



UG- SKILL DEVELOPMENT COURSE  
**BUSINESS COMMUNICATION**  
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Group 'A'	Course Title	Hrs/ Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
II	Skill Development Course		Business Communication	30	2	2	50 Marks

**Learning Outcomes:**

After successful completion of this course, students will be able to;

- Understand the types of business communication and correspondence
- Comprehend the processes like receiving, filing and replying
- Acquire knowledge in preparing good business communications
- Acquaint with organizational communication requirements and presentations.

**UNIT I:**

**(06hrs)**

Introduction and Importance of communication an overview - meaning and process of communication - organizational communication and its barriers.

**UNIT II:**

**(10hrs)**

Types of Business Communications –Categories, methods and formats - Business vocabulary - Business idioms and collocations – Organisational Hierarchy - Various levels of communication in an organization – Top-down, Bottom-up and Horizontal-Business reports, presentations– Online communications.

**UNIT III:**

**(10hrs)**

Receiving business communications -Filing and processing -Sending replies. Routine cycle of communications – Writing Communications - Characteristics of a good business communication - Preparation of business meeting agenda – agenda notes - minutes –circulation of minutes – Presentations of communication using various methods.

**Recommended Co-curricular Activities**

**(04hrs):**

1. Collection of various model business letters
2. Invited lecture/field level training by a local expert
3. Reading of various business reports and minutes and its analysis
4. Presentations of reports, charts etc.
5. Assignments, Group discussion, field visit etc.

**Reference books:**

1. Chaturvedi. P.D.Chaturvedi.M - Business Communication concepts, Cases and applications - Pearsons Education.
2. Kaul Asha - Effective Business Communication - PHI Learning pvt Ltd .
3. www.swayam.gov.in
4. Websites on business communication



**MODEL QUESTION PAPER**

SKILL DEVELOPMENT COURSE  
Semester: II-(Group A)  
BUSINESS COMMUNICATION

Time:2Hrs.

Max Marks: 50

**SECTION-A**

Answer any **FOUR** questions. Each question carries 5 marks.

4 x 5 = 20Marks

1. What is the meaning and process of communication?
2. Explain the types of Business communication
3. Write a brief note on organizational Hierarchy.
4. Write about online communications
5. Make a brief note on business idioms and collocations.
6. Write about 'Preparation of business meeting agenda'
7. Write a brief note on 'agenda notes'
8. Write about circulation of minutes.

**SECTION – B**

Answer **all** the questions. Each question carries 10 marks.

3 x 10=30Marks

9. Explain organizational communication and its barriers.

OR

10. Give an overview regarding the importance of communication in your own words.
11. What are the categories, methods and formats in Business communication

OR

12. Explain various levels of communication in an organization.
13. What are the characteristics of a good business communication

OR

14. Write about presentations of communication using various method

## BUSINESS COMMUNICATION





## 5.1.2

### Language & Communication Skills



**Sri Sunil Gavaskar, Pragya Institute of Spoken English, Rajahmundry giving guest lecture to enhance English language & Communication skills**



**Sri N. Srinivas delivering talk on significance of communication and methods to improve skills**



**Sri V. Subba Rao, Lecturer in English & Sri Sk. Madina, lecturer in Commerce conducting Mock Interviews as part of enhancing communication skills**



**Sri V. Subba Rao, Lecturer in English & Sri Sk. Madina, lecturer in Commerce conducting Mock Interviews as part of enhancing communication skills**