

Business Communication Study Guide

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Effective business communication helps in building goodwill of an organization. Business Communication can be of two types: Oral Communication-An oral communication can be formal or informal. Generally business communication is a formal means of communication, like : meetings, interviews, group discussion, speeches etc. An example of Informal business communication would be - Grapevine. Written Communication-Written means of business communication includes - agenda, reports, manuals etc.

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Business Communication Study Guide. STUDY. Flashcards. Learn. Write. Spell. Test. PLAY. Match. Gravity. Created by. indianagent. Provided by Quizlet (Courtesy of Gwozdzimoto) Terms in this set (217) ... Written, spoken, and unspoken elements of communication to which people assign meaning, Content.

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Business Communication final exam study guide: A) don't worry because you can adjust to their needs on the fly. B) always put your own needs before their needs. C) rely on chance and circumstance to help you relate to their needs. D) use common sense and imagination to relate to their needs.

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BUSINESS COMMUNICATION EXAM REVIEW o Design for compatibility [] What is adopting the audience-centered approach o This means focusing on and caring about the members of your audience, making every effort to get your message across in a way that is meaningful to them. o This approach is known as adopting the "you" attitude, in contrast to messages that are about "me" [] Explain the difference between ethical communication and legal communication o Ethical messages are accurate and sincere.

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Earlier, business communication was limited to paper-work, telephone calls etc. But now we have cell phones, video conferencing, emails, satellite communication etc. Communication is a process of exchanging verbal and non verbal messages. The main components of communication process are - Context, Sender, Message, Medium, Recipient and Feedback. Oral communication implies communication through mouth.

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1.4 Nature of Business Communication: A Case Study The role of communication in organized activities is perhaps explained by a real-life illustration. By design, our illustration is both detailed and scant. It is detailed because it consists of examples of the minute and specific communication events that occur in business.

INTRODUCTION TO COMMUNICATION
Business Communication Study Guide 4th Edition by Betty S. Johnson (Author), Marsha L. Bayless (Author) ISBN-13: 978-0759341593. ISBN-10: 0759341591. Why is ISBN important? ISBN. This bar-code number lets you verify that you're getting exactly the right version or edition of a book. The 13-digit and 10-digit formats both work.

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Topic - the overall subject. Main idea - a specific statement about the topic of your message. Scope - the range of information you present, the overall length, and the level of detail. Direct approach - open with the main idea of your message and support that with reasoning, evidence, and examples.

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What is Effective Business Communication? - Study.com
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