



Ref. No.: .....

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B.Com. 1

CORE CONCEPT OF

## BUSINESS MANAGEMENT & COMMUNICATION

### UNIT II

**QUESTION 4:- 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.

### UNIT III

**QUESTION 1:- Define the Business Letters and type of Business Letters?**

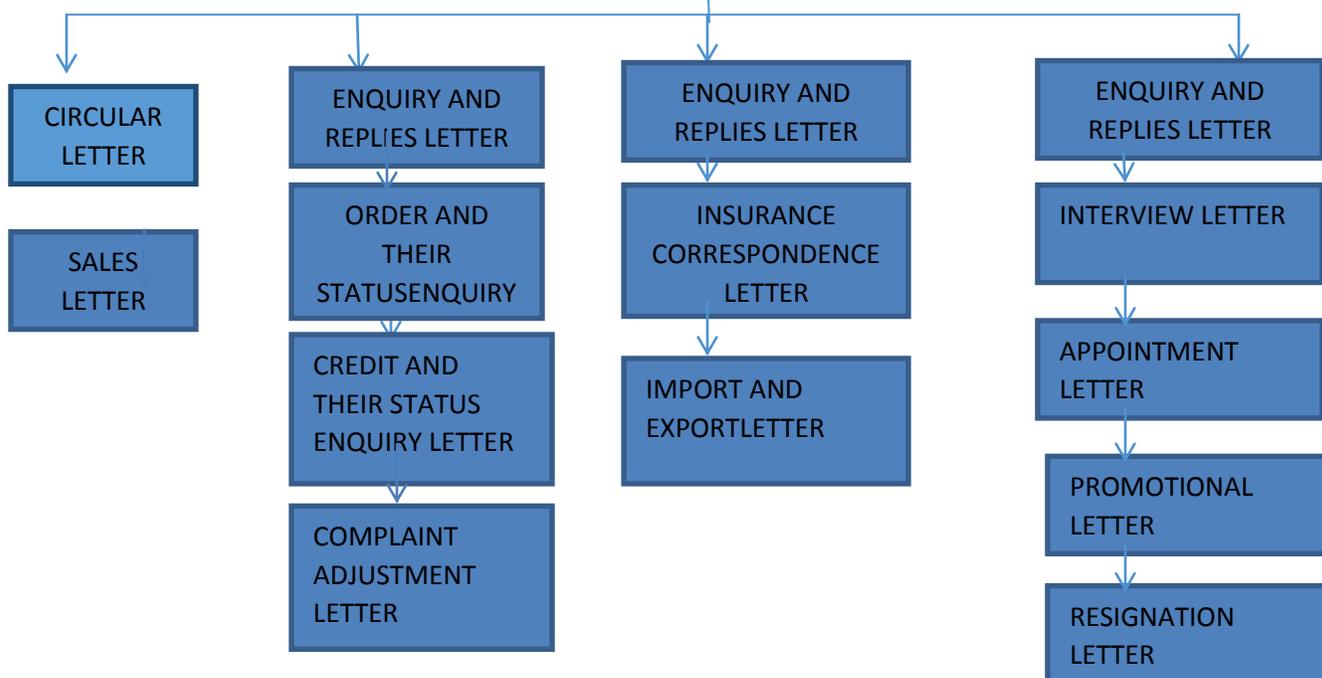
**ANSWER:-** Business Letter means to maintain the contact with external world including with other Business man, customer, government department and also for the purpose like office order, circular memorandum etc.. Letter writing must be less important for a small Business establishment but it has its 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 2:- 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.

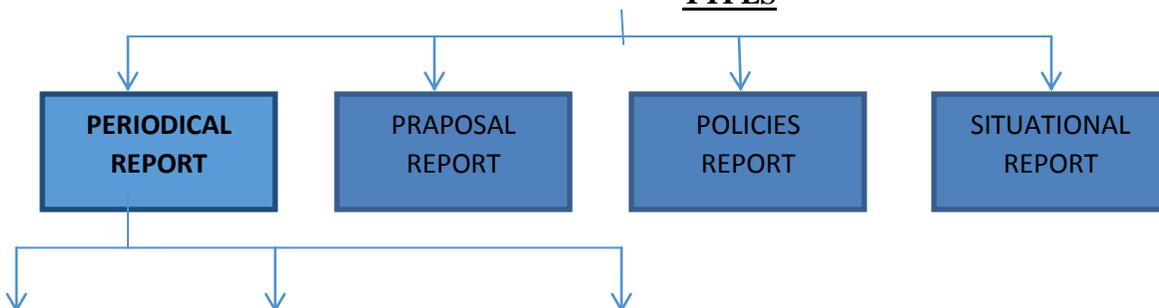
A report is basic management tool used in decision making; report carries information from someone who has a some to need it.

**PURPOSE OF REPORT WRITING**

1. Represent the actual information to the management.
2. Record facts and result of investigation or survey for future references.
3. Help for future references.

**TYPES OF REPORT WRITING**

**TYPES**





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ROUTINE  
MANAGEMENT  
REPORT

COMPLAIN  
REPORT

PROGRESS  
REPORT

**OBJECTIVES OF REPORT WRITING**

1. Helps to recognize the progress report of the plan.
2. To check the actual status of the plan.
3. Feedback help to change or implement new strategy
4. Proper guidance to the project planner as well as implementer.