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| **SESSION** | **JUL-AUG 2022** |
| **PROGRAM** | **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** |
| **SEMESTER** | **II** |
| **course CODE & NAME** | **DBB1201– BUSINESS COMMUNICATION** |

**Assignment Set – 1**

**1.   Define Communication. Mention any four barriers to communication and substantiate your answer with one example for each.**

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

Communication has been defined differently by different writers and behavioural theorists.

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**2.   Differentiate between listening and hearing. Explain the different types of listening.**

**Ans:**

| **BASIS FOR COMPARISON** | **HEARING** | **LISTENING** |
| --- | --- | --- |
| **Meaning** | Hearing refers to one's ability to perceive sounds, by receiving vibrations through ears. | Listening is something done consciously, that involve the analysis and understanding of the sounds you hear. |
| **What is it?** | An ability | A skill |

**3.   Comment on Reading as a skill. Discuss the various types of Reading.**

**Ans:  Reading as a skill**

Similar to listening, reading for many of us, is a ’passive’ process, where we sit down, relax and run our eyes through the words on the page. However, meaningful reading or reading with understanding is considered as an ’active’ process. Readers can understand a text only when they actively use

**Assignment Set – 2**

**4.   What is a Resume? Explain the different components of a Resume.**

**Ans:** A resume is a document that summarises your background, educational qualifications, experience and interests. It may be sent not only to current employers, but also to potential employers, who may hire you for a job that has not been announced. From a prospective employer’s point of view, it serves as a screening device, helping to select the most worthy candidates

**5.   Highlight the specific objectives of corporate advertising. Discuss the different types of corporate advertising.**

**Ans:** In this unit, we will study the use of press release as a tool for business communication. We will also study significance of corporate and product advertisements in business communication.

**Objectives:**

After studying this unit, you should be able to:

 define press release

 list the elements of a press release

 identify the types

**6.   Elucidate the term ‘Meeting’ in terms of business context. Discuss the different categories of business meetings.**

**Ans:** Communication skills such as reading, writing and listening play a key role in business meetings. Irrespective of the size of the organisation or the job designation, business meetings are a part and parcel of the everyday work routine. It is important to understand how to plan, conduct and participate in meetings, so that they produce good results. In this unit, we will examine