



MOST IMP QUESTIONS

Q.1 Essay Type – Unit I

- 1 Explain the Process of Communication with a suitable diagram and examples.
- 2 Define Communication and explain its meaning, scope and importance.
- 3 Explain the need and importance of communication in academic, professional and social life.
- 4 Explain types of communication with suitable examples.
- 5 Discuss the characteristics and nature of communication.

Q.2 Essay Type – Unit II

- 1 What is Feedback? Explain its meaning, types and importance in communication.
- 2 Explain different types of feedback with examples.
- 3 Discuss the role of feedback in effective communication.
- 4 Explain the characteristics and significance of feedback in communication.

Q.3 Short Notes / Problem

- 1 Definition of Communication
- 2 Types of Communication
- 3 Feedback – Meaning
- 4 Types of Feedback
- 5 Noise in Communication
- 6 Verbal vs Non-Verbal Communication
- 7 Importance of Communication
- 8 Channels of Communication

(Downward, Upward, Horizontal, Grapevine)

● BUSINESS CORRESPONDENCE / LETTER WRITING (VERY IMPORTANT)

👉 These can come in Q.3 (Short Notes / Problem)

3 Job Application Letter (with Bio-data) ★★★

4 Letter of Appointment

5 Letter of Appreciation

6 Letter of Resignation

7 Job Application via Email ★★★

8 Writing & replying to Official Emails

Explain the Process of Communication with a suitable diagram and examples.

Meaning of Communication Process

The **process of communication** is a systematic and continuous process through which a **sender** transmits a **message** to a **receiver** through a **medium** to achieve **mutual understanding**.

◆ Diagram of Communication Process Refer from your book

Sender → Encoding → Message → Channel → Receiver → Decoding



◆ Elements of Communication Process

1. Sender

The person who initiates communication.

Example: A teacher explaining a topic.

2. Encoding

Conversion of ideas into words, symbols or gestures.

Example: Teacher preparing lecture notes.

3. Message

The information or idea to be communicated.

Example: Topic explanation.

4. Channel / Medium

The means through which the message is sent.

Example: Classroom lecture, email, WhatsApp.

5. Receiver

The person who receives the message.

Example: Students.

6. Decoding

Interpreting and understanding the message.

Example: Students understanding the lecture.

7. Feedback

Response given by the receiver.

Example: Students asking questions.

8. Noise

Any disturbance that affects communication.

Example: Poor internet, language barrier.

◆ Example (Academic Context – India)

A professor explains communication theory using a PPT (sender → encoding → message → channel). Students understand and ask doubts (receiver → decoding → feedback). Poor internet acts as noise.

◆ Conclusion

Thus, communication is a **two-way, continuous process**, and feedback ensures its effectiveness.

Define Communication and explain its meaning, scope and importance.

◆ Definition of Communication

Communication is the **process of exchanging information, ideas, thoughts or feelings** between individuals or groups to achieve **mutual understanding**.

◆ Meaning of Communication

- Derived from Latin word “*communicare*” meaning **to share**
- It involves **sending, receiving and understanding messages**
- Includes **verbal, non-verbal, written and digital communication**

◆ Scope of Communication

1. Personal Communication

Sharing feelings and thoughts with family and friends.

2. Academic Communication

Lectures, seminars, presentations, assignments.

3. Professional Communication

Meetings, reports, emails, interviews.

4. Social Communication

Public awareness campaigns, community interaction.

◆ Importance of Communication

- Helps in **knowledge sharing**
- Improves **relationships**
- Essential for **decision-making**

- Promotes **teamwork**
- Required for **career growth**

◆ **Conclusion**

Communication is the **foundation of human interaction** and is essential for success in academic, professional and social life.

Explain the need and importance of communication in academic, professional and social life.

◆ **Need for Communication**

Communication is required to **share ideas, understand others and coordinate activities.**

◆ **Academic Importance**

- Improves teaching and learning
- Helps students understand concepts
- Encourages discussion and clarification
Example: Classroom lectures, presentations

◆ **Professional Importance**

- Essential for teamwork and leadership
- Helps in decision-making
- Builds professional image
Example: Office meetings, emails, reports

◆ **Social Importance**

- Helps build relationships
- Promotes cultural understanding
- Resolves conflicts

Example: Community programmes, social campaigns

◆ Conclusion

Communication plays a **vital role in every aspect of life** and is key to personal and professional success.

Explain types of communication with suitable examples.

◆ Types of Communication

1. Verbal Communication

Communication through spoken words.
Example: Classroom lecture, meetings

2. Written Communication

Communication through written words.
Example: Letters, emails, reports

3. Non-Verbal Communication

Communication without words.
Example: Gestures, facial expressions

4. Visual Communication

Use of visuals to convey message.
Example: Charts, diagrams, PPTs

5. Digital Communication

Technology-based communication.
Example: WhatsApp, email, video calls

◆ Conclusion

Different types of communication are used depending on **situation, purpose and audience**.

Discuss the characteristics and nature of communication.

◆ Characteristics of Communication

1. Two-Way Process

Includes sender and receiver.

2. Continuous Process

Communication never stops.

3. Dynamic

Changes with time and situation.

4. Purposeful

Aims to inform, persuade or educate.

5. Contextual

Affected by culture, situation and environment.

6. Interactive

Requires feedback.

◆ Nature of Communication

- Human activity
- Social process
- Essential for cooperation
- Influenced by emotions and culture

◆ Conclusion

Communication is a **dynamic, continuous and purposeful process** essential for effective human interaction.

What is Feedback? Explain its meaning, types and importance in communication.

◆ Meaning of Feedback

Feedback is the **response or reaction of the receiver** to the sender's message. It helps the sender know whether the message has been **understood correctly or not**.

◆ Definition

Feedback is the process through which the receiver communicates his/her **understanding, reaction or response** to the sender.

◆ Types of Feedback

1. Positive Feedback

Encourages and motivates the sender.

Example: Teacher praising a student.

2. Negative Feedback

Points out mistakes or weaknesses.

Example: Manager correcting errors in a report.

3. Constructive Feedback

Gives suggestions for improvement.

Example: Supervisor advising better presentation style.

4. Immediate Feedback

Given instantly.

Example: Classroom discussion.

5. Delayed Feedback

Given after some time.

Example: Annual performance appraisal.

◆ Importance of Feedback

- Confirms **clarity of message**
- Improves **effectiveness of communication**

- Helps in **correction of errors**
- Encourages **two-way communication**
- Builds **confidence and motivation**

◆ Conclusion

Feedback makes communication **complete, effective and meaningful** by ensuring mutual understanding.

Explain different types of feedback with examples.

◆ Introduction

Feedback can be classified into various types depending on its **nature, time and purpose**.

◆ Types of Feedback with Examples

1. Positive Feedback

- Appreciation or encouragement
Example: "Well done" by a teacher.

2. Negative Feedback

- Highlights mistakes
Example: Manager pointing out late submission.

3. Constructive Feedback

- Suggests improvement politely
Example: "You can improve by adding examples."

4. Immediate Feedback

- Given instantly
Example: Live response in meetings.

5. Delayed Feedback

- Given after a time gap
Example: Semester exam results.

6. Formal Feedback

- Official and structured
Example: Performance appraisal.

7. Informal Feedback

- Casual and unofficial
Example: Peer suggestions.

◆ Conclusion

Different types of feedback help improve **performance, clarity and effectiveness** of communication.

Discuss the role of feedback in effective communication.

◆ Introduction

Feedback plays a **key role** in making communication effective and meaningful.

◆ Role of Feedback

1. Completes Communication

Without feedback, communication is incomplete.

2. Ensures Understanding

Helps confirm whether the message is understood correctly.

3. Improves Performance

Guides improvement in academic and professional work.

4. Reduces Errors

Identifies misunderstandings and mistakes.

5. Encourages Participation

Promotes two-way interaction.

6. Builds Relationships

Creates trust between sender and receiver.

◆ **Example**

In classrooms, students' questions help teachers know whether teaching is effective.

◆ **Conclusion**

Feedback is essential for **clarity, improvement and success** in communication.

Explain the characteristics and significance of feedback in communication.

◆ **Characteristics of Feedback**

1. Two-Way Process

Involves sender and receiver.

2. Continuous

Occurs throughout communication.

3. Can be Verbal or Non-verbal

Words, gestures, expressions.

4. Can be Positive or Negative

Encouraging or corrective.

5. Context-based

Depends on situation and environment.

◆ **Significance of Feedback**

- Ensures **effective communication**
- Helps in **decision-making**
- Improves **learning and performance**
- Builds **confidence**
- Strengthens **relationships**

◆ **Conclusion**

Feedback is a **vital element** that improves communication quality and effectiveness.

1 **Definition of Communication**

Communication is the **process of exchanging ideas, information, thoughts or feelings** between individuals to achieve **mutual understanding**.

2 **Types of Communication**

- Verbal
- Written
- Non-verbal
- Visual
- Digital

3 Feedback – Meaning

Feedback is the **response of the receiver** to the sender's message, showing understanding or reaction.

4 Types of Feedback

- Positive
- Negative
- Constructive
- Immediate
- Delayed

5 Noise in Communication

Noise refers to **any disturbance** that affects communication.

Example: Language barrier, poor network, noise pollution.

6 Verbal vs Non-Verbal Communication

Verbal

Uses words

Non-Verbal

Uses gestures

| | |
|-------------------|--------------------|
| Spoken or written | Facial expressions |
|-------------------|--------------------|

| | |
|------------------|------------------|
| Clear and direct | Emotional impact |
|------------------|------------------|

7 Importance of Communication

- Improves understanding
- Builds relationships
- Essential for teamwork
- Helps decision-making
- Important for career growth

8 Channels of Communication

1. Downward Communication

Flow from superior to subordinate.

Example: Instructions from manager.

2. Upward Communication

Flow from subordinate to superior.

Example: Feedback from employees.

3. Horizontal Communication

Between employees at same level.

Example: Team discussion.

4. Grapevine Communication

Informal communication.

Example: Office rumours.

3 JOB APPLICATION LETTER (WITH BIO-DATA) ★★★

(Most Important)

📌 Format: Job Application Letter

From:

Rahul Sharma
Flat No. 12, Shanti Nagar
Mumbai – 400001

To:

The HR Manager
ABC Pvt. Ltd.
Mumbai

Date: 10 February 2026

Subject: Application for the post of Accounts Assistant

Respected Sir/Madam,

I came to know through a newspaper advertisement that your esteemed organisation requires an **Accounts Assistant**. I wish to apply for the same.

I have completed **FY B.Com** from the University of Mumbai. I possess good knowledge of accounting, MS-Excel and business communication. I am hardworking, sincere and willing to learn.

I request you to kindly consider my application. My bio-data is attached herewith for your kind perusal.

Thanking you.

Yours faithfully,
Rahul Sharma

📌 BIO-DATA

- **Name:** Rahul Sharma
- **Address:** Mumbai
- **Date of Birth:** 15 March 2006

- **Educational Qualification:** FY B.Com (Appearing)
- **Skills:** Accounting, MS-Excel, Communication
- **Hobbies:** Reading, Internet surfing
- **Contact No.:** 9XXXXXXXXX
- **Email:** rahul@gmail.com



LETTER OF APPOINTMENT

ABC Pvt. Ltd.

Mumbai

Date: 10 February 2026

To,

Mr. Rahul Sharma
Mumbai

Subject: Appointment as Accounts Assistant

Dear Mr. Rahul,

We are pleased to inform you that you are appointed as an **Accounts Assistant** in our organisation with effect from **1st March 2026**.

Your salary will be ₹20,000 per month along with company benefits as per rules. You will be on probation for six months.

Please report to the HR Department on the joining date.

Congratulations and welcome to our organisation.

Yours sincerely,

HR Manager
ABC Pvt. Ltd.

LETTER OF APPRECIATION

ABC Pvt. Ltd.

Mumbai

Date: 10 February 2026

To,

Mr. Rahul Sharma

Subject: Letter of Appreciation

Dear Rahul,

We appreciate your sincere efforts and dedication towards completing the annual audit work successfully.

Your hard work and commitment have contributed greatly to the growth of the organisation. Keep up the good work.

We wish you continued success in your career.

Yours sincerely,

Manager

ABC Pvt. Ltd.

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LETTER OF RESIGNATION

From:

Rahul Sharma
Mumbai

To:

The Manager
ABC Pvt. Ltd.

Date: 10 February 2026

Subject: Resignation from the post of Accounts Assistant

Respected Sir,

I hereby submit my resignation from the post of **Accounts Assistant** due to personal reasons.
Kindly accept my resignation with effect from **28 February 2026**.

I am thankful to the management for the support and guidance provided during my service period.

Thanking you.

Yours faithfully,
Rahul Sharma

**Refer your books for more accurate
answer / books provided by university of
mumbai**

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JOB APPLICATION VIA EMAIL



(Very Important)

Email Format

To: hr@abcpvtltd.com

Subject: Application for the post of Accounts Assistant

Dear Sir/Madam,

I am writing this email to apply for the post of **Accounts Assistant** as advertised.

I have completed FY B.Com and possess basic knowledge of accounting and MS-Office. I am hardworking and enthusiastic to work in your organisation.

My resume is attached for your kind consideration.

Thanking you.

Regards,

Rahul Sharma

Mobile: 9XXXXXXXXX

8 WRITING & REPLYING TO OFFICIAL EMAILS

📌 (A) Writing an Official Email

To: manager@company.com
Subject: Request for Leave

Dear Sir,

I would like to request leave for two days from 12th to 13th February 2026 due to personal reasons.

Kindly grant me permission.

Thanking you.

Regards,
Rahul Sharma

📌 (B) Replying to an Official Email

To: rahul@gmail.com
Subject: Re: Request for Leave

Dear Rahul,

Your leave request for 12th and 13th February 2026 has been approved.

Please ensure proper work handover.

Regards,
Manager