**DBB 1201– BUSINESS COMMUNICATION**

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**Q.No Assignment Set – 1**

**1.   Discuss the importance of effective business communication at workplace. What is the role of the formal and informal channels of communication in building up a good communication network.**

**Ans: Importance of effective business communication:-** Effective communication occurs when a message is sent and received accurately. Just because you believe you are communicating ideas and information properly in your organization, does not necessarily mean it is effective

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**2.   Premature evaluations and hurried conclusion distort listening. Discuss in detail and write the solution for the same.**

**Ans:** Sometimes the receiver of information tries to dig out meaning without much thinking at the time of receiving or even before receiving information, which can be wrong. This type of evaluation is a hindrance in the exchange of information and the enthusiasm of the sender gets

**Premature Evaluation:**

Rogers and

**3.   How does general writing differ from business writing, in terms of language, style and tone**

Having dealt with writing in general, we will now discuss the specifics of business writing. As pointed out earlier, the language, style and tone of business writing is very different from general writing. Therefore, we will examine these aspects in detail.

**Tone**

We discussed tone of voice

**Assignment Set – 2**

**4.   Illustrate the five steps of SQ3R techniques of reading.**

**Ans:** SQ3R technique of reading was developed by Robinson in his book "Effective Study" (1970). SQ3R stands for the initial letters of the five steps shown in

**5.   Explain the principles of writing a business letter. Write a note on types of business letter.**

**Ans: The principles that govern writing business letters are:**

**Consideration and courtesy –** It is very important to retain the goodwill of customers and other external public. A discourteous, rude letter can make you lose business. Therefore, the business letter should be extremely polite at

**6.   Highlight the specific objectives of corporate advertising. Explain the different types of corporate advertising.**

**Ans: To create positive attitude towards the organisation –** Sometimes, consumers may have negative perceptions towards an organisation, based on the belief that the organisation is not a responsible corporate citizen. For example, public may believe that the organisation is responsible for environmental