

**Semester: I**  
**Paper No: 2**  
**Course Code: 1002**  
**Paper: Business Communication**  
**Marks: 100 (Internal 25 + External 75)**  
**Credits: 4**  
**Semester End Examination: 75 Marks**  
**Continuous Internal Evaluation: 25 Marks**  
**Duration of the Exam: 3 hours**

**Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

<b>Criteria</b>	<b>Mode of Evaluation</b>	<b>Marks</b>
Assignment / Quiz / Debate	Score	10
Written test on Report Writing / Trade Letters	Marks	15
	<b>Total</b>	<b>25</b>

**Objectives:**

The student understands the importance of the communication, applies concepts to enhance in oral, written and electronic communication skills and personal productivity.

Module	No.	Topics	Contact Hours	Marks/ Weight
I	1.	<b>Concept of Communication</b> Meaning, Definition, Process, importance and channels of communication, communication role in Mgt. technological advancement in communication.	07	25
	2.	<b>Modes of Communication</b> Methods: Verbal and Nonverbal, types, characteristics,	08	
II	4.	Modes: Verbal and Non-verbal communication, advantage and disadvantage, E- Communication and telephone etiquette.	7	25
	5.	<b>Barriers to Communication</b> Different types of barriers to communication. Ways to Overcome these Barriers, Confidence building by organizing debate and Speeches and role plays.	08	
III	7.	<b>Developing writing skills</b> <b>Report writing:</b> academic, Business, Project Format, content and difference between the types of report.	07	25
	8.	<b>Trade letters:</b>  Letter of Order and reply, Inquiry and reply, Complaints, adjustment, Sales and credit letter	08	
IV	7.	<b>Grammar</b> Punctuation, Phrases and idiom, word formation, conjunctions and preposition.  Self-Preparation, Library Work,	15	25
		<b>Total</b>	60	100

**Reference Books:**

1. Business communication, RaiUrmila&Rai, Himalaya publishing House, Mumbai 2006
2. Principles and practice of business communication, Aspi Doctor and Rhoda Doctor Seth Publications 2008
3. Business Communication, Raman Meenakshi& Singh Prakash, Oxford University Press, Mumbai.2008
4. Grammar book, Wren and Martin, Tata McGraw hill