

B. Com - I

## BUSINESS COMMUNICATION

**Note :** The Examiner shall set nine questions in all covering the whole syllabus. Question No. 1 will be compulsory covering all the units and shall carry 6 small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All the questions shall carry equal marks.

**Introduction :** Basic Forms of Communication; Seven C's of effective communication, barriers to communication, ethical context of communication.

**Business Communication of Workplace :** Letter writing-component, layout and process, E-mail communication, bad news messages, persuasive written communication memos, notice agenda and minutes of meeting.

**Report Writing :** Types of business reports, structure of reports, short reports, long reports, abstracts and summaries, proposals.

**Communication Skills :** Reading skills, listening skills, note making persuasive speaking. Body language, Gestures.