

FYBMS

SEM - II

Business Communication – II

1. Types of Interviews
2. Need and Importance of Meetings
3. Need and Importance of Meetings
4. Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR
5. Letters of Inquiry
6. Letters of Complaints
7. Sales Letters
8. Promotional leaflets and fliers
9. Consumer Grievance Letters
10. Letters under Right to Information (RTI) Act
11. Reports: Parts, Types, Feasibility Reports, Investigative Reports
12. Summarisation