

C B GUPTA

Basic BUSINESS COMMUNICATION



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Business Communication

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BUSINESS COMMUNICATION

Dr. C.B. GUPTA

Formerly, Head, Department of Commerce
Shri Ram College of Commerce
University of Delhi, Delhi



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Preface

I am indebted to the students and teachers who have appreciated and used this book. I have thoroughly revised and enlarged it so as to make it more useful for my esteemed readers.

Some of the salient features of the book are as follows:

- ♦ Chapter Outline at the beginning of every chapter to indicate at a glance the topics covered in the chapter.
- ♦ Full coverage of the new prescribed syllabus.
- ♦ Lucid, simple and conversational language.
- ♦ Tables and diagrams to illustrate the text.
- ♦ Summary at the end of every chapter for quick revision.
- ♦ Explanation of key terms at the end of every chapter.
- ♦ Test Questions at the end of every chapter for self-examination.
- ♦ Bibliography for advanced study of the subject.
- ♦ Model Test Papers for self-examination.
- ♦ Question Papers of B.Com. (Hons.) Examinations.

Changes and improvements made in the Tenth edition

1. Chapter 1 — Communication as Sharing
2. Chapter 5 — Comparison of Media
3. Chapter 6 — Road Blocks in Communication
4. Chapter 11 — Project *vs.* Report, and Styles of Reports
5. Chapter 14 — Memo *vs.* Letter, and Memo *vs.* Notice
6. Question Paper of 2015 examination.

I am fully confident that the book in its revised edition would prove useful to the students. Suggestions for further improvement of the book are welcome and shall be gratefully acknowledged.

Dr. C.B. GUPTA

An Open Letter to the Students

Dear Students,

My aim in writing this open letter to you is to help you achieve success in the examination. I believe that success in examination is not a matter of hard work alone. Examination is a technique and you should master this technique for best results. Many a times, I have observed with great sorrow that many hard-working students fail to secure good marks despite "burning the midnight oil". What is important is not simply how much you study (time) but also how you study (method). As a teacher and examiner for more than four decades, I have gained useful experience which I want to share with you. Some do's and don'ts for success are given below:

- ◆ Always be regular and punctual in the class. You will have to study for hours together what you can learn in just 45 minutes in the classroom.
- ◆ Devote a couple of hours daily to read and revise what has been taught in the class. This will put the topic in your subconscious mind. Students who mug up the entire course in just two-three months seldom fare well in the examination.
- ◆ When you are preparing for the examination, prepare very brief notes jotting down the main points for each topic. Emphasise conceptual clarity and learn the basic concepts or key words. Go through the ten years' papers to find out the nature and type of questions asked in the examination.
- ◆ The day previous to the examination, read these brief notes. Avoid reading the book at this juncture as it may create mental tension and examination fever.
- ◆ Read the question paper carefully and select the questions to be answered keeping in view the instructions given by the examiner.
- ◆ Analyse each question carefully before answering it. Design your answer according to the requirements of the question. For example, if the question says 'describe' you have to give the meaning and nature of the topic. But if the question says 'discuss' or 'explain', you should give arguments both for and against the idea. Time spent in planning the answer is a worthwhile investment.
- ◆ Divide your answer into suitable paragraphs. Use a separate paragraph for each point. Do not write long and uneven paragraphs.
- ◆ In the first paragraph, show to the examiner that you understand the question. Give pertinent answers without beating about the bush.
- ◆ Give brief and pointed answers. Do not stretch the answers too much.
- ◆ Wind up your answer by summing up the main points or giving your final opinion in the concluding paragraph. Remember, the last impression influences the examiner's marking.
- ◆ Divide your time logically among different questions. Do not devote too much time to the first question at the cost of the last question. When the examiner indicates all questions carry equal marks, he expects you to devote equal time and attention to every question.
- ◆ In answering questions requiring your opinion, give views on both sides and then give your own judgment.
- ◆ As far as possible do not use the first person. The third person, e.g., "it may be said in conclusion," etc. is considered more appropriate.
- ◆ Before submitting your answer book, check up your roll number. Have a quick glance through your answers.
- ◆ After coming out of the examination hall, forget about the paper you have done. Think about the next paper only.

With these ideas, I place this book in your hands. You are the best judge of its quality. Please feel free to write your frank opinions/suggestions to me. Your views will help me in making improvements in the subsequent editions.

With best wishes,

Yours sincerely,
C.B. GUPTA

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UNIVERSITY OF DELHI
Business Communication (Semester VI)
 [Paper CH 6.3(a) of New B.Com. (Hons.) Syllabus]

Detailed Syllabus

Time : 2 Hours

Maximum Marks : 50

Objective: To equip students effectively to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.

	<i>Lectures</i>	<i>Marks</i>
1. Introduction to the Essentials of Business Communication : Theory & Practice	2	8
1.1 Meaning, Process, Functions		
1.2 Medium: Verbal & Non-verbal		
1.3 Channels: Formal, Informal		
1.4 Directions: Downward, Upward, Lateral, Diagonal		
1.5 Effective Communication: Difficulties, Solutions, Techniques & Alternatives: Conventions of Meaning, Perceptions of Reality, Values, Attitudes, Opinion & Cultural Variables		
1.6 Communication in Organisations: Interactive & Non-interactive Techniques (Guideline: Theoretical Knowledge)		
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2.11 Basic Rules for Citations: Footnotes, Endnotes		
2.12 Bibliography or Works Cited		
2.13 MLA Style (Guideline: Theory and Application)		
2.2 Using Bibliographical & Research Tools	1	2
2.21 Primary & Secondary Research		
2.22 Use of Library & Internet		
2.23 Collecting, Classifying & Interpreting Information		
2.24 Taking Notes (Guideline: Theoretical Knowledge)		
3 Writing a Project Report	10	5
3.1 Types of Reports: Long (Formal), Short		
3.2 Constructing the Formal Report: Components		
3.3 Purpose, Planning & Investigation		
3.4 Organising information: Outlining & Numbering Sections, Section Headings, Sub-headings		
3.5 Physical Presentation of a Report: General Guidelines		
3.6 Basic Paper Format (Guideline: Theory and Limited Application)		
4 Writing Reports on Field Work/Visits to Industries, Business Concerns, etc./Business Negotiations	8	3
4.1 Constructing the Short Report		
4.2 Salient differences from the Long Report (Guideline: Theory and Limited Application)		
5 Summarising Annual Report of Companies	8	4
5.1 Principles of Summarising		
5.2 Synopsis & Summary		
5.3 Precis (Guideline: Theoretical Knowledge and Application in Precis)		

6 Writing Minutes of Meetings	8	4
6.1 Meetings: A Group Decision-making Technique		
6.2 Notification & Agenda		
6.3 Taking down notes & Drafting minutes (Guideline: Theory and Application)		
7 E-Correspondence	2	10
7.1 Principles of Correspondence		
7.2 Format and Types of Business Correspondence		
7.21 External: Letters		
7.22 Internal: Memoranda, Circulars		
7.3 Technology & Communication		
7.4 SMS, Teleconferencing, etc.		
7.5 E-Mail: Format, Attachments, etc. (Guideline: Mostly Application and Some Theory)		
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8.3 Telephone Conversations		
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8.5 Conducting & Participating in Group Discussions		
8.6 Strategies for Informative & Persuasive Speaking (Guideline: Theory and Practical Knowledge to be tested in Internal Assessment)		
9 Making Oral Presentations	5	6
9.1 General Aspects: Planning & Determination of Objective		
9.2 Organising Content & Presentation		
9.3 Use of Audio-visual Aids		
9.4 Language & Conversational Style		
9.5 Role of Non-verbal Communication		
9.6 Audience Analysis (Guideline: Theory and Application to be tested in Internal Assessment)		

Business Communication Scheme of Evaluation

As per the University of Delhi Internal Assessment Scheme, 2003 Vide Academic
Council Resolution No. 43 & Executive Council Resolution No. 78

Total Marks:

I. Internal Assessment:	
Home Examination:	50
Tutorials (may include Oral Presentations, etc.):	12
Attendance:	05
II. Final Examination	05
Time: Two Hours	02
	38

Structure of Model Question Paper for Final Examination

All questions are compulsory. There shall, however, be internal choice.

Question I: Short Notes on any Five in about 50 words each (From the entire syllabus, Theory & Application, e.g., citations)	5 × 2 marks = 10
Question II: Two Long Answers in about 200 words each (Theory & Application)	2 × 5 marks = 10
Question III: Drafting Letters, Circulars, Memo, Agenda, Minutes, etc. (2)	2 × 5 marks = 10
Question IV: Summarising	8 marks

Feedback Prize Contest

NO ENTRY FEE

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1. Which topics of your syllabus are inadequately or not discussed in the book from the point of view of your examination?

.....
.....
.....

2. Is there any factual inaccuracy in the book? Please specify.

.....
.....
.....

3. What is your assessment of this book as regards the presentation of the subject-matter, expression, precision and price in relation to other books available on this subject?

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.....
.....

4. Which competing books you regard as better than this? Please specify their authors and publishers.

1.
2.
3.

5. Any other suggestion/comment you would like to make for the improvement of the book.

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.....
.....

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Yours faithfully,
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Part—I

INTRODUCTION TO BUSINESS COMMUNICATION

1. Nature, Process and Importance of Communication
2. Formal and Informal Channels of Communication
3. Dimensions or Directions of Communication
4. Media and Types of Communication
(Oral and Written Communication)
5. Non-verbal Communication
6. Barriers to Communication
7. Guidelines for Effective Communication

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