**SESSION SPRING 2024**

**PROGRAM BACHELOR OF COMMERCE**

**SEMESTER I**

**COURSE CODE & NAME BCOM105 COMMUNICATIVE ENGLISH**

**CREDITS 4**

**Assignment Set – 1st**

**Questions**

**1. Describe the characteristics of non-verbal communication.**

**Ans:Non-verbal communication** refers to the transmission of messages or information without the use of words or spoken language. It encompasses a wide range of cues, signals, and expressions, including body language, facial expressions, gestures, posture, tone of voice, eye contact, and non-verbal cues such as clothing and proxemics (use of space).

**Here are the characteristics of non-verbal communication:**

**Universal:** Many aspects of non-verbal communication are universal across cultures, meaning they are understood and interpreted similarly by people from different cultural

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**2. Explain the 4 C’s of effective writing.**

**Ans:**The 4 C's of effective writing are a set of principles that guide writers in creating clear, concise, coherent, and compelling content. These principles help writers communicate their ideas effectively, engage readers, and achieve their communication goals.

**Here's an explanation of each of the 4 C's:**

**Clarity:** Clarity refers to the quality of writing that is easy to understand and free from ambiguity or confusion. Clear writing conveys the intended message in a straightforward and

**3. How many types of business letters are there? Write brief notes on any two.**

**Ans:**There are several types of business letters, each serving a specific purpose and addressing different communication needs in the business context.

**Here are brief notes on two common types of business letters:**

**1. Formal Letters: Purpose:** Formal letters are used for official or professional correspondence between organizations, businesses, government agencies, or individuals. They follow a standardized format and tone and are typically used for communication such as

**Assignment Set – 2nd**

**Questions**

**4. How many types of listening are there? Explain each of them with proper examples.**

**Ans:**Listening can be classified into various types, each representing a distinct mode or approach to the act of listening.

**Here are five common types of listening along with explanations and examples:**

**1. Active Listening:**

**Explanation:** Active listening involves fully concentrating on what is being said, understanding the message, and responding appropriately. It requires the listener to pay attention, show empathy, and provide feedback to demonstrate understanding and engagement.

**Examples:** During a counselling session, the counsellor listens actively to the client's concerns, validates their emotions, and offers supportive responses. In a team meeting, active

**5. Explain Horizontal and Diagonal communication with their advantages and disadvantages.**

**Ans:**Horizontal and diagonal communication are two forms of organizational communication that occur between individuals or departments at the same hierarchical level or across different hierarchical levels within an organization.

**Here's an explanation of each, along with their advantages and disadvantages:**

**Horizontal Communication:**

**Explanation:** Horizontal communication refers to the exchange of information, ideas, and messages among individuals or departments at the same hierarchical level within an

**6. Write on the general guidelines of the technical writing.**

**Ans:**Technical writing refers to the process of conveying complex information, instructions, or concepts in a clear, concise, and organized manner to a specific audience. Whether writing technical manuals, user guides, reports, or documentation for software and products, adhering to certain guidelines can help ensure the effectiveness and readability of the content.

**Here are general guidelines for technical writing:**

**Know Your Audience:** Understand the knowledge level, background, and expertise of your