**ASSIGNMENT**

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| **SESSION** | **Aprl 2023** |
| **PROGRAM** | **BACHELOR of COMMERCE (B COM)** |
| **SEMESTER** | **III** |
| **course CODE & NAME** | **bUSINESS cOMMUNICATION& DCM2101** |
| **CREDITS** | **4** |
| **nUMBER OF ASSIGNMENTS & Marks** | **02****30 Marks each** |

**Set – 1**

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

**Ans 1.**

Informal communication networks, often referred to as the "grapevine," have been traditionally associated with rumors, gossip, and misinformation. However, this perception can be misleading as it underestimates the potential of these networks to contribute to the organizational communication system positively. While it's true that informal communication can at times proliferate rumors, its advantages are manifold, ranging from fostering

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

**Ans 2.**

**Communication may be divided into two types, they are:**

• Verbal communication

• Non-verbal communication

Let us briefly discuss these two types of communication.

**• Verbal communication**- This type of communication occurs with the help of words. It

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

**Ans 3.**

**Principles of writing business letters**

Business letters are used primarily to communicate with external stakeholders such as consumers, intermediaries, government and bankers. The principles of business letter writing are somewhat different from the principles of writing general letters. Business letters are

**Set – 2**

**1. What are the different components of a resume? Explain.**

**Ans 1.**

**Components of Resumes**

Irrespective of the type of resume, all resumes must have the same basic information or standard components. Figure depicts the various components of a resume.



**Resume Components**

**• Basic data–** This includes the name, address, telephone number, and email id. The information provided must allow a prospective employer to reach you easily. If you are still

**2. 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 2.**

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,

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

**Ans 3.**

**Using visual aids to support presentations**

The use of visual aids enhances the effectiveness of a presentation and involves the audience more than a pure oral presentation. As the saying goes, “A picture is worth a thousand words”. Several studies have indicated that presentations made with visual support have been