

S.S. Jain Subodh P.G. College
Skills Enhancement Course
U.G. First Semester 2025
Business Communication Skills

Assignments

Unit I: Introduction to the Essentials of Business Communication

1. What are the key elements of effective business communication and how can they be applied in a professional setting?
2. Discuss the importance of understanding the audience in business communication, providing examples of how audience's analysis can impact communication strategies.

Unit II: Business Correspondence

1. Describe the structure and layout of a formal business letter, highlighting the key differences between various types of business letters.
2. What are the essential qualities of a well-written business memo and how can memos be used effectively in organizational communication?

Unit III: Oral Business Communication

1. Explain the role of non-verbal communication in oral presentations, providing tips on how to use body language and tone to enhance presentation effectiveness.
2. Discuss the importance of preparing for a job interview, outlining strategies for researching the company, practicing responses, and demonstrating confidence.

Unit IV: Electronic Communication

1. What are the benefits and drawbacks of using email in business communication, and how can email etiquette contribute to effective online interactions?
2. Describe the characteristics of effective business writing in digital formats, such as e-mails, instant messages, and social media posts, highlighting the need for clarity, concision, and professionalism.