**DBB 1201– BUSINESS COMMUNICATION**

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**Q.No Assignment Set – 1**

**1.   Discuss the importance of effective business communication at workplace. What is the role of the formal and informal channels of communication in building up a good communication network.**

**2.   Premature evaluations and hurried conclusion distort listening. Discuss in detail and write the solution for the same.**

**3.   How does general writing differ from business writing, in terms of language, style and tone**

**Assignment Set – 2**

**4.   Illustrate the five steps of SQ3R techniques of reading.**

**5.   Explain the principles of writing a business letter. Write a note on types of business letter.**

**6.   Highlight the specific objectives of corporate advertising. Explain the different types of corporate advertising.**