

PAPER VI: BUSINESS COMMUNICATION

CHAPTER:

1. BUSINESS COMMUNICATION - Meaning and Description, Objectives-Barriers to Communication.
2. TYPES OF COMMUNICATION- Horizontal, Vertical, Downward, Upward, Grapevine, Consensus- Methods of Communication -Simple Rules of Effective Communication.
3. MANAGERIAL COMMUNICATION -Communication Skills- Verbal And Non Verbal- Written Communication Skills- Communication Network
4. MANAGEMENT REPORTS – Principles of Writing Reports- Types Of Reports- Preparation Of Information -Highlights- Use Of Graphs -Audio-Visual Aids- Telephone -Dictaphone- Telex- Fax.
5. BUSINESS LETTERS -Types, Basic Principles-Style And Tone
6. COMMERCIAL LETTERS- Enquiries- Replies To Enquiry -Orders-Complaints And Their Adjustments- Collection Letters- Sales Letters-Circular Letters-Status Enquiry.
7. LETTERS RELATING TO CALLING FOR A POST- Job Application- Calling For Interviews- Appointment Orders- Termination Order.
8. Precis Writing.

BOOKS FOR STUDY AND REFERENCE

1. Y K BHUSAN - REPORT WRITING AND CORRESPONDENCE.
2. R K SHARMA - BUSINESS CORRESPONDENCE AND REPORTING.
3. RAJENDRAPAL & KORALAHALLI - ESSENTIALS OF BUSINESS COMMUNICATION.
4. R DOCTOR AND E DOCTOR - BUSINESS AND MANAGEMENT COMMUNICATION.
5. B S RAMAN - BUSINESS CORRESPONDENCE.
6. GARTSIDE - EXECUTIVE COMMUNICATION.