**MBA 2nd Mid Term**

**Effective Business Communication**

• Nature & Process of Communication,

• Characteristics of effective business communication

• Basic forms of communication, Communication in organizational setting

• Communication barriers, Guidelines for overcoming the barriers

**Writing Business messages**

• The importance of appearance, Stationary, letterhead, layout of the letter

• Standard parts of a business letter, Optional parts, and important aspects of format

• Three styles of letter, Memo format, Practice

**Writing Routine, Good News & Goodwill Message**

• The importance of writing directly, delivering the news or making request Including details or explanations, closing positively with action step

• Discussion over sample positive messages

**Writing Negative News Messages**

• The importance of writing indirectly, Steps in transmitting bad news

• Beginning with a neutral statement, explaining the denial

• Ending on a positive note, Discussion over sample negative messages

**Writing Persuasive News Messages**

• Importance of writing persuasive letters & memos

• Using AIDA approach, Types of collection letters

• Discussion over sample persuasive messages

**Planning, Writing & Completing Informational Reports**

• Understanding Reports & Proposals

• Informational Reports& Types of Informational Reports

• Analysis of Samples & Practice of Informational Reports