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| **lEaRNER’S NAME** | **SUBHRANKAR DUTTA** |
| **ROLL NO** | **2414102012** |
| **SESSION** | **JUL-AUG’24** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **First** |
| **course CODE & NAME** | **DMBA102- Business Communication** |

**SET – 1**

**1. What are the various types of Non-Verbal Communication? Support your answer with examples.**

**Ans 1.**

Non-verbal communication plays a critical role in how we convey information and interpret others' messages. It encompasses various forms of communication that do not involve verbal content, meaning it is communicated through actions, gestures, facial expressions, and even the physical environment rather than words. Here's a breakdown of the different types of non-verbal communication, each illustrated with examples:

**Facial Expressions**: The face is incredibly expressive and capable of conveying countless emotions without saying a word. For instance, a smile can indicate friendliness, satisfaction,

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**Q.No2.Explain Listening and its various types. 2 + 8 = 10 Marks**

**Ans 5.**

There are seven types of listening. Let us now briefly discuss each of the types of listening.

**1. Discriminative listening–**This is the basic type of listening and involves identifying differences between sounds. Until the differences between sounds are recognized, the meaning of these differences cannot be understood. Once we learn to distinguish the sounds of our language, we can do the same in other languages. One of the reasons why people from one country find it difficult to speak the language of another country is that they feel that the pronunciation is the same and that they cannot understand the nuances.

**2. Comprehension listening –** Once we learn to distinguish between different sounds, the next step is to try to understand what those sounds mean. To do this, we need a dictionary of

**3. Illustrate the different barriers of Communication.**

**Ans 3.**

Communication barriers can significantly hinder the effectiveness of both personal and professional interactions, often leading to misunderstandings, conflicts, and inefficiencies. These barriers can occur at any stage in the communication process—sending, encoding, transmitting, decoding, or receiving—and understanding them is key to improving communication skills. Here are several common types of communication barriers:

**Physical Barriers**: These are environmental factors that physically separate the

**SET – 2**

**Q.No 4. Define the components of a Resume. Create an innovative resume of your own using the components.2 + 8 = 10 Marks**

**Ans 4.**

**COMPONENTS OF A RESUME**

A resume is a formal document that a job applicant creates to itemize their qualifications for a position. It is composed of several key components that collectively showcase the applicant's skills, experiences, and professional history. Here are the typical components of a resume:

**Contact Information**: This section includes your name, phone number, email address, and sometimes your physical address or professional website. It is crucial for employers to know

**RESUME**

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**Professional Summary:**

Innovative and results-oriented Marketing Professional with an MBA in Marketing from IIM

**Q5. Expand the different Types of corporate advertising. 10 Marks**

**Ans 5.**

Corporate advertising refers to a broad category of advertising that is aimed at promoting a company as a whole, rather than its individual products or services. This type of advertising is intended to establish the corporation’s identity, enhance its public image, communicate its objectives, and build overall goodwill. It can also be used to influence public opinion on

**Q6. Describe the writing methodology. 10 Marks**

**Ans 6.**

The writing methodology encompasses a structured approach to writing that aims to enhance clarity, effectiveness, and purposefulness in any piece of writing. This methodology can be applied across different forms of writing, whether academic, business, or creative. Below, I'll outline a comprehensive approach to writing, which includes stages from planning to proofreading.

**1. Understanding the Purpose and Audience**

The first step in the writing process involves understanding the purpose of your writing. What