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| **SESSION** | **FEB\_MAR 2025** |
| **PROGRAM** | **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** |
| **SEMESTER** | **II** |
| **COURSE CODE & NAME** | **DBB1209 BUSINESS COMMUNICATION**  |
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**Assignment Set – 1**

**Q1. Define Communication. Mention any four barriers to communication and substantiate your answer with one example for each. 02+08**

**Ans 1.**

**Definition of Communication**

Communication is the process of exchanging information, thoughts, ideas, and emotions between individuals or groups through a common system of symbols, signs, behavior, or language. It involves a sender, a message, a medium, and a receiver. The purpose of communication is to share understanding and achieve a desired outcome, whether in personal, academic, or business contexts. In a business setting, effective communication fosters collaboration, decision-making, productivity, and conflict resolution.

**Barriers to Communication**

Despite its importance, communication is often hindered by several barriers. These obstacles

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**Q2. Justify the importance of effective questioning that facilitates effective listening. Examine the different forms of questions that help in effective questioning. 04+06**

**Ans 2.**

**Importance of Effective Questioning in Communication**

Effective questioning is a fundamental communication skill that directly influences the quality of information exchanged and the level of understanding between individuals. It enhances active listening and encourages meaningful dialogue. When used properly, questioning not only clarifies messages but also uncovers hidden issues, promotes engagement, and builds trust between the speaker and listener.

In a business context, effective questioning enables managers to gain clear insights, resolve problems, encourage feedback, and assess employee needs. It also fosters participation and

**Q3. Describe the different steps in making oral presentations. 10**

**Ans 3.**

**Oral Presentations**

Oral presentations are structured verbal communications designed to inform, persuade, or entertain an audience. In academic and professional contexts, they are widely used to present ideas, proposals, project updates, and research findings. An effective oral presentation involves not only content preparation but also delivery, audience engagement, and the use of visual aids.

**Assignment Set – 2**

**4. What is a Resume? Explain the different components of a Resume. 02+08**

**Ans 4.**

**Definition of Resume**

A resume is a formal document that summarizes an individual’s educational qualifications, work experiences, skills, achievements, and other relevant details to showcase their suitability for a particular role or job. It serves as a personal marketing tool used during job applications, interviews, or academic admissions. A well-structured resume creates the first impression for a prospective employer and often determines whether a candidate proceeds to the next stage of the

**Q5. Highlight the specific objectives of corporate advertising. Discuss the different types of corporate advertising. 04+06**

**Ans 5.**

**Corporate Advertising**

Corporate advertising refers to the promotion of a company’s overall brand image, values, or mission rather than promoting a specific product or service. It focuses on building a strong corporate reputation among stakeholders such as investors, employees, government bodies, and the public. It differs from product advertising by being more strategic and long-term in nature.

**Objectives of Corporate Advertising**

**1. Building Corporate Image**

The primary goal is to establish and maintain a positive public image. A strong corporate image

**6. Elucidate the term meeting in terms of business context. Discuss the different categories of business meetings. 02+08**

**Ans 6.**

**Business Meeting**

In the business context, a meeting is a structured event where two or more people come together to discuss specific topics, share information, make decisions, or solve problems. Meetings are vital communication tools within organizations that support planning, strategy formulation, coordination, and performance evaluation. Whether conducted in person or virtually, meetings