

SKIT COLLEGE KD-64

BBA 3TH SEMESTER

Subject -Business communications (F010303T)

Assignment --1--

1. Define business communication and explain its importance in modern organizations.
2. What are the main elements of the communication process? Explain with a diagram.
3. Discuss the different types and channels of business communication.
4. Explain the barriers to effective communication and suggest ways to overcome them.
5. What is the role of feedback in communication? Why is it essential for managers?

Assignment -2--

6. What are the characteristics of effective business writing?
7. Draft a professional email to a client regarding a delay in product delivery.
8. Write a circular announcing a new policy on work-from-home arrangements.
9. Explain the structure and purpose of a formal business report.
10. What are the essential parts of a good business letter? Give an example.

Assignment -3--

11. What skills are necessary for delivering an effective business presentation?
12. Discuss the role of non-verbal communication in business meetings.
13. Explain how active listening contributes to better interpersonal communication.
14. Describe the importance of etiquette and professionalism in business conversations.
15. How can managers handle communication in conflict or negotiation situations?

ASSIGNMENT -4--

16. Discuss how digital communication tools (email, Zoom, Slack, etc.) have transformed business communication.
17. What are the advantages and challenges of virtual meetings?
18. Explain how social media is used as a communication tool in business.
19. Discuss the ethical issues related to digital business communication.
20. How can organizations ensure data security and confidentiality in communication?

ASSIGNMENT -5--

21. Draft a memo to employees about maintaining punctuality and discipline.
22. Prepare a short report on the importance of intercultural communication in global business.
23. Analyze a real-life case where poor communication led to business failure. What lessons can be learned?
24. How does effective communication enhance leadership and teamwork in organizations?
25. Suggest strategies to improve internal communication in a medium-sized company.