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| **SESSION** | **Sep 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**

**Questions**

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

**Ans:** Informal communication networks, often referred to as the "grapevine" or "rumour mill," exist alongside formal communication channels within an organization. While informal communication is not structured or officially sanctioned, it serves several important purposes and can be valuable in various ways.

**Here are some justifications for the usefulness of informal communication networks:**

**Quick Dissemination of Information:** Informal networks spread information rapidly. In situations where formal

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

**Ans:**Effective letter writing involves following certain principles to ensure clarity, coherence, and professionalism in communication. Whether you are writing a formal business letter, a personal letter, or any other type of letter, the following principles can guide you:

**Clarity:** Clearly state the purpose of your letter in the opening lines. Use straightforward language and avoid unnecessary jargon or complex sentences. Ensure that the reader easily understands the message you are conveying.

**Conciseness**

**3**. **Describe a situation you experienced where communication was a failure. Analyze the problem by identifying the element of the communication process that contributed to the failure. For example, wrong sender, wrong channel, etc.**

**Ans:**One situation I experienced where communication was a failure involved a project team working on a tight deadline to deliver a client presentation. I was part of the team, and the failure occurred during the coordination of tasks and the sharing of project updates.

**Situation:** The project

**Set – 2**

**Questions**

**4. When you write a memo what language and writing style you will follow, explain.**

**Ans:**Writing a memo (short for memorandum) involves a specific style and language to effectively convey information within an organization. Memos are typically used for internal communication and are designed to be concise, clear, and to the point.

**Here are key**

**5.When you write a memo what language and writing style you will follow, explain.**

**Ans:**When writing a memo, it's important to follow a specific language and writing style to ensure effective communication within the organization.

**Here are some key considerations:**

**Clarity:** Use clear and straightforward language. Avoid unnecessary complexity and jargon. Clearly state the purpose and main points of the memo**.**

**Conciseness:** Keep the

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

**Ans:**