Business Communication

As per LU datesheet

B.B.A.LL.B. Sem I · BL-105 · Practical + theory paper. Theory answers: definition → features → model/diagram → examples → conclusion. Drafting questions (letters, resume, minutes, memo, press release, report) need the **correct format** — layout carries marks. New syllabus adds LinkedIn, email/virtual meetings, cross-cultural and AI-assisted writing.

UNIT I – Basics

- ★ Meaning, 7 Cs
- ★ Process model
- ★ Networks, channels, grapevine
- ★ Barriers & remedies

UNIT II – Forms

- ★ Oral, listening
- · Written, effective writing
- ★ Non-verbal: kinesics, proxemics, paralanguage



UNIT III – Writing

- ★ Application, resume, LinkedIn
- ★ Business letters
- · E-mail, virtual meets, cross-cultural
- ★ Reports · AI writing

UNIT IV – Corporate

- · Corporate comm., PR, presentation
- ★ Notice, agenda, minutes, memo, press
- · Etiquette, social media, technology

Exam date: As per LU datesheet | **Time:** As per LU datesheet | **Duration:** 3 hours | **Paper:** BL-105

Exam-hall strategy: Read the whole paper first → start with the question you know best → draw neat, labelled diagrams → box every final answer and formula → keep the last 5 minutes for checking.

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Most Important Repeated Questions

From the LUUPDATE B.B.A.LL.B. (Integrated) 5-Year Sem I Important Topics 2026 list — based on the new 2026-27 syllabus (Schedule III) and previous LU papers. ★★★ = must study, ★★ = high chance, ★ = if time permits. ESE: 10 questions, attempt any 5, 15 marks each, MM 75 (+ 25 internal = 100), 3 hours.

#	Tag	Question / Topic	Asked in
1	★★★	Business communication – meaning, importance, 7 Cs / principles	Unit I Must study
2	★★★	Process of communication (model); networks and channels (formal/grapevine)	Unit I Must study
3	★★★	Barriers to communication and measures to overcome them	Unit I Must study
4	★★★	Oral communication – principles, merits, demerits; effective listening	Unit II Must study
5	★★	Written communication – principles and effective writing techniques	Unit II High chance
6	★★★	Non-verbal communication – kinesics, proxemics, paralanguage	Unit II Must study
7	★★★	Application letter and resume; LinkedIn profile	Unit III Must study
8	★★★	Business letters – layout, kinds (enquiry, order, complaint, collection)	Unit III Must study
9	★★	Email etiquette, netiquette, virtual meetings; cross-cultural communication	Unit III High chance
10	★★★	Report writing – types, structure and techniques	Unit III Must study
11	★★	AI-assisted business writing – ethical use	Unit III High chance
12	★★	Corporate communication and public relations; presentation skills	Unit IV High chance
13	★★★	Meetings – notice, agenda, minutes; office memo, office order, press release (drafting)	Unit IV Must study
14	★★	Business etiquette; role of social media	Unit IV High chance
15	★	Impact of technology on communication	Unit IV If time permits

Also revise: Shannon–Weaver model, upward/downward/horizontal/diagonal flow, chain/wheel/circle/all-channel networks, Johari window, KISS principle, Hall's proxemic zones, Hofstede's dimensions, 5W1H of press release.

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Flowcharts & Diagrams – See It at a Glance

→ FLOWCHART: Communication Process

Sender (idea) → Encoding → Message through channel → Decoding by receiver → Response →
Feedback (noise can disturb any stage)

→ FLOWCHART: Writing a Formal Report

Title page → Letter of transmittal & contents → Executive summary →
Introduction (terms of reference) → Findings / analysis → Conclusions & recommendations, appendices

→ FLOWCHART: Meeting Documents

Notice (date, time, venue) → Agenda (items in order) → Conduct of meeting (quorum, chair) →
Minutes (record of decisions) → Approval & signature of chairman

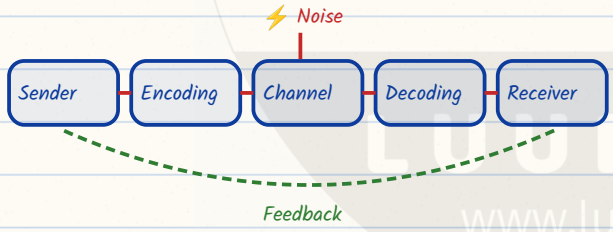
→ FLOWCHART: Layout of a Business Letter

Heading / letterhead → Date, reference → Inside address → Salutation · subject →
Body (opening, main, closing) → Complimentary close, signature, enclosures

→ FLOWCHART: Active Listening

Stop talking, pay attention → Show interest (nod, eye contact) → Avoid premature judgement →
Ask questions, paraphrase → Give feedback

Communication Process Model



Agenda vs Minutes

Agenda	Minutes
List of items to be discussed	Record of discussions and decisions
Prepared before meeting	Prepared after meeting
Sent with notice	Confirmed & signed in next meeting
Future tense	Past tense, third person

UNIT I – Business Communication: Process, Barriers & 7Cs

Meaning, Features & Types ★★★

Communication = transfer of information and understanding from one person to another (Keith Davis). **Business communication** = exchange of information within and outside an organisation for business purposes.

- **Features:** two-way process, continuous, purposeful, involves at least two persons, needs common understanding, has feedback, can be verbal or non-verbal
- **Importance:** planning and coordination, decision making, motivation, customer relations, image building, conflict resolution
- **Types:** by direction — downward (orders), upward (reports, suggestions), horizontal (peers), diagonal; by channel — **formal** (official chain) vs **informal (grapevine)** — fast, flexible but rumours; by mode — verbal (oral, written), non-verbal; internal vs external

Barriers & Remedies ★★★

- **Semantic:** words with multiple meanings, jargon, poor translation
- **Physical / mechanical:** noise, distance, faulty equipment, poor network
- **Psychological:** emotions, prejudice, distrust, poor attention, premature evaluation
- **Organisational:** rigid hierarchy, too many levels, rules, overload of information
- **Cultural / socio-cultural:** different values, gestures, languages
- **Personal:** attitude of superiors and subordinates, fear, lack of incentive

Overcoming: clarify ideas, know the audience, simple language, proper medium, active listening, feedback, consistency of action and words, reduce levels, use technology, cultural sensitivity.

7Cs of Effective Communication ★★★

C	Meaning
Completeness	All necessary facts — answers 5W1H
Conciseness	Brief, no unnecessary words
Consideration	"You-attitude" — reader's view and benefit
Concreteness	Specific facts and figures, not vague
Clarity	Simple words, one idea per sentence
Courtesy	Polite, respectful, positive
Correctness	Accurate facts, grammar, format

UNIT II – Oral, Non-verbal & Written Communication

Oral Communication & Listening ★★

- **Oral:** face-to-face, telephone, meetings, presentations. **Advantages:** quick, immediate feedback, personal touch, flexible. **Disadvantages:** no record, can be misunderstood, unsuitable for lengthy/legal matters
- **Listening** ≠ hearing — it is active interpretation. **Levels:** ignoring, pretend, selective, attentive, empathetic (highest)
- **Advantages:** better understanding, fewer mistakes, good relations, learning
- **Improve by:** concentration, eye contact, no interruption, note-taking, asking questions, paraphrasing, controlling emotions

Non-verbal Communication ★★★

- **Kinesics:** body language — facial expressions, gestures, posture, eye contact
- **Proxemics:** use of space (Edward Hall) — intimate (0–18 in), personal (1.5–4 ft), social (4–12 ft), public (12 ft +)
- **Paralanguage:** tone, pitch, volume, pauses — how something is said
- **Chronemics** (time), **haptics** (touch), appearance, silence, colour, signs
- **Importance:** reinforces or contradicts words, conveys emotions, builds trust, culturally specific

Verbal communication — advantages: precise, can be recorded (written), detailed; **disadvantages:** time-consuming (written), lack of tone, misinterpretation.

Cover Letter & Resume ★★★

- **Application / cover letter:** sender's address, date, employer's address, subject (post applied for, source of advertisement), salutation, opening (purpose), body (qualifications and why you fit), closing (request for interview), complimentary close, signature, enclosures
- **Resume (CV):** name and contact, career objective / profile summary, education, skills (technical, soft), work experience / internships, projects, achievements and certifications, extracurriculars, languages, declaration, references
- **Types:** chronological, functional, combination; CV (detailed, academic) vs resume (1–2 pages, job-focused)
- **Tips:** tailor to job, action verbs, quantify achievements, no errors, simple professional layout, ATS-friendly keywords

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UNIT III – Letters, Reports, Meetings & Office Documents

Business Letters ★★★

- **Features:** clear, concise, courteous, correct, complete, you-attitude, proper format and tone
- **Types:** enquiry, quotation, order, complaint, adjustment, sales, collection, credit, circular, recommendation, letters to banks/insurers
- **Layouts: full block** (everything at left margin — most common), modified block (date and closing to the right), semi-block (indented paragraphs), simplified (no salutation/close), indented (old)
- **Parts:** letterhead, date, reference, inside address, attention line, salutation, subject, body, complimentary close, signature, enclosures, cc

Report Writing ★★★

Report = organised statement of facts with findings and recommendations for a specific purpose.

- **Types:** formal vs informal; informational vs analytical; routine/periodic vs special; oral vs written; individual vs committee
- **Characteristics:** factual, objective, clear, concise, logical order, complete, timely, with recommendations
- **Format of formal report:** title page → letter of transmittal → table of contents → executive summary → introduction (terms of reference, scope, methodology) → findings/body → conclusions → recommendations → appendices, references, signature and date
- **Steps:** define purpose → collect data → analyse → outline → draft → revise → submit

Meetings: Notice, Agenda, Minutes ★★★

- **Notice:** written intimation of date, time, place and purpose; sent to all entitled within the required time (21 days for AGM under Companies Act)
- **Agenda:** list of business to be transacted in order — confirmation of previous minutes, matters arising, main items, any other business with chair's permission, vote of thanks
- **Minutes:** concise official record of proceedings and decisions — name, date, place, attendance, chair, quorum, resolutions passed; written in past tense; signed by chairman — legal evidence
- Kinds of minutes: minutes of narration and minutes of resolution

Memo, Office Order, Press Release ★★

- **Memorandum:** internal written note — To, From, Date, Subject, message; brief and direct
- **Office order:** directive from management on transfers, appointments, rules — numbered, dated, signed by authority, with copy list
- **Press release:** statement to media — "For immediate release", headline, dateline, lead paragraph (SWIH), body, company boilerplate, contact details, "###" at end
- Circulars and notices for wider internal communication

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UNIT IV – Corporate Communication, Digital Media & Etiquette

Corporate Communication & PR ★★

- **Corporate communication:** managing all internal and external communication to build a favourable corporate image — employee, investor, media, crisis, CSR communication
- **Public relations:** planned effort to establish and maintain goodwill and mutual understanding between an organisation and its publics (IPR, UK). Tools: press releases, press conferences, events, sponsorships, publications, social media, crisis management
- PR is mostly unpaid and credibility-based, unlike advertising

Social Media in Communication ★★★

- **Platforms:** LinkedIn (professional), X/Twitter (news, customer service), Instagram, YouTube, Facebook, WhatsApp Business
- **Roles:** brand building, two-way engagement, customer support, marketing campaigns, recruitment, crisis communication, real-time feedback, internal collaboration
- **Advantages:** wide reach, low cost, instant, measurable, interactive
- **Challenges:** negative virality, fake news, privacy, need for constant monitoring, social media policy

ICT: E-mail & Web/Video Conferencing ★★

- **E-mail:** fast, cheap, record, attachments, multiple recipients. **E-mail etiquette:** clear subject line, proper salutation, short paragraphs, no all-caps, professional tone, check before sending, reply promptly, use Cc/Bcc carefully, signature block
- **Web/video conferencing** (Zoom, Teams, Google Meet): saves travel cost and time, real-time, screen sharing, recording; challenges — connectivity, less personal, time zones. Etiquette: test equipment, mute when not speaking, camera on, punctual
- Intranet, instant messaging, collaboration tools (Slack)

Business Etiquette ★★

Code of polite professional behaviour.

- **Importance:** creates good impression, builds relationships, professionalism, avoids embarrassment in cross-cultural dealings
- **Areas:** greeting and introductions, handshake, dress code, punctuality, telephone etiquette, meeting and dining etiquette, e-mail etiquette, respecting hierarchy and cultural differences, exchanging business cards

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New Syllabus Topics (2026-27)

Networks & Channels; Grapevine ★★★

- **Formal channels:** downward (orders, policies), upward (reports, suggestions, grievances), horizontal/lateral (between peers — coordination), diagonal (across levels and departments)
- **Networks:** chain (strict hierarchy), wheel (all through a central leader — fast, centralised), circle, Y, all-channel/star (everyone talks to everyone — best for complex problems, high satisfaction)
- **Grapevine (informal):** spontaneous, fast, flexible, follows social ties; types (Keith Davis) — single strand, gossip, probability, **cluster** (most common). Merits — speed, feedback, emotional outlet, morale; demerits — rumours, distortion, leaks. Managers should monitor it, feed correct information, keep formal channels open

Written Communication & Effective Writing ★★

- **Merits:** permanent record, legal evidence, precise, reaches many, can be reviewed; **demerits:** slow, costly, no instant feedback, formal, needs literacy
- **Principles:** 7 Cs, purpose and reader analysis, plain language, logical order, active voice, short sentences and paragraphs, headings and bullets, correct grammar, courteous tone
- **Techniques:** plan (5W1H) → draft → revise → edit → proofread; KISS ("keep it short and simple"); you-attitude; positive phrasing; Fog Index for readability

LinkedIn, E-mail Etiquette, Virtual Meetings, Cross-cultural Communication ★★★

- **LinkedIn profile:** professional photo, headline (role + value — "Law Student | Contract & Corporate Law | Moot Court"), about/summary (3–5 lines), experience/internships with results, education, skills and endorsements, certifications, recommendations, custom URL, regular posts; keep consistent with resume
- **E-mail etiquette:** clear subject line, proper salutation, concise body, one topic per mail, professional signature, reply within 24 hours, use CC/BCC correctly, check attachments, avoid all-caps and slang, no "reply all" misuse, proofread before sending
- **Netiquette:** respect privacy, no spam or forwarding unverified content, polite tone online, credit sources, protect data and passwords
- **Virtual meetings:** share agenda in advance, test audio/video, join on time, mute when not speaking, camera on, raise hand/chat for questions, share screen properly, record with consent, circulate minutes
- **Cross-cultural communication:** differences in language, gestures, time (monochronic vs polychronic), high-context (India, Japan) vs low-context (USA, Germany) cultures — Edward Hall; Hofstede's dimensions (power distance, individualism, uncertainty avoidance, masculinity, long-term orientation, indulgence). Tips — learn basic norms, avoid stereotypes and idioms, active listening, confirm understanding, respect holidays and titles

AI-assisted Business Writing (Ethical Use) ★★

- **Uses:** drafting e-mails, letters, reports and summaries; grammar and tone correction; translation; brainstorming; formatting
- **Benefits:** speed, consistency, fewer errors, helps non-native writers
- **Ethical rules:** human review and accountability for every output; verify facts, figures and legal citations (AI can "hallucinate"); never paste confidential client or company data into public tools; disclose AI use where required; avoid plagiarism and respect copyright; check bias and tone; follow company and Bar Council/university policies

Presentation Skills; Impact of Technology ★★

- **Presentation:** know audience and purpose → structure (opening hook, 3 key points, summary, Q&A) → visual aids (6×6 rule, charts) → rehearse → delivery (eye contact, voice modulation, posture, gestures, pace) → handle questions calmly
- **Impact of technology:** speed and reach (e-mail, WhatsApp Business, video calls), remote work, digital records and e-signatures, AI chatbots, social media marketing, cost reduction; challenges — information overload, cyber security and privacy (DPDP Act 2023), reduced personal touch, digital divide, misinformation

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Drafting Formats — Practise These

Format — Minutes of a Meeting

Minutes of the meeting of the Marketing Committee held on 10 November 2026 at 11:00 a.m. in the Conference Room

Present: Mr A (Chair), Ms B, Mr C · Apologies: Ms D

1. Minutes of the last meeting were read and confirmed.

2. Festive campaign: Resolved that a budget of ₹5 lakh be approved.

3. Next meeting: 10 December 2026.

Signed: _____ Chairman · Date: ____

Format — Memo

MEMORANDUM

To: All Sales Staff · From: Sales Manager · Date: 18.11.2026

Subject: Monthly review meeting

The monthly review will be held on Friday, 21 November at 4 p.m. in Hall 2. Please bring your sales reports.

— R. Sharma

Format — Press Release

FOR IMMEDIATE RELEASE

ABC Ltd. launches eco-friendly packaging

Lucknow, 18 November 2026 — ABC Ltd. today announced … (who, what, when, where, why, how). Quote from CEO … About ABC Ltd. … Media contact: name, phone, e-mail

###

Format — Cover Letter (outline)

Your address · Date · HR Manager, XYZ Ltd., address

Subject: Application for the post of Management Trainee (ref. Naukri ad dated …)

Dear Sir/Madam, — purpose → qualifications & skills → why this company → request for interview — Yours faithfully, signature, name · Enclosure: Resume

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Practice Set with Answers

Cover the answer column, try each question yourself, then check.

#	Question	Answer
1	Who said communication is transfer of information and understanding?	Keith Davis.
2	Informal communication is called?	Grapevine.
3	Any disturbance in communication?	Noise.
4	7Cs?	Completeness, conciseness, consideration, concreteness, clarity, courtesy, correctness.
5	You-attitude belongs to?	Consideration.
6	Study of body language?	Kinesics.
7	Study of space?	Proxemics (Edward Hall).
8	Tone and pitch?	Paralanguage.
9	Highest level of listening?	Empathetic listening.
10	Most common letter layout?	Full block.
11	Record of meeting decisions?	Minutes.
12	Agenda is prepared?	Before the meeting.
13	Press release ends with?	###.
14	Internal brief written note?	Memorandum.
15	Professional social network?	LinkedIn.
16	Formal report starts with?	Title page and letter of transmittal.

Common Mistakes to Avoid

- No diagram for the communication process
- Listing barriers without remedies
- Writing minutes in future tense
- Missing subject line and enclosures in letters
- Mixing agenda and minutes
- Resume without contact details or with errors

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Answer Plans — What to Write for Each Question

Q. Communication & process
Definitions → features → importance → process diagram → types.

Q. Barriers
Classify barriers with examples → measures to overcome.

Q. 7Cs
Each C with meaning and example sentence.

Q. Non-verbal / listening
Forms (kinesics, proxemics, paralanguage) → importance; listening levels and tips.

Q. Cover letter & resume
Draft complete letter → resume with all headings.

Q. Business letter
Features → types → layouts → draft one.

Q. Report
Meaning → types → characteristics → specimen format.

Q. Meetings
Notice, agenda, minutes → agenda vs minutes → draft.

Q. Social media / ICT / etiquette
Roles and advantages → challenges → e-mail & video etiquette.

Last-Minute Fact Sheet

Process	Sender → encoding → channel → decoding → receiver → feedback (noise)
Types	Downward, upward, horizontal, diagonal · formal vs grapevine · verbal vs non-verbal
Barriers	Semantic, physical, psychological, organisational, cultural, personal
7Cs	Complete, concise, considerate, concrete, clear, courteous, correct
Non-verbal	Kinesics · proxemics · paralanguage · chronemics · haptics
Writing	Full-block letter · formal report format · notice → agenda → minutes · memo · press release (###)
Digital	Social media roles · e-mail etiquette · video-conference etiquette · PR tools

Before you enter the exam hall: revise the mind map, the flowcharts and the formula sheet once more. Read the paper fully, draw labelled diagrams, box your answers, and keep 5 minutes for checking. **You have prepared well. All the best!** Team LUUPDATE

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