

**Memorized**speaking requires delivery from memory still has its place in contemporary society, but the occasions for this type of speaking is usually reserved for introducing important persons, special events such as

**3. Explain a circular and notice using an example for each.**

**Ans:** Like memos, circulars and notices are also written forms of communication within the organisation. The basic difference between a circular and notice is that circulars are announcements that are distributed to small or selective groups of people within the organisation, whereas notices are meant for a larger group of people. Another way to differentiate a circular and notice is that circular are circulated to respective individuals, whereas notices are put up on notice boards. For example, if a manager wants to call a meeting of heads of departments, he will pass around a circular only to the heads,

**4. What are some of the consequences of spelling and punctuation errors, redundancies, clichés, and misuse of words? How does general writing differ from business writing?**

**Ans:** Errors in grammar, spelling, punctuation and typing can affect the business communication significantly. Any inconsistency in writing the message might lead to misunderstanding or miscommunication. Therefore, in business communication, clarity and concreteness of the message is very vital. You might lose your customer if you fail to communicate the information correctly and completely. At the same time, you must remember that general writing is very different from business writing in terms of tone, language and degree of formality of the communication.

In this stage, you

**5. Explain the techniques that you can follow to write a report in a convincing manner, so that the reader accepts them as valid and reliable.**

**Ans:** Reports must also be written in a convincing manner, so that the reader accepts them as valid and reliable. Some suggested techniques to achieve them are:

**State the facts in an objective manner –** Avoid using superlatives and emotional terms that introduce bias in the

**6. What is a cover letter? Explain its components.**

**Ans:** A job application letter is also known as a ’cover’ letter, is a letter sent along with the resume to emphasise or highlight the major points mentioned in the resume. A letter of application usually provides employer the detailed information on why you are qualified for the job that you are applying for. The job application letter is prepared after you prepare the resume. A resume by itself is incomplete, unless it is accompanied by a cover letter. The cover letter, like the resume, must be well written and presented, as it creates a first impression and can get you an interview. Cover letters must be written similar to sales letters, using all the techniques of persuasion. You have to sell yourself to a prospective employer, in the same way that you sell a product to a prospective customer. Cover letters can also be used to personalise your qualifications for a