**SESSION DEC 2022**

**PROGRAM BACHELOR OF COMMERCE (B COM)**

**SEMESTER III**

**COURSE CODE &amp; NAME BUSINESS COMMUNICATION &amp; DCM2101**

**CREDITS 4**

**Set – 1**

**1. Explain the different types of verbal and non-verbal communication.**

**Ans:** **Verbal communication is of 2 types:**

**Oral and Written.** Intrapersonal communication, Interpersonal communication, Small group communication, Public communication and Mass communication are also types of communication.

**1. Intrapersonal Communication** This is your private verbal communication channel. You talk to yourself (self-talk) and articulate your thoughts. Communicating with yourself will give you more confidence and clarity in your thoughts. It’ll help you make up your mind, form your sentences, find

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**2. Explain the principles of letter writing.**

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

**• Consideration and courtesy –** It are 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 all times and mindful of the “P” s and “Q” s, i.e., the words “please, thank you and sorry.” Even if you happen to get a rude letter from a customer, you must respond

**3. Briefly explain the barriers of effective listening.**

**Ans:** **Let us now briefly discuss these barriers.**

**Physiological barriers**

This was discussed earlier under the barriers to communication. Some people may have genuine hearing problems or deficiencies that prevent them from listening properly. Once detected, they can generally be treated. Other people may have difficulty in processing information or memory-related problems which make them poor listeners. Another physiological barrier is rapid thought.

**Physical barriers** These refer to distractions in the environment such as the sound of an air conditioner, cigarette

**Set – 2**

**1. 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 research or that suggest that you are passing judgment. For example, avoid saying “There was an ‘incredible’ increase in sales, compared to last year.” Instead, simply state the amount or pe

**2. What are the various visual aids that speakers can use in their presentation?**

**Ans:** **A speaker has a wide variety of visual aids to choose from. Some of the commonly used types of visual aids are:**

**• Product demonstrations –** Since “seeing believes”, a sales presentation can be more effective and convince a prospective customer to try a product, if the product is shown in actual use.

**• Photographs –** Photographs are true to life and are an effective way of illustrating products. They are highly credible

**3. Explain in brief the different types of readings?**

**Ans:**