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**B.Com. 1**  
**CORE CONCEPT OF**  
**BUSINESS MANAGEMENT & COMMUNICATION**

**QUESTION 1. What is Oral Communication, Principles of successful Oral Communication?**

**ANSWER:** -Oral Communication means transfer the information from one person to another person through verbal. The communication used for the purpose of expression the information to other people. Day to day routine every organization can apply all the time. Communicate the message through spoken word in front of the audience.

**BENEFITS OF ORAL COMMUNICATION**

- 1.Time saving
- 2.Immediate feedback
- 3.Directly convey the message
- 4.Effective communication

**LIMITATION OF ORAL COMMUNICATION**

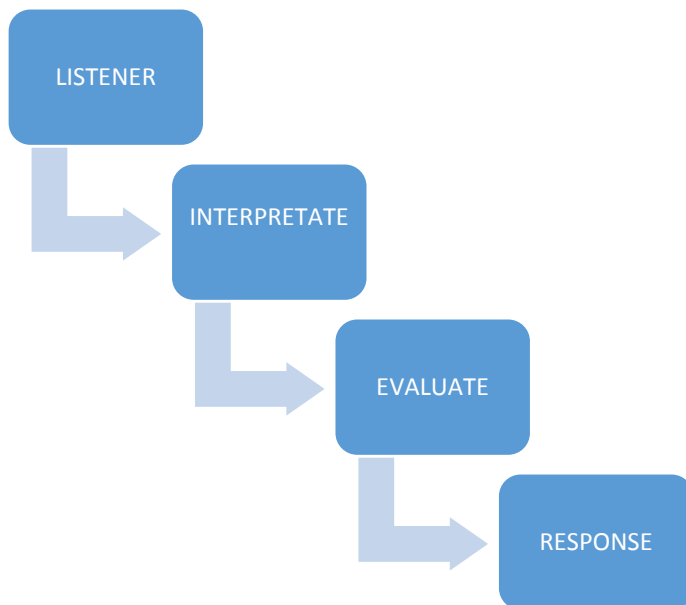
- 1.NO EVIDENCE
- 2.NO VALIDITY
- 3.NOT USED IN FUTURE

**PRINCIPLES OF ORAL COMMUNICATION**

- 1.Seven c's of oral communication
- 2.Effective Body Language
- 3.Effective Para-language
- 4.Effective listening

**QUESTION 2. Explain the two side of effective oral communication?**

**ANSWER:-** The message which is convey through spoken word in front of the audience that they will be must effective because they are totally depend upon the audience positive response. The process which we are shows in figure that is easily explaining how to make an effective two side oral communication.



**In first step** the audience listen the message which is speak by the speaker. The speakers always try to understand the level of audience and on behalf of the audience use the contents, language etc. which help to make a healthy environment. This is the first step which is depending on the speaker. (Healthyenvironment, comfortable, convenient to listen the spoken word)

**In second step** listener interpretate or judge the spoken word in own language, so always use those content which is convenient to interpretate by the receiver. Use the simple language which is also help to express the contents.

**In third step** the listener compare own words with the speaker contents and judge in final response.

**In forth steps** the listener finally given response he/she will get the messages or not.

### **QUESTION 3:- Define the Written communication, purposes and principles of written communication?**

**ANSWER: -** Written Communication means convey the message through written word to the receiver. Written communication is easily transferring the lengthy messages, information to the audience.

#### **PURPOSES OF WRITTEN COMMUNICATION**

- 1.Future Reference
- 2.Legal Validity
- 3.Lengthy data can be easily transmitted.
- 4.Easily to express the messages

#### **PRINCIPLES OF WRITTEN COMMUNICATION**

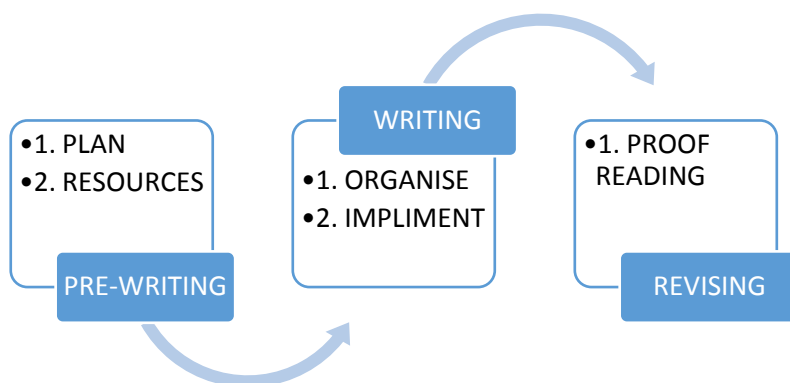
- 1.Avoid Jargon (Use common language, Avoid the professional words)



2. Seven c's of written communication
3. Coherence (add paragraph with the previous contents)
4. Unity (whole message equally with the particular topic)
5. Accuracy (use accurate contents in a particular information)

**QUESTION 4:- 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.