

# Business Communication

With  
MCQs



Prof. Ehtesham Ahmad  
Anubhav Tewari

# **BUSINESS COMMUNICATION**

**For B.Com. & BBA Students of Different Universities**

**New Syllabus**

**PROF. EHTESHAM AHMAD**

Dean, Faculty of Commerce

Khwaja Moinuddin Chishti Language University, Lucknow

**ANUBHAV TEWARI**

M.Com. (Pure); B.Ed ; LL.B ; P.G.D.O.M ; P.G.D.C.A ; DFA ; M.Phil in Commerce.;  
M.B.A (Finance); UGC-NET(Commerce.);

(Assistant Professor)

Bora Institute of Management Sciences, Department of Commerce,  
Lucknow, India

Guest Faculty, Department of Commerce  
Khwaja Moinuddin Chishti Language University  
Lucknow, India



**Poonam Publications**

Delhi-110 053 (India)

**POONAM PUBLICATIONS**  
123/1, B-Block, Gali No. 8, Bhajanpura  
Delhi-110 053 (India)  
Mobile: 9968065744, 9716644956  
E-Mail: poonampublications15@gmail.com

*Business Communication*

© Prof. Ehtesham Ahmad & Anubhav Tewari

First Edition 2022

ISBN 978-93-93366-00-9

All Rights Reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted, in any form or by means, electronic, mechanical, photo copying, recording or otherwise, without the prior permission of the publisher.

**PRINTED IN INDIA**

---

Published by Poonam Publications and Printed at Global Printers, Delhi.

# BUSINESS COMMUNICATION

## ABOUT THE BOOK

The changing world of this century has seen a phenomenal increase in the number, size and complexity of business communication & correspondence and their role in the business as well as in society also. The scope of business activities has considerably widened with rapid improvements in the means of business communication & correspondence.

The methods and techniques of business communication & correspondence have become highly sophisticated on account of advancements in science and technology. All these changes have made business environment a systematically organized field of activity, requiring skill and intelligence. Students aspiring to take up a career in business, or pursuing higher studies must be aware of the functions and techniques of business communication & correspondence.

This book aims at imparting an understanding and creating an awareness among the students, of the principles, tools, techniques, methods, models, theories and procedures in the business communication & correspondence set-up.

The book is designed to serve as a standard textbook, as per the latest syllabus of different university for Business Communication & Correspondence.

## ABOUT THE AUTHOR



Prof. Ehtesham Ahmad is a senior teacher in the department of Commerce, Khwaja Moinuddin Chishti Language University, Lucknow having a long 28 years teaching and administrative experience. After completing his master's degree from University of Allahabad, he started his career from Government Colleges of Uttar Pradesh. Besides having so many national & International conferences and publications in national and international journals to his credit, he has guided six students for the award of Ph.D. degree. Working in Khwaja Moinuddin Chishti Language University since 2013, he has to his credit many academic/administrative positions in the university.



Anubhav Tewari (B. 1974) has a wealth of knowledge and experience of teaching and research in the field of Commerce. Since 2013, he has been employed as an Assistant Professor at the Bora Institute of Management Sciences (which is affiliated with Lucknow University), Uttar Pradesh, India. Accounting, taxation, and finance are some of his areas of expertise within the discipline of pure commerce. After completing M.Com (Pure) from Lucknow University in 1997, he completed M.B.A.(Finance), PGDOM, PGDCA, PGDSM, DFA, B.Ed, M.Phil in Commerce and L.L.B. In addition, he cleared UGC (NET) in commerce with good percentage. Five years teaching experience in the professional course of The Institute of Company Secretaries of India- ICSI has given him a wealth of knowledge and experience. The number of seminars and workshops he has

actively participated in exceeds 16, many of them of national and international standing. Since 2015, he has also served as a guest faculty member in the Department of Commerce at the Khwaja Moinuddin Chishti Language University (KMCLU) in Lucknow, Uttar Pradesh.

₹795/-



Poonam Publications

123/L, B-Block, Gali No. 8, Bhajanpura  
Delhi-110 053 (India)

E-mail: [poonampublications15@gmail.com](mailto:poonampublications15@gmail.com)

Mob.: 9716644956

