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SWARNANDHRA COLLEGE OF ENGINEERING & TECHNOLOGY

[AUTONOMOUS] Seetharampuram, NARSAPUR-534 280

IMBA.I Semester

SUBJECT: BSD

[OUTCOME BASED EDUCATION PATTERN]

UNIT - I

1. What is communication? How is communication done in business?
2. Describe the objectives of communication.
3. Explain the process of human communication.
4. Discuss on various types of communication.
5. List out the essentials for developing good listening.

UNIT - II

1. How is formal and informal communication done in organization? Explain the procedure.
2. List out the difference between inter-personal communication and intra personal communication.
3. Explain the concept Johari window and the transactional analysis.
4. Discuss social exchange theory. Explain its role.
5. Describe the barriers of interpersonal communication.

UNIT - III

1. What is non verbal communication? How it will effect the organization?
2. Explain Kinesics, Proxemics, and Paralanguage.
3. Discuss on the appropriate body language and mannerism used in interviews.
4. What is business etiquettes. Explain.
5. Describe the communication styles used in the organization.

UNIT - IV

1. Define business correspondence. Explain the essentials of effective business correspondence.
2. What are the various norms used in business letters?
3. How are letters made for different kinds of situation?
4. Explain different business letters and forms.

5. Describe resume writing, meeting and telephonic communication.

UNIT - V

1. What is report writing? Elaborate different presentation skills used in writing a report.

2. Explain briefly formal and informal reports.

3. Discuss on various types and stages in presentation.

4. Describe the communication skills used for group discussion.

5. What is interview? Explain interview techniques.