

## BUSINESS COMMUNICATION - 2

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### 1. Remembering:

- Identify the key components of drafting notices for companies and cooperative societies.
- Recall the essential elements of commercial advertisements.
- Recognize the format and content of letters in banking, insurance, quotation, import, and export.

### 2. Understanding:

- Summarize the purpose and importance of drafting notices for companies and cooperative societies.
- Interpret the strategies and techniques used in creating effective commercial advertisements.
- Explain the specific requirements and protocols for letters in banking, insurance, quotation, import, and export.

### 3. Applying:

- Demonstrate the ability to draft clear and concise notices for companies and cooperative societies.
- Create impactful and persuasive commercial advertisements for different target audiences.
- Draft professional and formal letters in banking, insurance, quotation, import, and export contexts.

### 4. Analyzing:

- Critically evaluate the effectiveness of notices in capturing stakeholders' attention and conveying important information.
- Analyze the components and visual aspects of successful commercial advertisements.
- Assess the clarity, tone, and adherence to guidelines in letters related to banking, insurance, quotation, import, and export.

### 5. Evaluating:

- Judge the quality and appropriateness of notices drafted for companies and cooperative societies.
- Assess the persuasiveness and relevance of commercial advertisements in achieving marketing objectives.
- Evaluate the professionalism and effectiveness of letters in banking, insurance, quotation, import, and export contexts.

### 6. Creating:

- Develop comprehensive and well-structured notices for companies and cooperative societies that effectively communicate the intended message.
- Design creative and appealing commercial advertisements to promote products or services.
- Craft personalized and compelling letters in banking, insurance, quotation, import, and export that reflect professionalism and business etiquette.

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