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| **SESSION** | **JUL-AUG 2024** |
| **PROGRAM** | **Masters of business administration (mba)** |
| **SEMESTER** | **I** |
| **course CODE & NAME** | **DMBA 108 BUSINESS COMMUNICATION** |
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**Set – 1**

**1. Elucidate the Communication process while explaining all its six components. 10**

**Ans 1.**

**The Communication Process and Its Components**

Communication is the cornerstone of human interaction, essential for conveying ideas, thoughts, and emotions. The communication process is systematic, involving six fundamental components: sender, message, encoding, channel, decoding, and receiver. Each component plays a vital role in ensuring the success of communication.

**Sender**

The sender initiates the communication process. They are responsible for crafting the message they wish to convey, ensuring clarity and intent. The sender’s expertise, attitude, and ability to express the message influence how effectively the communication begins. For example, in a

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**2. Explain the various types of Non-Verbal Communication while giving examples as how you will use NV Communication when appearing for a job interview. 10**

**Ans 2.**

**Non-Verbal Communication: Types and Application in Job Interviews**

Non-verbal communication (NVC) encompasses the transmission of messages without the use of words. It includes body language, gestures, facial expressions, and other visual cues. In professional settings, such as job interviews, NVC can complement verbal communication to enhance clarity and impact.

**Types of Non-Verbal Communication**

1. **Body Language**: Posture, gestures, and movements can convey confidence or nervousness. A firm handshake, upright posture, and controlled hand gestures create a

**3. What are the different types of Group Discussions? Discuss their characteristics. 1**

**Ans 3.**

**Types of Group Discussions and Their Characteristics**

Group discussions (GDs) are a common evaluative tool used in academic, professional, and organizational settings to assess individuals’ abilities to articulate ideas, collaborate, and solve problems. They can be categorized into various types, each serving distinct purposes and exhibiting unique characteristics.

**Types of Group Discussions**

1. **Topic-Based Group Discussions**

**Fact-Based Discussions**: These focus on factual issues or data-driven topics. For example,

**Set – 2**

**4. What are different types of Reading? Explain. 5 x 2**

**Ans 4.**

**4. Types of Reading and Their Significance**

Reading is a fundamental skill for acquiring knowledge and fostering intellectual growth. It can be categorized into different types based on purpose, engagement level, and context. Each type serves distinct functions and is essential for personal and professional development.

**Types of Reading**

**Skimming** This involves quickly going through a text to grasp the main ideas. It is useful for

**5. Discuss with examples the different types of Listening. 10**

**Ans 5.**

**Different Types of Listening with Examples**

Listening is a crucial communication skill that involves not just hearing sounds but actively interpreting and understanding the message. There are several types of listening, each serving a unique purpose and applicable in different contexts.

**Types of Listening**

**Active Listening** Active listening involves full concentration, understanding, and response to the speaker. It emphasizes engagement, often requiring feedback or clarification.

**Example**: During a team meeting, a manager listens actively by summarizing points raised by

**6. What is the basic difference between Product Advertising and Corporate Advertising? Explain the different types of Corporate Advertising.**

**Ans 6.**

**Difference Between Product Advertising and Corporate Advertising**

Advertising is a strategic tool used by businesses to promote their offerings and build their brand image. While product advertising focuses on promoting specific goods or services, corporate advertising is aimed at enhancing the overall image of the company.

**Key Differences**

**1. Objective**

**Product Advertising**: The main objective is to highlight the features, benefits, and uses of a