



[Glossary]

Business Communication

Subject:	Business Economics
Course:	B. A. (Hons.), 1st Semester, Undergraduate
Paper No. & Title:	Paper – 104 Business Communication
Unit No. & Title:	Unit – 1 Introduction To Business Communication
Lecture No. & Title:	Lecture – 1 Introduction To Business Communication

Glossary

Authoritarian - exercising complete control over will of others

Chronological - arranged in the order of time

Distortion – false impression

Goodwill – reputation of a business regarded as a quantifiable asset and calculated as part of its value when it is sold.

Grievance - a complaint or resentment

Hierarchy - persons ranked one above another

Misconstrue – interpret wrongly

Obscure - not clearly expressed or easily understood

Vague – indefinite, or unclear meaning