

# **BUSINESS COMMUNICATION**

## ***A Revision Guide***

**5 MODULES**

**EXAM/TEST QUESTIONS:**

- **30 MEMORANDUMS**
- **20 FORMAL LETTERS**
- **10 E-MAIL MEMOS/LETTERS**
- **10 SHORT REPORTS**
- **10 QUESTIONNAIRE SITUATIONS**
- **15 QUIZZES**
- **400 MULTIPLE-CHOICE ITEMS**

**DR ELIZABETH JAYA JOSEPH**

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**BUSINESS COMMUNICATION - A Revision Guide**  
**(Dr Elizabeth Jaya Joseph)**

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## **ABOUT THE AUHOR (Dr Elizabeth Jaya Joseph)**



Dr Elizabeth J. Joseph (PhD) was a secondary school teacher of History and English and a federal school inspector of History. She obtained a Bachelor of Arts (History - Honours) degree and has a Diploma in Education as well as a Diploma in Teaching English as a Second Language (TESL). She also obtained a Masters' degree in English as a Second Language (MESL) and a Doctoral degree in Educational Psychology in the area of creativity. All her diplomas and degrees were obtained from the University of Malaya, in Malaysia. She is a certified trainer in creativity.

Her professional career includes teaching in public schools, inspecting public and private educational institutions and lecturing in colleges, institutions and universities both public and private in Malaysia.

Over the years she has taught proficiency in the English language, English Literature, Business English, Business communication, English for management, Speech communication and Public speaking, as well as Personal development and Critical/Creative thinking. She has also been involved in teacher training programmes and syllabus design. She has conducted seminars and workshops on Public speaking, Creativity, Thinking skills, Hypno-motivation, Mind-science principles, and Study skills.

She has contributed a number of articles to the local newspapers, magazines, and journals. She was a member of Toastmasters International, Mind Science Association and Scrabble Association of Malaysia. She has participated in many Scrabble Competitions in Malaysia.

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## **FOREWORD**

The author Dr Elizabeth Jaya Joseph has indeed used her knowledge, expertise and experience in business communication in particular and in real-life business dealings in general to produce this book entitled, "Business Communication - A Revision Guide" for especially students and lecturers who have to take or teach a business communication course respectively.

Business communication is paramount in a globalized and diverse world of today and cannot be ignored by especially employers and employees in all organizations. Good communication skills can further one's career and prospects as well as bring success and goodwill to an organization.

This book will definitely serve as an invaluable tool for all who are interested in knowing what a business communication course entails in a concise and comprehensive manner. Lecturers and students will be familiar with the business communication topics through the modules, and the units that are well arranged and dealt with meticulously.

To me, the highlights of the book are the many questions on memorandums, letters, e-mails, reports, questionnaire situations and multiple-choice items that can guide lecturers and students on the kinds of questions to set and on the types of questions to expect in tests and examinations respectively.

To someone like me who has had the experience of teaching Business Communication at the tertiary level, I can vouch for the importance of this book for all students and lecturers to further guide them in the interesting subject of business communication.

Dr Mazni Saad  
Assistant Professor  
Kulliyyah of Languages and Management  
International Islamic University Malaysia

## **PREFACE**

This book entitled, "Business Communication - A Revision Guide" will be useful to anyone interested in business communication especially business communication students and lecturers at the tertiary level.

The book's five modules cover business communication topics such as Foundations and principles for successful communication; Language and business communication; Business messages, approaches, memorandums, letters and e-mails; Fundamental aspects of report writing; and Employment communication.

The Language and business communication module cover basic communication skills and essential English grammatical aspects. These are important as English language is an international language in the business world and proficiency in the English language is greatly needed for successful communication.

All the units in each module cover different business topics and situations. Each unit gives the opportunity to practice a wide range of business communication skills as it contains assessment questions suitable for individual and group activities that integrate reading, speaking, listening and writing tasks. The assessment questions also give opportunities for discussion, problem solving and role playing as they probe one's critical and creative thinking skills. The integrated activities can be done in pairs and small groups so that everyone has a chance to participate and communicate.

Business communication students will find this guidebook a valuable tool for quick revision purposes individually or in their peer groups especially before tests and examinations. This book will also make them aware of the kinds of questions that could be set in tests and examinations.

Business communication lecturers especially new employees will find this revision guide an indispensable tool to know how to focus on important topics and areas of the business communication subject when they teach. They will also get to know how to set test and examination questions on all aspects of business communication.

This book could also be utilized by adult employees who will be entering the world of business at the end of their tertiary education. The five modules encapsulated in a nutshell, can be a constant reminder to them of the important areas in business communication and how they are still relevant in their everyday lives in the workplace environment. They will be able to use the finer points explained and expressed in the modules when they have to deal with all kinds of people such as their employers, other employees, customers, clients, and stakeholders verbally or in the written mode. The book can also be helpful to those who have to write memorandums, letters, e-mails and reports as part of their job specifications.

This book which is a business communication revision guide is recommended to all, especially students and lecturers who want to know about business communication in a comprehensive manner. It could be an initial as well as an ultimate guide to treasure.

Thank you for purchasing this book as it is for a good cause. God bless!

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