



Business Messages

Subject : Business Economics

**Course : B.A., 1st Semester,
Undergraduate**

Paper No. : 104

Paper Title : Business Communication

Unit No. : 2 (Two)

& Title : Writing Skills

Lecture No. : 1 (One)

& Title : Business Messages

Credits

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REFERENCES

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2. **Chaturvedi, P D and Mukesh Chaturvedi.** Business Communication: Concepts, Cases, and Applications. New Delhi: Pearson Education India, 2011. Print.
3. **Magan, Sangeeta. Business Communication.** New Delhi: International Book House Pvt. Ltd, 2013. Print.
4. **Kaul, Asha. Effective Business Communication.** Delhi: PHI Learning Private Ltd, 2015. Print.