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| **SESSION** | **NOV 2023** |
| **PROGRAM** | **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** |
| **SEMESTER** | **II** |
| **COURSE CODE & NAME** | **DBB1201– BUSINESS COMMUNICATION** |
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**Assignment Set – 1**

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

**Ans 1.**

Effective business communication is a cornerstone of successful workplace operations. Its importance can be analyzed from various perspectives:

**Enhancement of Team Efficiency:** Clear and effective communication within a team ensures that everyone understands their roles and responsibilities, leading to increased efficiency and productivity. When team members are well-informed and understand what is expected of them, it minimizes Its Half solved only

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**2. Explain the importance of listening to customers and employees in a business context.**

**Ans 2.**

Listening to customers and employees is a fundamental aspect of any successful business strategy. This practice not only fosters a positive company culture but also leads to improved products, services, and work environments. Here's a detailed discussion on the importance of listening in a business context:

**Enhancing Customer Satisfaction and Loyalty**

**Understanding**

**3. Describe the different steps in making oral presentations.**

**Ans 3.**

Creating an effective oral presentation involves several key steps that ensure the message is delivered clearly and engagingly. Here's a detailed breakdown of these steps:

**1. Understanding the Audience and Purpose**

The first step is to gain a thorough understanding of the audience and the purpose of the presentation. Who are the

**Assignment Set – 2**

**4. Define ‘meeting’. Enumerate the various responsibilities of a chairperson that he/she must manage efficiently, while he/she conducts a meeting.**

**Ans 4.**

**Meeting**

A meeting is a gathering of individuals, typically involving members of an organization or group, where they come together to discuss issues, make decisions, or exchange information. The purpose of a meeting can vary greatly, from problem-solving and brainstorming to planning and decision-making. It can take various forms, such as face-to-face gatherings, teleconferences, or virtual meetings

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

**Ans 5.**

Writing effective business letters is an essential skill in professional communication. These letters serve various purposes, from making requests to delivering information, and their style and format can significantly impact their effectiveness. Here, we will discuss the principles of writing a business letter,

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**6. What is a Group Discussion. Explain the types of GDs Based on the topics.**

**Ans 6.**

**Group Discussion**

A Group Discussion (GD) is a popular method used in various settings like academic institutions, recruitment processes, and business meetings, to gauge a person's ability to communicate effectively within a group. It involves a group of individuals discussing a topic or a series of topics, providing an excellent platform for participants to demonstrate their analytical thinking, leadership