



Subject: Business communication

Chapter: Unit 1 & 2

Category: Assignment 1

Unit 1

1. Define communication and explain the different types of communication with examples.
2. What is the significance of effective communication in organisations?
3. Define Grapevine and explain its various types.
4. What is the difference between hearing and listening?
5. Explain the listening process.
6. What is the role of non verbal communication in communication process.
7. Brief on interaction between verbal and non verbal communication.

Unit 2

1. Discuss the importance of public speaking.
2. State the various elements of public speaking and explain the importance of each in short.
3. What is logos, pathos and ethos?
4. Describe the 3 types of analysis of audience done by a presenter before giving a presentation?
5. Why is managing emotions necessary to establish effective interpersonal communication?
6. What are the different styles of communication? Explain each with an example.
7. Define Cultural intelligence and list down a few advantages of a higher CQ.
8. Suggest a few tips for establishing effective cross cultural communication.
9. Explain the different types of interview prevalent in the organisations.
10. What does the format of a cover letter look like?