



AN ISO 9001:2000 CERTIFIED

FAIRFIELD
Institute of Management & Technology
Under the Management of 'The Fairfield Foundation'

B.COM- 1stSemester

Business Communication

Code: 107

OBJECTIVE: The objective of this paper is to identify the foundation terms and concepts that are commonly used in business communication. It also identifies the essential elements for effective business communication. This course will give complete relations between personality development and communication skills.

QUESTIONS:

- 1) Define communication? Explain its nature and importance?
- 2) Define report writing?
- 3) Discuss about Job Application?
- 4) Elaborate Business Negotiations?
- 5) Explain types of interviews?

PROCEDURE:

For completing the assignment students should refer to the books mentioned in syllabus and they can take help from internet. The assignment should be handwritten and properly filled. Students should make assignment in the following manner:

1. Cover page
2. Objectives
3. Index
4. Content
5. Conclusion
6. References
7. Softcopy AND Hardcopy
8. Give proper headings and subheadings
9. Explain every topic in points and using diagrams.
10. Put Examples

OUTCOME:

After doing this assignment, students will come to understand the the essential elements for effective business communication.

REFERENCE BOOKS:

1. kk sinha
- 2.Himalayapublication