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**B.COM. I**

**UNIT II**

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

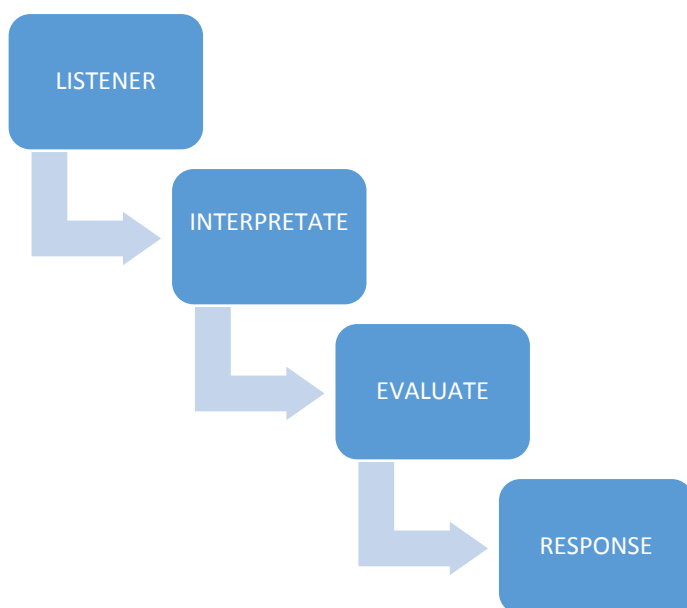
QUESTION 2.

**Explain the two side of effective oral communication?**

**ANSWER:-**



The message which is conveyed through spoken word in front of the audience that they will be most effective because they are totally dependent upon the audience's positive response. The process which we are showing in the figure is easily explaining how to make an effective two-sided oral communication.



**In first step** the audience listens to the message which is spoken by the speaker. The speaker always tries to understand the level of audience and on behalf of the audience uses the contents, language, etc. which help to make a healthy environment. This is the first step which is dependent on the speaker. (Healthy environment, comfortable, convenient to listen to the spoken word)

**In second step** the listener interprets or judges the spoken word in their own language, so always use those contents which are convenient to interpret by the receiver. Use simple language which also helps to express the contents.

**In third step** the listener compares their own words with the speaker's contents and judges in their final response.

**In fourth steps** the listener finally gives a response; he/she will get the message or not.

### QUESTION 3:-

**Define the Written communication, purposes and principles of written communication?**

**ANSWER:** - Written Communication means conveying the message through written word to the receiver. Written communication is easily transferring 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

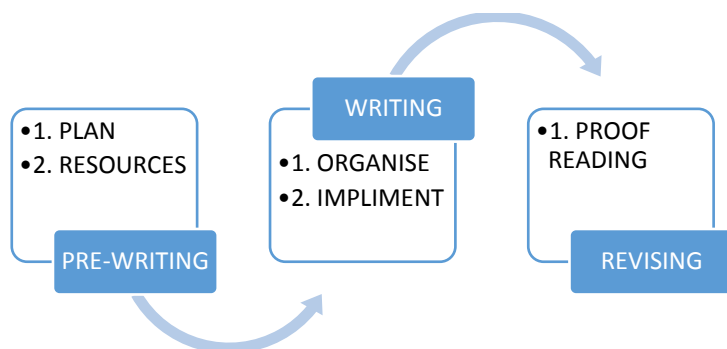


### PRINCIPLES OF WRITTEN COMMUNICATION

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.

### **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.