1. Discuss the significance of written communication for any organization. What are its advantages and limitations.

Ans: Successful business leaders are master communicators, whether in oral or written form. The digital age has transformed how businesses communicate with consumers, vendors and partners. Written business communication should be professional, clear and concise. Don't fall victim to poorly written communication, before you realize just how important written communication is for your business.

Creates a Permanent Record
All forms of written communication become a permanent record of ideas, incidents, proposals and other facts. The record helps business owners access information quickly, especially if it is written in a digital medium. Written communication is also used in legal proceedings, and can become the only defense for adverse legal actions taken against the company. For example, a former employee could say there were no grounds for his firing and he might sue you. If his employee file clearly documented complaints and code of ethics violations over the course of his employment, you can demonstrate cause.

Defines the Brand
Written communication is part of your brand. In general, most letters should have a professional tone, as well as proper English and solid grammatical skills. Without these, readers might think that the company is filled with illiterate people, who are unable to do a good job. After all, with all the help that computer programs offer in spelling, grammar and style, there is no reason for a writer to be unprofessional in communication.

Although most communication should be professional in tone, certain written formats such as social media and email, allow you to add some corporate personality to your brand. This is important in developing and establishing your brand. For example, Millennials have their own slang, and the way in which they create posts and respond to emails could benefit a company if they use the slang for this target group. Don't get carried away, keep slang to a minimum. Slang is there to relate to the group. Using too much slang, however, can detract from your message.

Establishes Relationships
Communication is about building relationships by conveying messages. Clear messages help build trust and integrity between the writer and the reader. Well-written communication helps define goals, identify problems and arrive at solutions. This is important in every aspect of business. Executives must clearly write memos so that staff understands the directives without confusion. Sales representatives must explain features and benefits in a way that excites the prospect. Human resource managers must objectively note any incidents and make reports.

Offers Ease of Distribution
When you need to get information distributed to a large number of people, written communication is very efficient. This could be a company memo outlining a new policy or process that everyone needs to be aware of and comply with. Using digital distribution methods makes the process faster so that implementation can start sooner.

2. What steps should be considered while establishing a small business enterprise?

Ans: An entrepreneur has to take the following decisions in order to establish an enterprise.

1. Selection of line of business: The entrepreneur has to decide the type of business in terms of manufacturing, trading or service. Then he has to select the types of goods and services he will produce and distribute. He should then analyse and estimate the profitability of the proposed business on the basis of operating costs and sales revenue. Marketing research should be carried out to find out the number of customers and their needs. Decisions regarding product design, pricing policy, marketing and distribution channels should be made.

The selected line of business must be such that the expected rate of return must be fair keeping in view the risks involved and the amount of investment required in the enterprise. Also, the degree of risk must be such which is acceptable to the entrepreneur. The selected line of business must also be technically feasible i.e. it should be possible for the promoter to arrange for the required finance, technology, labour, material etc.

2. Size of the unit: Decision regarding size of the unit is very important. The optimum size is one at which the average cost per unit is minimum. The entrepreneur should aim at the optimum size keeping in view the nature of the product, technique of production, the extent of market, availability of finance, competence of management etc. Large scale operations offer the advantages of economies of scale but require huge capital investment. When risk involved is high or a new idea is to be tried, it is advisable to start the business on a small scale and gradually increase the size. However, the initial size of the business can also be large provided the entrepreneur is willing to assume the risks associated with it.

3. Location of business: The location of a business is a very important decision because once the site is selected, it is very difficult to change it. An unfavourable location restricts the growth of business and also leads to higher costs. The objective of location decision is to find out the optimum location so that the per unit cost of production and distribution is the lowest. The location decision involves decisions regarding the selection of the region and selection of the site. The region is selected on the basis of access to raw materials, availability of labour, transportation facilities, banking facilities etc. The selection of site requires a consideration of cost of land, soil and surface, development costs etc.

4. Choice of form of ownership: A business organisation may be organized in the form of a sole proprietorship, partnership and joint stock company. The choice of the form of ownership depends on several factors such as nature and size of business, degree of risk involved, capital requirements, managerial requirements etc. A good form of ownership should be easy to form and simple to