

S.S. JAIN SUBODH P.G. COLLEGE, JAIPUR

Skill Enhancement Course (SEC) — U.G. I Sem

Business Communication Skills

Attempt one question from each unit:

Unit – I:

1. Explain the process of communication with the help of a diagram. Discuss the various barriers that hinder effective communication and suggest suitable measures to overcome them.
2. Discuss the meaning, functions and importance of business communication in the modern corporate world. Explain the different channels and types of communication used within an organisation.

Unit – II

3. What do you understand by Business Correspondence? Explain the essentials of a good business letter and draft a letter inviting tenders for the supply of office furniture.
4. Discuss the importance of Notices, Circulars and Memos in organisational communication. Draft a circular informing all employees about a change in office timings.

Unit – III

5. Discuss the importance of effective telephonic communication in business. Explain the etiquette to be followed while making and attending a business call.
6. What is a Group Discussion? Explain its importance in the selection process and discuss the skills required to perform well in a Group Discussion and a Job Interview.

Unit – IV:

7. Explain the essential elements of an effective business email. Discuss the do's and don'ts of email etiquette to be followed in a professional setting.
8. Discuss the role of virtual business meetings and social media in modern business communication. Explain the importance of Internet etiquette and the correct use of emoticons in professional communication.