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| **SESSION** | **MARCH 2025** |
| **PROGRAM** | **BACHELOR OF COMMERCE (B.COM)** |
| **SEMESTER** | **III** |
| **COURSE CODE & NAME** | **DCM2101 BUSINESS COMMUNICATION** |
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**Set – 1**

**Q1. Why is effective communication considered the foundation of a successful workplace? 10**

**Ans 1.**

**Introduction to Workplace Communication**

Effective communication refers to the clear, concise, and purposeful exchange of information between individuals or groups within an organization. It forms the basis for all professional interactions and is vital for building trust, understanding, collaboration, and organizational growth.

**Facilitates Clarity and Reduces Misunderstanding**

it ensures that messages are accurately conveyed and interpreted, minimizing errors and confusion. In the absence of clear communication, tasks may be misinterpreted, leading to

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**Q2. Briefly explain the main types of communication and how are they classified? 5+5**

**Ans 2.**

**Types of Communication**

Communication in a business environment takes various forms, depending on the mode, direction, and purpose of the interaction. The four main types of communication are verbal, non-verbal, written, and visual.

**Verbal Communication** it involves the use of spoken words and is the most direct form of communication. It includes face-to-face conversations, meetings, telephone calls, and video

**Q3. Elaborate Internal business communication. Why is it essential for success in a professional environment? 5+5**

**Ans 3.**

**Internal Business Communication**

Internal business communication refers to the exchange of information, ideas, and messages within an organization. It includes all formal and informal communication that takes place between employees, teams, departments, and management. The goal is to ensure alignment, cooperation, and transparency across all levels of the organization.

Internal communication can occur through various channels such as emails, memos, internal

**Set – 2**

**Q4. Describe the process involved in planning and conducting an effective meeting.**

**Ans 4.**

**Introduction to Meeting Planning**

Meetings are an essential part of business communication, used for discussing ideas, solving problems, reviewing progress, or making decisions. However, without proper planning and execution, meetings can become time-consuming and unproductive. A structured process ensures that meetings are goal-oriented and efficient.

**Step 1: Define the Purpose and Objectives**

it is important to clearly define why the meeting is being held and what it aims to achieve.

**Q5. What are the key elements of an effective oral business presentation? 10**

**Ans 5.**

**Introduction to Oral Business Presentations**

An oral business presentation is a formal way of communicating ideas, strategies, or data to an audience, usually in professional settings such as meetings, conferences, or client pitches. An effective presentation must not only convey information clearly but also engage and persuade the audience.

**Clarity of Purpose**

it is essential to define the objective of the presentation before preparing it. Whether it is to

**Q6. What are the different types of reading and how do they serve different purposes? 5+5**

**Ans 6.**

**Types of Reading**

Reading is a core component of communication that serves multiple purposes—academic, professional, and personal. The main types of reading are skimming, scanning, intensive reading, extensive reading, and critical reading.

**Skimming**  
It involves reading quickly to get a general overview of the content. This is useful when