

MAULANA AZAD NATIONAL URDU UNIVERSITY, HYDERABAD
(Accredited "A+" Grade by NAAC)
Directorate of Distance Education

Programme: B.Com 4th Semester
Course: Business Communication (BBCM402SET)
July-2020 Admitted Batch

Assignment No. 1

Max Marks: 15

Part-A

Answer any two questions. Each question carries **2.5** marks. **2 x 2.5 =5**

1. How will you describe and define communication? Briefly elaborate your answer.
2. What are the advantages of vertical communication?
3. Write a short note on the importance of written communication.
4. What essential aspects should be considered while preparing minutes of the meeting?

Part-B

Answer any one question. Each question carries **10** marks. **1 x 10 =10**

1. Should traditional methods of sharing information at the professional level be replaced with electronic tools? Why?
2. What are the key differences in virtual and face-to-face modes of meetings? Discuss.
3. Your company deals in office furniture. Write a reply letter to a prospective client who asked for the supply of furniture.