

GEC – Business Communication Skills

UG Sem –III

Assignment -2025

Attempt the following questions (any four):

1. Explain the **concept, objectives, and importance of Business Communication**. How does effective communication contribute to organizational success?
2. Discuss the **different types and media of communication** used in business, giving suitable examples of each.
3. What are the **major barriers to effective communication**? Explain each with examples.
4. Discuss the **impact of semantic and socio-psychological barriers** on business communication. Suggest ways to overcome them.
5. What are the **essential elements and layout** of a business letter? Illustrate with an example.
6. Write short notes on **different types of business letters**, such as letters of inquiry, order, sales, and complaints, highlighting their importance in business transactions.
7. Discuss the **importance and structure of report writing** in business communication. Give an example of a formal business report.
8. Explain the role of **public speaking, presentation, and group discussion** in enhancing professional communication skills.