

**Subject Code : 8CCBB4**

## **MANAGERIAL COMMUNICATIONS**

**OBJECTIVE:** To enable the students, understand the significance of communication particularly in the fields of sales and its execution, claims and adjustments, agency business, report writing [Both business and press – Hard and soft.

### UNIT I

Communication –Meaning , process and Significance – Objectives – Principles – Types – Media – Barriers to Communication – Commercial Terms and Abbreviations.

### UNIT II:

Correspondence – Need, Functions and Kinds of Business Letters – Layout of Business Letters – Enquiry and Reply – Offers and Quotations – Orders – Execution and Cancellation.

### UNIT III:

Claims and Adjustments – Collection Letters – Sales Promotion Letters – Circular Letters.

### UNIT IV

Agency Correspondence – Bank Correspondence – Import and Export Correspondence – Application Letters.

### UNIT V

Recommendations - Report Writing – Structure of Reports – Press Reports – Market Reports – Business Reports – Modern means of Electronic Communication – Internet–E-mail - Video Conferencing – Creating Web page – FAX.

### TEXT BOOK RECOMMENDED:

Effective Business English and Correspondence – M.S.RAMESH & PATTENSHETTY, R.Chand & Co.

### BOOKS FOR REFERENCE:

Essentials of Business Communication – RAJENDRA PAL & J.S. KORLAHALLI, Sultan chand & sons

Business Communication – R.C.SHARMA, KRISHNA MOHAN, Tata McGraw Hills.

Business Communication – URMILA RAI, Himalaya Publishing House