



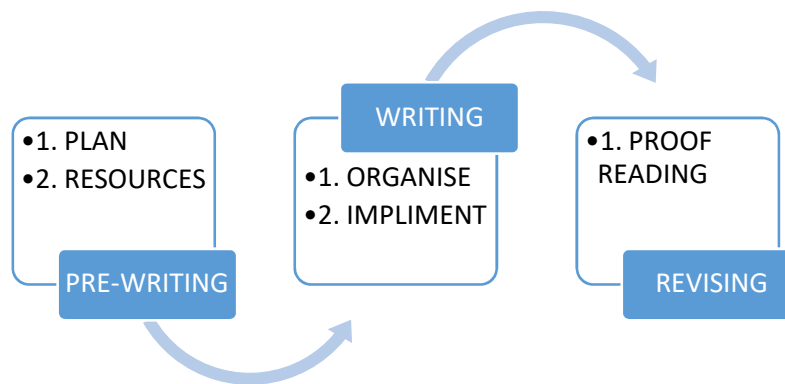
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## CORE CONCEPT OF BUSINESS MANAGEMENT & COMMUNICATION

**QUESTION 1:- Explain the 3x3 writing process for Business Communication?**

**ANSWER:** - 3x3 writing process is the tools where the sender can clearly write up the clear message, without any spelling mistake or grammatical mistake. It is basically help to rectify the errors before sending the message to the receiver. The 3x3 writing process are as follows:-



**PRE WRITING is the first step** where the sender can make the plan to write the contents, it is the planning stage where the senders raise the resources to write the contents in particular messages.

**WRITING is the second step** where the sender can organize all the contents according to the plan. It is the implementing step where the writer can write the particular message.

**REVISING is the final step** where the writer can evaluate or judge the written contents that are right or wrong and it is also help to rectify the errors before sending the message to the receiver.

**QUESTION 2:- Explain the Non Verbal Communication?**

**ANSWER:** - Non Verbal Communication is the communication where the message is convey without oral and written medium. It is the medium which is convey through Body Language, Para Language, Symbol and Sign etc.

**Body Language** means convey the information through Body Posture, Gesture etc.

**Para Language** means convey the information through voice tone, pitch.

**Symbol and Sign** means convey the information through some indication mean without spoken word.

**Non Verbal communication** basically uses at the time of express the information without spoken word.



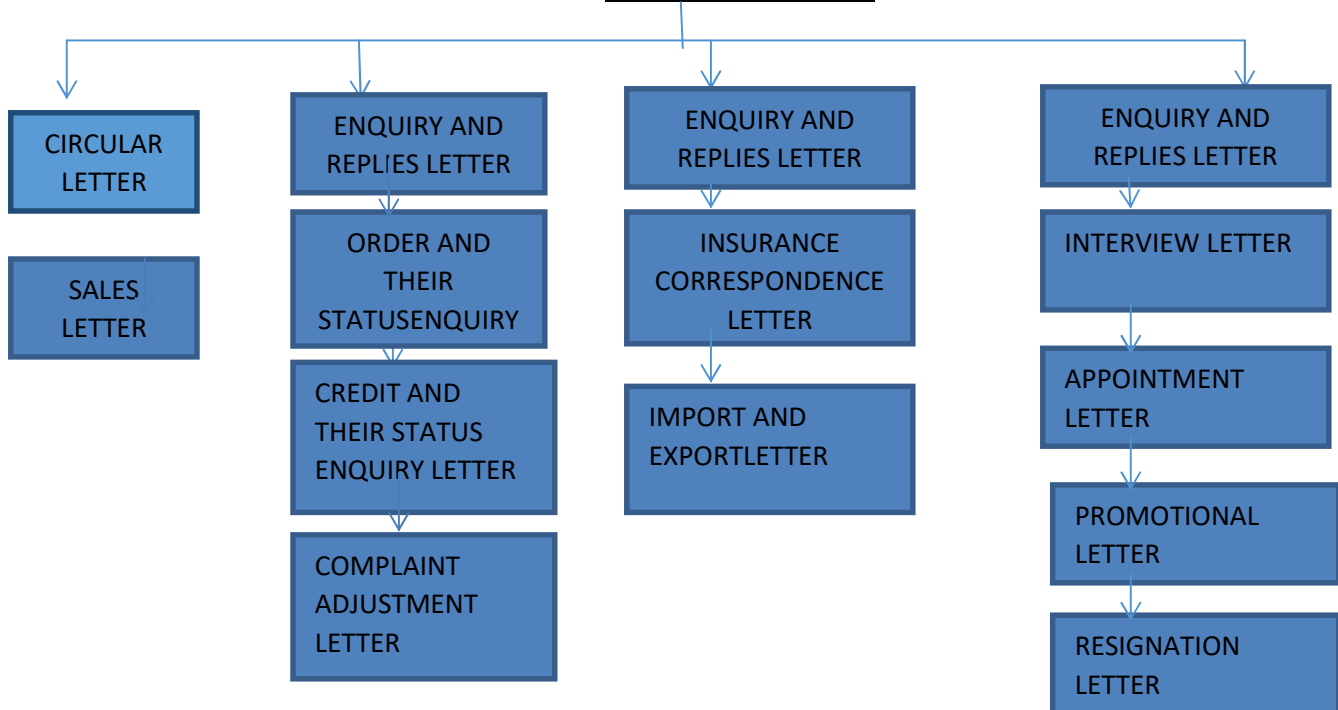
QUESTION 3:- Define the Business Letters and type of Business Letters?

ANSWER:- Business Letter means to maintain the contact with external world including with other Business man, customer, government department and also for the purpose like office order, circular memorandum etc.. Letter writing must be less important for a small Business establishment but it has its own important.

There are two mean of communication like telephone, telegraph, fax etc. but they can make only a temporary impression on the receiver mind. The message communication through these medium is less likely to be kept in the memory for a long time in comparison of Business Letter.

- Business letter serve as a record.
- Used as a legal document.
- Build as goodwill.
- It creates more durable impression on Receiver mind.

**TYPES OF LETTER**



QUESTION 4:- What is a report, purpose, kinds and objectives of Report Writing?

ANSWER: - Report is form of systematic presentation of information relating to an event, progress of action or some Business Activity. It is a written statement of result, event, quality, condition, progress or interpretation of record. A report is basic management tool used in decision making; report carries information from someone who has a some to need it.