



# FAIRFIELD Institute of Management & Technology

(Affiliated to GGSIP University, New Delhi)

तेजस्वि नावधीतमस्तु  
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NAAC ACCREDITED

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Grade Institute by DHE, Govt. of NCT Delhi, Affiliated to GGSIP University Delhi  
and Approved by Bar Council of India & NCTE

BBA- II SEMESTER

BUSINESS COMMUNICATION

PAPER CODE: 110

## 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 for Assignment:

1. Write Short Notes on any **THREE** of the following:
  - a. 7 Cs of communication.
  - b. Ethical and legal issues in business communication.
  - c. Layout of office memorandums.
  - d. Process of communication.
2. What do you understand by Barrier to communication, explain all the types of barrier along with its reason and also state the ways to overcome those barriers?
3. Write a business Sales letter promoting the newly build 2/3/4 luxurious bedroom apartment from The Gaur's, Noida. Complete all the details as per your requirement.
4. Define Presentation, its purpose and why audience, locale and content play an important role in any kind of presentation?
5. Define Communication and also state its significance.

## Procedure:

For completing the assignment students should refer to the books mentioned in references and they can also take help from internet. The assignment should be handwritten and properly filled. The students should cover all these headings in their assignment.

- Index
- Introduction
- Objective of the assignment
- Assignment Questions with Answers
- Conclusion
- References

## Outcome:

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

## Reference Books:

1. Effective Communication.
2. Business Communication