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| **SESSION** | **JULY-AUG 2024** |
| **PROGRAM** | **BACHELOR OF BUSINESS ADMINISTRATION (BBA)/BACHELOR OF COMMERCE (BCOM)** |
| **SEMESTER** | **II/III** |
| **COURSE CODE & NAME** | **DBB1201/DCM2101 BUSINESS COMMUNICATION**  |
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**Assignment Set – 1**

**1. Define Communication. Mention any four barriers to communication and substantiate your answer with one example for each.**

**Ans 1.**

**Definition of Communication**

Communication is the process of sharing information, ideas, emotions, or thoughts between individuals or groups to achieve mutual understanding. It is a fundamental aspect of human interaction that facilitates relationships, decision-making, and coordination. The process involves a sender conveying a message through a medium to a receiver, who provides feedback. Effective communication is essential for personal, social, and professional success. However, several barriers can disrupt the communication process, leading to misunderstandings or inefficiencies.

**Barriers to Communication**

Communication is not always seamless, as various obstacles can prevent the accurate exchange of

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**2. Differentiate between listening and hearing. Explain the different types of listening.**

**Ans 2.**

**Difference Between Listening and Hearing**

Listening and hearing are often used interchangeably, but they are distinct concepts. Hearing is the physiological process of perceiving sound through the ears. It is passive and does not require conscious effort. Listening, on the other hand, is an active process that involves focusing on, interpreting, and understanding the sounds and messages being conveyed.

**Key Differences Between Listening and Hearing**

**Definition**: Hearing is the ability to perceive sound through the auditory system, whereas listening

**3. Comment on Reading as a skill. Discuss the various types of readings.**

**Ans 3.**

**Reading as a Skill**

Reading is a fundamental skill that involves decoding written symbols to derive meaning. It is an essential component of communication, enabling individuals to acquire knowledge, develop critical thinking, and engage with diverse perspectives. Unlike casual skimming, effective reading requires focus, comprehension, and sometimes interpretation. Reading is not only a tool for

**Assignment Set – 2**

**4. What is a Resume? Explain the different components of a Resume.**

**Ans 4.**

**Resume**

A resume is a formal document that summarizes an individual’s education, work experience, skills, achievements, and other qualifications. It is a key tool used by job seekers to showcase their suitability for a particular role. A resume serves as the first impression a candidate makes on potential employers, aiming to convince them of the applicant’s qualifications and prompt further engagement, such as an interview.

A well-structured resume highlights relevant information concisely and effectively, aligning with

**5. Highlight the specific objectives of corporate advertising. Discuss the different types of corporate advertising.**

**Ans 5.**

**Objectives and Types of Corporate Advertising**

Corporate advertising is a form of advertising that focuses on promoting a company’s brand, image, or values rather than specific products or services. Its primary aim is to shape public perception, build goodwill, and foster trust among stakeholders. Unlike product advertising, corporate advertising targets a broader audience, including investors, employees, and the general public.

**Specific Objectives of Corporate Advertising**

**Building Brand Image** Corporate advertising aims to create a positive and consistent image of

**6. Elucidate the term meeting in terms of business context. Discuss the different categories of business meetings.**

**Ans 6.**

**Understanding Meetings in a Business Context**

A meeting in a business context is a formal or informal gathering of individuals or teams aimed at discussing issues, making decisions, planning activities, or resolving problems. Meetings serve as critical tools for communication and collaboration within organizations, enabling participants to exchange information, align on objectives, and address challenges. Effective meetings contribute to organizational efficiency and foster teamwork by providing a structured platform for dialogue