







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Tq. Mukhed Dist. Nanded & Sheshadri Globally Educational Competency Techniques, Pune.

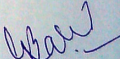
Department ENGLISH,

Addon Course / Certificate Course Admission List Year 2021-2022

A Certificate Course in Corporate Communication Techniques

Sr. No.	Name of the Students	Class	signature
1	RAJESH MADHAV KADAM	B.A.S.Y.	
2	GOVIND PRALAHAD GITE	B.A.S.Y.	
3	ASMITHA KESHAV WAGHAMODE	B.A.F.Y.	
4	MANIK VITTHALRAO WAGHAMODE	B.A.F.Y.	manik
5	SUNIL RAMESH KAMBLE	B.A.F.Y.	<u>sunil</u>
6	CHANDRAKANT NAGORAO POTFODE	B.A.F.Y.	
7	SANDEEP NARBA SONKAMBLE	B.A.F.Y.	<u>sani</u>
8	VISHAL MAROTI SONKAMBLE	B.A.F.Y.	
9	RAVI ASHOK CHAVAN	B.A.F.Y.	<u>Ravi</u>
10	RAJESH DIGAMBAR MODE	B.A.F.Y.	<u>Rajesh</u>

  
Co-ordinator

  
PRINCIPAL  
Gramin (Arts, Comm. & Science)  
Mahavidyalaya, Vasantnagar (Kot,  
Tq. Mukhed Dist. Nanded (M.S.

## Certificate course in corporate communication techniques

### Introduction

Our lives, be it with family, friends, others or within an organization. The emergence of new technologies and the power of digital platforms have made companies realize the significance of corporate communications. This can take many forms, depending on the audience. An organization's communication strategy usually consists of written text like internal and external reports, announcements, promotional materials, emails, notes, press releases, speeches, conferences, interviews, videos etc. Corporate communication techniques and management functions are intertwined to bring benefits to the organization and achieve desired goals.

### Objectives

- 1) Providing information.
- 2) Creating interest.
- 3) Motivating people.
- 4) Offering better coordination.
- 5) Maintain public relations.
- 6) Bringing Dynamism in the organization.
- 7) Harmonious relationship with management and workers.
- 8) Increasing efficiency.

### Syllabus

- 1] business organization - types and characteristics of responsibilities of business organizations.
- 2] Objective and process of communication.
- 3] Types of communication-verbal, non-verbal.
- 4] Importance of communication.
- 5] Different forms of communication business to communication course.
- 6] Business correspondence.
- 7] Electronic communication.

### **Job opportunities**

- Organizational development.
- Public relations specialist.
- Sales consultant.
- Public affairs director.
- Corporate management.
- Human resources.
- Employee relations.
- Corporate trainer.

### **Course Duration**

The duration of the course will be 30 hours.

### **Fee Structure**

The course will be totally Unpaid - No fees.

### **Eligibility**

Any student of the college can enroll in this course as the eligibility criteria for the course will be passing 12th standard exam with English, as one of the languages.

### **Evaluation process**

After successful completion of the teaching of 30 clock hours, the students will be evaluated. There will be a multiple choice questions exam of 50 marks. The question paper will consist of 25 MCQ's caring two marks each student should secure minimum 40% marks to qualify the examination. The end examination will be in offline mode.

**Reference books**

1] *Technical communication*


By Mike Markel \_ 11th edition.

2] *Essentials of Technical communication*

\_By Elizabeth Tebeaux\_ 3rd Edition

3] *Business communication Today.*

By, Courtland L. Bovee and John 14th\_Edition\_

  
Prof. S. Babarao  
Head of the department

  
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Dept. of English

2021-2022

Add on Course – Certificate Course in corporate Communication Techniques.

Max Mark -50(M.C.Q.Pattern)

Questions -25

Note:- 1) each question Carries 2 marks.

2)All questions are compulsory.

- 1) Good business letters are characterized by the ..... personal quantity of the writer.  
a) Humour    b) Seriousness    c) formality    d) sincerity.
- 2) goals helps to.....  
a) motivate    b) work    c) communicate    d) success
- 3) Affective oral presentation process follows ..... Steps.  
a) 2    b) 1    c) 6    d) 3
- 4) Communication is the task imparting.....  
a) information    b) knowledge    c) training    d) massage
- 5) Exchange of ideas between two or more persons is.....  
a) Communication    b) telling    c) listening    d) Understanding
- 6) In business , the purpose of writing is mainly to .....  
a) persuade    b) inform    c) Both a & b    d) entertain.
- 7) in writing business letters one has to be .....  
a) dull    b) formal    c) conventional    d) friendly
- 8) The word communication is derived from communis..... Which means.  
a) common    b) oral speech    c) community    d) message
- 9) communication without words is called..... Communication.  
a) oral    b) verbal    c) written    d) non-verbal
- 10) which is not the type of communication channel.....  
a) speaking , listening    b) writing, reading    c) thinking , acting    d) visualising , observing
- 11) In general , human beings are..... communicators  
a) perfect    b) poor    c) Good    d) indifferent.



- 12) Effective communication is essentially a..... Process  
 a) two - way b) one - way c) three - way d) both A&B .
- 13) ..... is the permanent records for business.  
 a) business letters b) ledgers c) production reports d) all of the above
- 14) Horizontal communication takes place between.....  
 a) superior to subordinate b) subordinate to superior c) employees with same status d) Non of the above.
- 15) Internal and external communication tools are used to..... important information about an organization's present and future plans .  
 a) duplicate b) formulate c) disseminate d) eradicate
- 16) public relations use the external communication prepared by corporate communications to generate a ..... of the company.  
 a) static image b) mobile c) positive image d) negative image
- 17) Diffusion theory has ..... discrete steps  
 a) eight b) ten c) five d) six
- 18) the first rule of crisis management is to.....  
 a) hide b) deny c) communicate d) negate
- 19) ..... Is the face of a company  
 a) twitter account b) website c) email-id d) company office
- 20) communication between peers is essential for..... Coordination.  
 a) managerial b) statistical c) functional d) organizational
- 21) what are the types of questions ?  
 a) close - ended b) open - ended c) both A&B d) none
- 22) which of the following is not part of speech ?  
 a)verb b) adverb c) none d) tense
- 23) ..... Will not replace face to face meetings completely  
 a) internal b) telephone c) teleconferencing d) video conferencing
- 24) ..... Are clear shuts used with an overhead projector to project an image on the screen.  
 a) power points b) flip charts c) hand - outs d) transparencies
- 25) business letters are used primarily to communicate with.....  
 a)customers b) agents c) external stakeholders d) internal

Stakeholders

*[Signature]*

Co-ordinator

*[Signature]*  
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