



## KARPAGAM ACADEMY OF HIGHER EDUCATION

*(Deemed to be University)*

*(Established Under Section 3 of UGC Act 1956)*

**Coimbatore – 641 021.**

### **Syllabus**

#### **Semester I**

**18AEC101**

**BUSINESS COMMUNICATION**

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### **OBJECTIVES**

#### **To make the students**

- To understand the types of communication and barriers of communication.
- To acquire the different business correspondence used in organization
- To be aware of the different types of reports prepared for the organization.
- To understand the importance of vocabulary in business communication.
- To be aware of the use of technology and the oral presentation techniques used in communication.

#### **Course Outcomes:**

#### **Learners should be able to**

- To communicate effectively with the optimal mix of verbal and nonverbal communication mitigating the barriers.
- To draft business correspondence for the organization requirement.
- To prepare business reports for organization needs.
- To use appropriate technology for business communication.

### **UNIT I**

Nature of Communication: Process of Communication, Types of Communication (Verbal and Non Verbal), Importance of Communication, Different forms of Communication; Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers.

### **UNIT II**

Business Correspondence: Letter Writing, presentation, inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim and adjustment letters and

social correspondence, Memorandum, Inter-office Memo, Notices, Agenda, Minutes.  
Application Letters – Preparation of Resume

### **UNIT III**

Report Writing: Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, and check lists for reports

### **UNIT IV**

Vocabulary: Words often confused, Words often misspelt, Common errors in English. Introduction to phonetics, need and use of it, Word stress and Sentence stress- Contrastive stress in sentences to highlight different words- Intonation- Rising and Falling tone, falling - rising tone- Word Power – Vocabulary – Jargon – rate of speech, pitch, tone – Clarity of voice. The Importance of Listening in the Workplace: Introduction, what is listening? Barriers to Listening, Strategies for Effective Listening, Listening in a Business Context.

### **UNIT V**

Appropriate use of technology, EMAIL, WEB PAGE communication, Voice and wireless communication. Oral Presentation: Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids. Interview: Meaning – Objectives and Techniques of various types of interviews – public speech – Characteristics of a good Speech.

### **Suggested Readings**

#### **Text Book:**

1. Rajendra Pal Korahill, (2015) “*Essentials of Business Communication*”, New Delhi. Sultan Chand & Sons.

#### **Reference Books:**

1. Bovee, & Thill, (2015), “*Business Communication Today*”, 13<sup>th</sup> Edition Pearson Education
2. Shirley Taylor, (2012). *Communication for Business*, Pearson Education – 7<sup>th</sup> Edition
3. Locker & Kaczmarek, (2013) *Business Communication: Building Critical Skills*, Tata McGraw Hill Education ,
4. .Leena Sen, *Communication Skills*, (2007) , New Delhi, PHI Learning- 2<sup>nd</sup> Edition

**KARPAGAM ACADEMY OF HIGHER EDUCATION****(Deemed to be University)****(Established Under Section 3 of UGC Act 1956)****Coimbatore – 641 021.****DEPARTMENT OF COMMERCE**

STAFF NAME: Dr.V.GOWTHAM RAAJ/ Dr.V M SENTHIL KUMAR/ Mr.RAM KUMAR/

Dr.SHANKAR GANESH/Ms.SUDHAMAHAESHWARI/Ms.ISWARIYA LAKSHMI

SUBJECT NAME: BUSINESS COMMUNICATION

SUB.CODE: 18AEC101

SEMESTER: I

CLASS: I B.Com/I B.Com (BPS)/I B.Com (PA)

**LECTURE PLAN - UNIT – I**

S. No.	LECTURE DURATION (Periods)	TOPICS TO BE COVERED	SUPPORT MATERIALS
1.	1	Business Communication <ul style="list-style-type: none"> <li>➤ Introduction</li> <li>➤ Definition and Meaning</li> <li>➤ Nature of Communication</li> </ul>	T : P. EC 1 -6
2.	1	Process of Communication	T : P. EC 8
3.	1	Types of Communication	T: P. 27 - 28
4.	1	Importance of Communication	R2:P. 10 - 14
5.	1	Different Forms of Communication	R2:P. 14 - 25
6.	1	Barriers of Communication - I <ul style="list-style-type: none"> <li>➤ Linguistic</li> <li>➤ Psychological</li> <li>➤ Interpersonal</li> </ul>	T :P. 51 - 59
7.	1	Barriers of Communication – II <ul style="list-style-type: none"> <li>➤ Cultural</li> <li>➤ Physical</li> <li>➤ Organisational</li> </ul>	T :P. 51 - 59
8.	1	Recapitulation and discussion of important questions	
<b>Total no. of hours planned for unit-1</b>			<b>8 Hours</b>

**UNIT-II**

<b>S. No.</b>	<b>LECTURE DURATION (Periods)</b>	<b>TOPICS TO BE COVERED</b>	<b>SUPPORT MATERIALS</b>
1.	1	Business Correspondence ➤ Meaning ➤ Need, Function and Kinds	T : P. CC 1 – 6
2.	1	Letter Writing and Presentation ➤ Essential ➤ Lay out ➤ Planning the Letter	T : P. CC 6-35
3.	1	Business Letter – I Inviting Quotations	T : P. CC 138
4.	1	Sending Quotations, Placing Order	T : P. CC 138
5.	1	Business Letter – II ➤ Sales Letter ➤ Claim and Adjustment Letter	T : P. CC 138 - 150
6.	1	Social Corresponding	T : P. CC 138 - 150
7.	1	Memorandum ➤ Meaning ➤ Lay out	T : P. CC 232 -240
8.	1	Office Correspondence : Inter – Office ➤ Memo and Notices ➤ Agenda and Minutes	T : P. CC 241 – 250
9.	1	Application Letters – Preparation of Resume	T : P. CC 258
10.	1	Recapitulation and discussion of important questions	
		<b>Total no. of hours planned for unit-2</b>	<b>10 Hours</b>

**UNIT-III**

<b>S. No.</b>	<b>LECTURE DURATION (Periods)</b>	<b>TOPICS TO BE COVERED</b>	<b>SUPPORT MATERIALS</b>
1.	1	Report Writing ➤ Definition, Layout	T : P. WC 1-7
2.	1	Business Report ➤ Types and Importance	T : P. WC 8-10
3.	1	Characteristics of Business Report	T : P. WC 11- 13
4.	1	Elements and Structure of Business Report	T : P. WC 11- 13
5.	1	Process of Writing ➤ Investigation and Taking Notes	T : P. WC 14 - 16
6.	1	Analysis and Making Out Line of Report	T : P. WC 16 - 20
7.	1	Order of Writing	T : P. WC 21- 26
8.	1	Final Draft and Check List	T : P. WC 37
9.	1	Recapitulation and discussion of important questions	
		<b>Total no. of hours planned for unit-3</b>	<b>9 Hours</b>

## UNIT-IV

S. No.	LECTURE DURATION (Periods)	TOPICS TO BE COVERED	SUPPORT MATERIALS
1.	1	Vocabulary: Words often confused, Misspelt	W1
2.	1	Common errors in English	W2
3.	1	Introduction to phonetics, need and use of it	W3
4.	1	Word stress and Sentence stress- Contrastive stress in sentences to highlight different words	W4
5.	1	Intonation: Rising and Falling tone, falling rising tone Word Power	W5
6.	1	Vocabulary – Jargon – rate of speech, pitch, tone – Clarity of voice.	W6
7.	1	The Importance of Listening in the Workplace: Introduction	W7
8.	1	Barriers to Listening	W7
9.	1	Strategies for Effective Listening and in Business Context	W8
10.	1	Recapitulation and discussion of important questions	
		<b>Total no. of hours planned for unit-4</b>	
			<b>10 Hours</b>

## UNIT-V

S.No	LECTURE DURATION (Periods)	TOPICS TO BE COVERED	SUPPORT MATERIALS
1	1	Appropriate use of technology, EMAIL, WEB PAGE communication	W9
2	1	Voice and wireless communication	W9
3	1	Oral Presentation: Importance and Characteristics	W10,11
4	1	Presentation Plan, Power point presentation, Visual aids	W12
5	1	Interview: Meaning – Objectives and Techniques	W13
6	1	various types of interviews	W13
7	1	Public speech, Characteristics of a good Speech	W14
8	1	Recapitulation and discussion of important questions	
9	1	Discussion of ESE question papers	
10.	1	Discussion of ESE question papers	
11.	1	Discussion of ESE question papers	
		<b>Total no. of hours planned for unit-5 &amp; Question Paper Discussion</b>	<b>11 hours</b>

**Suggested Readings****Text Book:**

1. Rajendra Pal Korahill, (2015) “*Essentials of Business Communication*”, New Delhi.Sultan Chand & Sonds.

**Reference Books:**

1. Bovee, & Thill, (2015),”*Business Communication Today*”, 13<sup>th</sup> Edition Pearson Education
2. Shirley Taylor, (2012).*Communication for Business*, Pearson Education – 7<sup>th</sup> Edition
3. Locker & Kaczmarek, (2013) *Business Communication: Building Critical Skills*, Tata McGraw Hill Education ,
4. Leena Sen, *Communication Skills*, (2007) , New Delhi, PHI Learning- 2<sup>nd</sup> Edition.

## Web sites

- W1: <https://www.accuracyproject.org/confusedwords.html>
- W2: <https://brians.wsu.edu/common-errors-in-english-usage/>
- W3: <https://scholar.harvard.edu/files/adam/files/phonetics.ppt.pdf>
- W4: <https://greenforest.com.ua/journal/read/word-and-sentence-stress-in-english/>  
<https://www.englishclub.com/esl-articles/199810.htm>
- W5: <https://dictionary.cambridge.org/grammar/british-grammar/speaking/intonation>
- W6: <https://declanflood.weebly.com/blog/-understanding-pitch-tone-volume-and-speed>
- W7: <https://study.com/academy/lesson/what-is-effective-listening-in-the-workplace-definition-techniques-barriers.html>
- W8: <http://solvedbcaassignment.blogspot.com/2013/02/explain-various-strategies-for.html>
- W9: <https://www.useoftechnology.com/technology-communication/>
- W10: <https://work.chron.com/importance-communication-skills-oral-presentations-2139.html>
- W11: <https://www.businesscommunicationarticles.com/characteristics-of-oral-communication/>
- W12: <https://www.skillsyouneed.com/present/what-is-a-presentation.html>
- W13: <http://www.yourarticlelibrary.com/hrm/interview-definition-objectives-types-and-guidelines-for-effective-interviewing/35268>
- W14: <https://www.linkedin.com/pulse/9-characteristics-highly-effective-public-speakers-peter-khoury>



## SYLLABUS

**Nature of Communication:** Process of Communication, Types of Communication (Verbal & Non Verbal), - Importance of Communication- Different forms of Communication- Barriers to Communication Causes - Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers

## INTRODUCTION

The word “Communication” is derived from the Latin word “Communico” which means “To share”. It is the act of sharing or imparting a share of anything. In its vital sense, it means a sharing of ideas and feeling in a mood of mutual understanding. It is a two way process in which a speaker must have a listener to share the experience.

Communication is the tool with which we exercise influence on others, bring about changes in the attitudes and views of our associates, motivate them and establish and maintain relations with them. Without communication there would not be any interaction between persons. Hence, there cannot be a Government or a society without communications.

Just as communication is vital to our existence in civilized society, it is essential for the functioning of organization, which our society has produced. In this connection Herbert Simon rightly observed that, “without communication there can be no organization, for there is no possibility then of the group influencing the behaviour of the individual”. When this general introduction about communication, we shall now proceed to discuss the various aspects of communication in details as given below.

## MEANING & DEFINITION OF BUSINESS COMMUNICATION

Communication is the act of influencing and inducing others to interpret an idea in the manner intended by the speaker or writer. Communication is an exchange of facts, ideas, opinions or emotions by two or more persons. It is the process by which information is transmitted between individuals and /or organization. So that, an understanding response results. We shall now see some of the important definition given by eminent authorities on the subject.

**Definition given in the Oxford English Dictionary:**

“Communication is the action of conveying or exchanging information and ideas”. It is a very simple definition and covers only one aspect i.e. conveying information and ideas. But communication is a comprehensive term involves a lot in it. So we shall see still more definitions to understand the term communication.

Definition of C.G. Brown: He says communications is “the transfer of information from one person to another, whether or not, it elicits confidence. But the information transferred must be understandable to the receiver”.

**Communication Process**

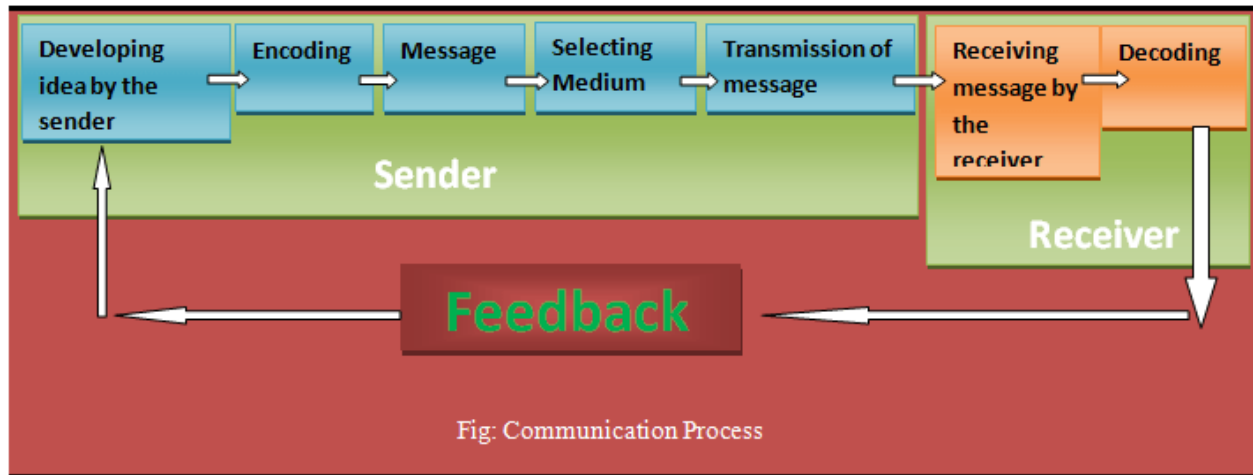
Communication process consists of some interrelated steps or parts through which messages are sent from sender to receiver. The process of communication begins when the sender wants to transmit a fact, idea, opinion or other information to the receiver and ends with receiver's feedback to the sender. The main components of communication process are sender, message, channel, receiver and feedback. In the following, some definitions of the communication process are quoted:

Robert Kreitner defined, “Communication process is a chain made up of identifiable links. The chain includes sender, encoding, message, receiver, decoding, and feedback.”

In the opinion of S. K. Kapur, “The communication process is the method by which the sender transfers information and understanding to the receiver.”

According to Bovee, Thill and Schatzman, “The communication process consists of six phases linking sender and receiver.”

The following diagram represents the communication process



Thus, it is clear that **communication process** is the set of some sequential steps involved in transferring message as well as feedback. The process requires a sender who transmits message through a channel to the receiver. Then the receiver decodes the message and sends back some type of signal or feedback.

### Steps or elements of communication process

The communication process refers to the steps through which communication takes place between the sender and the receiver. This process starts with conceptualizing an idea or message by the sender and ends with the feedback from the receiver. In details, communication process consists of the following eight steps:

1. **Developing idea by the sender:** In the first step, the communicator develops or conceptualizes an idea to be sent. It is also known as the planning stage since in this stage the communicator plans the subject matter of communication.
2. **Encoding:** Encoding means converting or translation the idea into a perceivable form that can be communicated to others.
3. **Developing the message:** After encoding the sender gets a message that can be transmitted to the receiver. The message can be oral, written, symbolic or nonverbal. For

example, when people talk, speech is the message; when people write a letter, the words and sentences are the message; when people cry, the crying is the message.

4. **Selecting the medium:** Medium is the channel or means of transmitting the message to the receiver. Once the sender has encoded his into a message, the next step is to select a suitable medium for transmitting it to the receiver. The medium of communication can be speaking, writing, signalling, gesturing etc.
5. **Transmission of message:** In this step, the sender actually transmits the message through chosen medium. In the communication cycle, the tasks of the sender end with the transmission of the message.
6. **Receiving the message by receiver:** This stage simply involves the reception of sender's message by the receiver. The message can be received in the form of hearing, seeing, feeling and so on.
7. **Decoding:** Decoding is the receiver's interpretation of the sender's message. Here the receiver converts the message into thoughts and tries to analyze and understand it. Effective communication can occur only when both the sender and the receiver assign the same or similar meanings to the message.
8. **Feedback:** The final step of communication process is feedback. Feedback means receiver's response to sender's message. It increases the effectiveness of communication. It ensures that the receiver has correctly understood the message. Feedback is the essence of two-way communication.

## CHANNEL OR TYPES OF COMMUNICATION

*Types of communication can be discussed under the following two broad heads:*

1. On the basis of organization structure:

- 1) Formal Communication, and
- 2) Informal Communication.

2. On the basis of media used:

- 1) Written Communication, and

2) Oral Communication.

### I. Organizational Structure

On the basis of organizational structure, communication can be further classified into two namely,

1. Formal communication, and
2. Informal communication.

We shall now describe them *briefly*.

#### 1. Formal Communication

Formal communication takes place *via* formal channels of the organizational structure established by the management. These channels are deliberately created for regulating the communication flow and to link various parts of the organization. They are helpful for performing functions like planning, decision-making, co-ordination and control. In a formal communication system, matters with regard to who should be communicated are all clearly defined. There are three forms of formal communication namely –

1. Downward,
2. Upward, and
3. Horizontal.

**1. Downward Communication:** Communication is said to be downward when it move from the top to the bottom. Downward channels are used for passing on managerial decisions, plans, policies and programmes to subordinates down the line for their understanding and implementation.

In the words of **D. Katz and R.L. Kahn**, the purposes of downward communication are to -

1. Give job instructions.
2. Create an understanding of the work and its relations with other tasks.
3. Inform about procedures.
4. Inform subordinates about their performance.

5. Indoctrinate the workers to organizational goals.

However, downward communication suffers from certain drawbacks.

They are –

1. It develops an authoritative atmosphere that might be detrimental to morale.
2. As information passes through the various levels of hierarchy, it might be distorted, misinterpreted etc.

**2. Upward Communication:** Communication is said to be upward when it flows from the subordinates to the top management. Upward communication is used by subordinates for transmitting information, ideas, views and requests to their superiors on matters relating to their jobs, responsibilities etc. Upward communications are also used to convey views, suggestions, grievances and problems of subordinates to their superiors. It enables the subordinates to communicate to the superiors the progress of the work and response to the work assigned to them.

**3. Horizontal Communication:** Communication is horizontal when it flows between individuals at the same operational level i.e., between two departmental heads. The purpose of the horizontal communication is to enable managers and others of the same rank to interact on important matters, to exchange information and co-ordinate their activities without referring all matters to the top level management.

## **2. Informal Communication**

Informal communication is free from all the formalities of formal communication. It is based on the informal relationship among the members of the organization. Informal communication is usually oral and may be conveyed by a simple gesture, glance, nod or smile. The informal relationship that supplements the formal organizational relationship is referred to as the ‘grapevine.’

Informal communications are made by members of the organization to transfer information both on the matters of task related and non-task related. These communications are free from any

trappings of authority and status differentials. Informal communications often serve as supplement to formal communications.

## II. MEDIA USED

On the basis of media used, communication can be classified into four, namely-

1. Oral Communication,
2. Written Communication,
3. Non-verbal Communication, and
4. Audio-visual Communication,

### 1. Oral Communication

Oral communication refers to face to face communication. It offers interchange of ideas at the personnel level. There can be questions and answers. The sender and receiver of the message are in direct contact. If the listener does not understand the message, he can ask for a clarification or raise questions and get the answers.

**Forms of Oral Communication:** Oral communication between persons in an office may take place either (1) by way of face to face communication, or (2) through mechanical devices. We shall now discuss certain common forms of communication media under each head.

**1. Face to Face Communication:** In a face to face communication, communication takes place face to face between two individuals or among a small group of persons. Examples of this type of communication are the meeting, the interview, and the conference. In these situations, communication flows both ways. As there is immediate feedback in a face to face communication, if doubts any which can be clarified as and when they arise and the matter in hand can be settled without delay.

**2. Mechanical Devices for Oral Communication:** Mechanical devices, which are commonly used, for oral communication is listed below:

**1) Signal (Call, Bell, Buzzer, Colored Bulbs):** Signals are cheap and simple devices for calling a person. The signal only indicates that a particular person is wanted and the actual communication takes place only when the person arrives. The device of signals is also known as Staff Location System.

**2) Speaking Tubes:** Speaking through tubes for the most part displaced by the telephone, are still worthy of consideration as a means of internal communication. The initial cost is small; there is no running cost and maintenance cost is negligible. However, beyond a certain distance the words spoken through the tube become inaudible.

**3) Dictating Machine:** Dictating machine can also transmit oral messages. When a departmental head or executive wants to leave an important message for his subordinates, he will dictate the message into the machine. He can also send the recorded message to the desk of the person concerned.

**4) Telephones:** Telephone is the most important, most common and most useful device for oral communication, other than face to face. It is used for oral communication with persons both inside and outside the organization. The telephone talk depends entirely on the voice.

**Intercom System:** This system has been invented by the Indian Telephone Industries, Bangalore. Intercom system can provide quick verbal communication. In an organization, various individuals or departments can be equipped with the speaking – talking unit.

**5) Electric Paging System:** This system provides another method of internal communication. In big organizations like departmental stores, Super Bazaars, Insurance Companies and manufacturing plants, the executives some times go round from one department to another. When some urgent matter arises it is very difficult to find out/or search out the executive by telephone device.

**(6) House Telephone or Executive System:** There are various types of house telephones through which executives can communicate with each other and with other subordinates more easily than through individual telephone connection. The executive can have a direct and simultaneous connection with more than one point and then speak as in a conference.

**Merits of Oral communication:** Merits of oral communication are as follows:

1. It is economical when compared to written communication.
2. It is more flexible and can be effectively combined with gesture and other expressions.



3. It is more effective on account of direct contact between the communicator and communicate.
4. It leads to better understanding because response to the message can be obtained on the spot, and doubts, clarifications etc. can also be removed quickly.
5. It is faster and saves time.

**Demerits of Oral Communication:** Oral communication has certain demerits. They are:

1. It is not suitable in cases where the message is long and complicated, When the audience is large and when there is no need for interaction.
2. It does not provide any record for future reference.
3. It is time consuming and costly.
4. It cannot be used as a communication media where people scattered over a wide area.
5. It can be irritating and wasteful when the persons involved are poor in talking skills.

## 2. Written Communication

Written communication, on the other hand, is very wide in its scope and covers entire paper work relating to all kinds of transactions, agreements, proposals etc. In fact, the main work of any office is written communication. Written communication though has a place inside the organization, it is of paramount importance in conveying messages to the external world. Though modern devices such as telephone etc. have lessened the dependence on writing, it still serves as the main channel for all the business transactions.

**Forms of Written Communication:** There are many forms of written communication. Of them, the letter is by far the most widely used form. It may be sent by different kinds of postal services such as ordinary mail, express delivery, quick mail service, registered post etc. or by hand delivery.

**1. Memo:** A memo is an informal message between members of a company and generally relates to daily work. It may ask for or give information, instructions, or be only a reminder. Many companies provide pads of memo forms (with blank sheets for carbon copies) for the exchange of short messages between individuals.

The forms have the company's name and department, and the receiver's name and department messages are expected to be brief and simple as memo forms are usually small.

**2. Notice:** A notice is required when many people within the company have to be informed. It is the best method of mass communication within a company. Notice boards have to be placed at proper location, kept up-to-date and attractively laid out.

**3. Telegram:** A telegram is used for external communication and for contacting traveling salesmen, branches or workers in another town. It is used when urgent action is required.

The telegram has to be written on a form supplied by the Telegraph Office. The cost is calculated on the basis of the number of words used in the telegram. No punctuation marks are possible.

**4. Telex:** Telex is a telegraphic device. It has the facility to type out messages simultaneously on the sender's machine and the receiver's machine. Telex connections are obtained through the Post Office. Each subscriber has a number for getting connections. The machine is fitted with a roll of paper, and messages are typed out continuously.

**5. E – Mail (Electronic Mail):** E-mail is a message transmitted electronically over a computer network. For the purpose of such an electronic transmission of a message, cable, telephone lines or satellites should connect the computer. The receiver's computer receives the message in a fraction of a minute and stores the same.

**6. Reports:** A report may be defined as an orderly and objective presentation of information that assists in decision-making and problem solving. For example, policies and procedures, status reports, minutes of meetings, financial reports and press releases.

**Merits of Written Communication:** There are certain obvious advantages in written communication.

1. Letters or written communications can be kept as a legal record.
2. They can be retained for purpose of future reference.
3. They are formulated more carefully than oral communication.
4. They can save money and time.

5. The written communication is used for all practical purposes in every Organization.

**Limitations of Written Communication:** A written communication though has many points to its credit, is not an unmixed blessing. It too has certain definite limitations. It is not suitable under all circumstances. The following are the situations in which a written communication is unsuitable.

1. **Complicated Matters:** Complicated or difficult matters cannot be handled through written communication.
2. **Confidential Matters:** Confidential matters cannot be reduced to writing.
3. **Instructions and Clarifications:** Instructions to a subordinate can be best given orally than in writing. If the subordinate seeks any clarification, he can get it at once.
4. **Assessing the Reaction:** The reaction of the receiver can be best assessed only in a face to face communication.
5. **For Expressing the Feelings:** When two persons are talking, many matters can be said expressly. But many matters are left unsaid or said by implication i.e. understood. This is impossible through a written communication.

### 3. Non-verbal Communication

All the communication that occurs in between the people in an organization may not be spoken, heard, written or read. In other words, all the communication is not verbal. Some may be non-verbal i.e. unwritten and unspoken. The most important aspect in communication is “**to hear what isn’t being said**”. Sometimes, the non-verbal message also helps in carrying a verbal message. E.g. smiling while greeting your colleague. Mostly, non-verbal messages are spontaneous. However, it does not mean that they are less important.

1. **Body Movement:** Body movement as a media of communication can be discussed under three heads namely, (1) Facial expression, (2) Gestures, and (3) Body stance.

- 1) **Facial Expression:** Successful communicators use facial expression as a very effective media of communication. The most expressive part of human body is face – especially eyes. Eye contact and eye movements tell a lot about a person. Hence, normally receiver of oral communication gives much attention to facial expression while receiving the message.
  - 2) **Gestures:** Gesture is a motion of the body or limbs. It is an action intended to express the idea of feeling or to enforce an argument. Gesture includes hand and upper body movements which are used to reinforce verbal message.
  - 3) **Body stance:** Body stance is another form of non-verbal communication. It includes posture of standing, placement of arms and legs, distribution of weight etc. By seeing the standing position of a person, one can understand whether he is interested in the talk or feel very bore etc.
- 2. Physical Appearance:** Physical appearance of a person is important for creating a good impression. This is because attractive people tend to be seen as more intelligent and more likeable than unattractive people are. So they can earn more. One can not change all of his physical features. Some are changeable and others not. However, understanding the importance of physical appearance can help any body to emphasize their strong points.
- 3. Voice Qualities:** No one speaks in single tone i.e. in an unvaried pitch of the voice. Voice qualities include volume, speed, pitch, tone, and accent. They carry both intentional as well as unintentional messages.
- 4. Space and Territory:** Different types of communication occur at different distances. Competent communicators determine their own personal space needs and those of others. They make the necessary adjustments to facilitate achieving his objective while communicating with people who prefer more or less space.

#### 4. Audio-Visual Communication

Audio-visual Communication uses the methods that are seen and heard. It makes use of short films, slides, videotapes, telecasts etc. Examples are small advertisement films, or documentary films related to social issues etc. screened just before the main picture.

Audio-visual communication combines both sight and sound to attract the attention of the communicate. If it is of only visual communication, people may just casually look at it and forget afterwards.

### **Importance of Communication:**

Communication is to the organization as blood is to the body. The success of all the functions of management depends upon the effective communication.

Significance of communication can be understood from the following points:

#### **1. Acts as Basis of Coordination:**

Communication helps in coordinating the activities of various departments and persons in an organisation by providing complete information about organisational goals, ways of achieving them, interpersonal relationship among persons etc. Hence, communication acts as basis for coordination.

#### **2. Helps in Smooth Working of an Enterprise:**

Communication ensures smooth functioning of an enterprise. Existence of an organisation depends fully on communication. The activities of an organisation shall come to a standstill if communication stops.

#### **3. Acts as Basis of Decision Making:**

Communication helps in the process of decision making by providing all the necessary information. In the absence of communication of relevant information, one cannot take any meaningful decision.

#### **4. Increases Managerial Efficiency:**

The various functions of the manager involve:

- (a) Providing information regarding the goals and objectives of an enterprise.
- (b) Providing instructions
- (c) Allocating jobs and responsibilities

(d) Overseeing the work of the workers.

All these functions involve communication. Thus, communication is essential for effective performance of managerial functions.

5. Promotes Cooperation and Industrial Peace:

To ensure smooth and efficient functioning of an organisation is the main aim of the management. This is possible only when there is peace and harmony between the management and the workers. The two way communication helps in establishing same.

6. Establishes Effective Leadership:

A good leader must possess efficient communication skills for influencing the behaviour of the subordinates. Thus, communication is the basis of leadership.

7. Boosts Morale and Provides Motivation:

An efficient communication system helps in motivating, inspiring and satisfying the subordinates. Moreover, it also helps in establishing participative and democratic type of management.

## FORMS OF COMMUNICATION

Communication involves the imparting or interchanging thoughts, opinions, or information among people by speech, writing, or signs. People communicate in different ways. How effective is your communication style? Are you giving away thoughts you don't mean to?

### Verbal

Verbal communication entails the use of words in delivering the intended message. The two major forms of verbal communication include written and oral communication.

**Written communication** includes traditional pen and paper letters and documents, typed electronic documents, e-mails, text chats, SMS and anything else conveyed through written symbols such as language. This type of communication is indispensable for formal business communications and issuing legal instructions.

Communication forms that predominantly use written communication include handbooks, brochures, contracts, memos, press releases, formal business proposals, and the like. The effectiveness of written communication depends on the writing style, grammar, vocabulary, and clarity

### **Oral Communication**

The other form of verbal communication is the spoken word, either face-to-face or through phone, voice chat, video conferencing or any other medium. Various forms of informal communications such as the grapevine or informal rumor mill, and formal communications such as lectures, conferences are forms of oral communication. Oral communication finds use in discussions and causal and informal conversations. The effectiveness of oral conversations depends on the clarity of speech, voice modulation, pitch, volume, speed, and even non-verbal communications such as body language and visual cues.

Verbal communication makes the process of conveying thoughts easier and faster, and it remains the most successful form of communication. Yet, this makes up only seven percent of all human communication!

### **Nonverbal Communication**

Nonverbal communication entails communicating by sending and receiving wordless messages. These messages usually reinforce verbal communication, but they can also convey thoughts and feelings on their own.

### **Barriers of Communication Causes**

#### **BARRIERS TO COMMUNICATION**

##### **Linguistic Barrier**

Language is needed for any kind of communication, even people with speech impairments communicate with sign language and brail. Communication becomes difficult in situations where people don't understand each others' language. The inability to communicate using a language is known as language barrier to communication.

Language barriers are the most common communication barriers which cause misunderstandings and misinterpretations between people.

Most of the people in the world do not speak English or, even if they use, it is their second or third language. If the speaker and receiver do not use same language and words, there is no meaning to the communication. Not using the words that other person understands makes the communication ineffective and prevents message from being conveyed.

### **Psychological barriers**

A barrier is any obstacle that prevents us from reaching our goal. Any hindrance to communication stops the intended meaning of our message from reaching our audience.

Some of these barriers are obvious e.g. a physical disability like deafness while some are more subtle and difficult to pinpoint.

Psychological barriers belong to the latter group and can seem impossible to overcome unless we understand their underlying causes.

The psychological barrier of communication is the influence of psychological state of the communicators (sender and receiver) which creates an obstacle for effective communication.

Communication is highly influenced by the mental condition that the communicators are in and is disturbed by mental disturbance. If the people involved in communication are not emotionally well, they won't be able to communicate properly.

Every person's mind is unique and communication does not work like that in machines or in numbers. The people who are involved in the communication matter as much as the message e.g. If your boss doesn't trust you, he/she will only send selective information, which makes the communication ineffective.



### Interpersonal Barriers

**Interpersonal communication** is an exchange of information between two or more people. It is also an area of study. Communication skills are developed and may be enhanced or improved with increased knowledge and practice. During interpersonal communication, there is **message** sending and message receiving. This can be conducted using both direct and indirect methods. Successful interpersonal communication is when the message senders and the message receivers understand the message. Encompasses: speech communication, nonverbal communication.

A large number of scholars collectively identify with and use the term interpersonal communication to describe their own work. These scholars, however, also recognize that there is considerable variety in how they and their colleagues conceptually and operationally define this area of study. In some regards, the construct of interpersonal communication is like the phenomena it represents- that is, it is dynamic and changing. Thus, attempts to identify exactly what interpersonal communication is or is not are often frustrating and fall short of consensus.<sup>[1]</sup> Additionally, many who research and theorize about interpersonal communication do so from across many different research paradigms and theoretical traditions.

While there are many definitions available, interpersonal communication is often defined as the communication that takes place between people who are interdependent and have some knowledge of each other. Interpersonal communication includes what takes place between a son and his father, an employer and an employee, two sisters, a teacher and a student, two lovers, two friends, and so on. Although largely dyadic in nature, interpersonal communication is often extended to include small intimate groups such as the family. Interpersonal communication can take place in face-to-face settings, as well as through media platforms, such as social media.

The study of interpersonal communication looks at a variety of elements that contribute to the interpersonal communication experience. Both quantitative/social scientific methods and qualitative methods are used to explore interpersonal communication. Additionally, a biological and physiological perspective on interpersonal communication is a growing field. Within the study of interpersonal communication, some of the concepts explored include the following: personality, knowledge structures and social interaction, language, nonverbal signals, emotion

experience and expression, supportive communication, social networks and the life of relationships, influence, conflict, computer-mediated communication, interpersonal skills, interpersonal communication in the workplace, intercultural perspectives on interpersonal communication, escalation and de-escalation of romantic relationships, interpersonal communication and healthcare, family relationships, and communication across the life span.

Interpersonal communication can fail to serve its purpose if too many symbolic gestures are used, as there is a fair chance that no two individuals will attach the same meaning to a symbolic meaning, which is referred to as bypassing, and when there is a lack of language and listening skills. Emotional interference and physical distractions like faulty acoustics and noisy surroundings also act as barriers to interpersonal communication.

### **Cultural barrier**

“Culture is the pattern of taken-for-granted assumptions about how a given collection of people should think, act, and feel as they go about their daily affairs”  
-Joynt & Warner, 1996

Culture is all socially transmitted behaviour, arts, architectures, languages, signs, symbols, ideas, beliefs, norms, traditions, rituals, etc. which is learnt and shared in a particular social group of the same nationality, ethnicity, religion, etc.

Culture is handed down from one generation to another. It gives people their way of seeing the world and interpreting life. A single culture has many sub-cultures.

Cultural diversity makes communication difficult as the mindset of people of different cultures are different, the language, signs and symbols are also different.

Different cultures have different meaning of words, behaviours and gestures. Culture also gives rise to prejudices, ethnocentrism, manners and opinions. It forms the way people think and behave. When people belonging to different cultures communicate, these factors can become barriers.

The way you communicate is affected by the culture you were brought up in. The opposite is also true. Culture is, to a large extent, determined by the way we communicate.

In America, people communicate freely and that is a part of their culture. In Germany, an Indian who is used to being very indirect with his communication might find their direct way of speaking rude. Being direct is part of the German culture and it is reflected in the way they communicate. Communication shapes culture and culture shapes communication.

### Physical Barriers

Physical barrier is the environmental and natural condition that acts as a barrier in communication in sending message from sender to receiver. Organizational environment or interior workspace design problems, technological problems and noise are the parts of physical barriers.

When messages are sent by the sender, physical barriers like doors, walls, distance, etc. do not let the communication become effective. The barriers are less if the proximity of the sender and the receiver is high and fewer technologies are required.

Disturbance in hearing due to thunders, telephone call disconnection, problems in television reception, message not being sent in chat, etc. are some examples of physical barriers of communication.

### Types of Physical Barriers

#### Distortion

Distortion is the meaning of message getting lost during the handling process in communication while encoding and decoding. It is related to meaning of the message which is affected by human perception.

## Noise

Noise is the disruption found in the environment of the communication. It interrupts the communication process and acts as a barrier as it makes the message less accurate, less productive and unclear. It might even prevent the message from reaching the receiver.

## Causes of Physical Barrier

### Environment or Climate

Thunder, rain, wind and other environmental factors create noise which cannot be stopped and disturb the message flow. Natural noise is present in the environment which disturbs the communication.

Likewise, unstable temperature makes people unfocused on creating the message. If temperature of a place is too high or low, people cannot concentrate on the information they are sending. It promotes uncomfortable feelings which leads to environmental and physical barrier to communication. Similar is the case of improper lightening which impairs proper visual communication.

Communication is also affected by people being concerned about their own lives which does not let the sender and receiver focus on the message. This is the environment of the particular person. Context (natural environment or person's immediate situation) of the communication also acts and causes to be a barrier as the context might not be right for the particular message to be sent.

### Time and Distance

If a message is not sent in inappropriate time, the message will not have the effect that it should have, as the intention will not be met. This causes barrier in communication. So, the time of the message should be accurate. The person from Asia will not be able to Skype a person in U.S. if the time zone difference is wrong and the second person is sleeping.

Likewise, the geographical distance also affects the message. Distance adds more requirements and barriers to communication as greater the distance, the more technical channels are needed. The sender and receiver need to include machines as mediums, encoding, decoding, etc. Face to face communication has the least physical communication barrier and are easier as there are more communication channels.

New technologies are being made to reduce noise in the mediums and channels. In all, advantages and disadvantages of different mediums must be analyzed for different distances before using one.

### **Medium Disturbance or Technical Problem**

Mediums and channels of communication must be decided upon by the role it plays, distance that must be covered, disturbances that might arise, etc. The medium that is suitable for a particular distance with the least noise should be used for communication. If not, then the medium itself acts as a communication barrier and disrupts communication flow. Every kind of medium has one or the other defects and disadvantages over another.

Mediums have to use network facilities which might lead to technical and technological problems. Mechanical and technical breakdowns such as computer virus or crash or no network coverage can happen anytime. Thus, mediums must not always be trusted to be totally effective.

### **Workspace Design**

Workspace also has an effect in the communication in an office setting.

If the employees' workspaces are far away from the room of employers', they will not be able to communicate with the employers, take proper orders, make plans, get feedbacks and suggest new ideas. They must work through phones or emails. These mediums have more noise and other technical problems than face to face communication. In this way, workspace designs act as a physical barrier to effective communication.

Seating arrangements and physical comfort also fosters or impairs communication. Likewise, organizational structures also act as a barrier to communication. A person has to go through their superior to communicate or to send any message to the main authority of the organization. They cannot talk directly which disturbs the flow of message and alters the meaning of the message.

Thus, new concepts like open workspace designs and parallel communication approaches have been emerging to challenge this type of physical communication barrier.

### **Noise**

Noise causes obstacles for the message to reach the receiver and cause physical communication barrier. There are many kinds of noise in communication process such as physical noise, written noise, technological noise, etc.

Physical noise are the disturbances that occur due to outside or background disturbance and environment. This type of noise occurs in mostly all kinds of communication like face to face, written, etc.

Written noise like bad handwriting or typing is also taken as physical barrier.

Technological noise is the noise that occurs in the medium or channel like no sound while talking on phone or message sending failure in chats.

All of the mentioned types of noises are included as physical communication barriers.

### **Information Overflow**

When information becomes more than that can be received at a particular time by the receiver, then communication fails.

The receiver does not have the capacity to get all the information and can miss some important points or misinterpret the meaning of the whole message altogether. The message will not get

the desired outcome causing the communication to not be effective and act as a barrier. Work overload and information duplication also help to cause physical communication barrier.

Physical factors obstruct effective communication, in any form of communication. If physical barriers are reduced or eliminated, the communication becomes effective as there is less distortion and interference.

### **Organisational Barriers**

Some of the major barriers to effective communication caused by organizational weaknesses are the lack of a communication policy or the authoritarian attitude of the management or in sufficient training in communication. We will discuss the major barriers in detail:

#### **(i) Lack of communication policy:**

Very few organizations have a clear and explicit communication policy for inter organization and intra-organizational interaction. A well-defined communication policy helps in the creation of a climate that is conducive to effective communication. It is also an adequate proof of the earnest desire of the management to improve the flow of information. To create such a climate free exchange of ideas and information in all directions – downward, upward and horizontal, should be promoted.

#### **(ii) Authoritarian attitude of management:**

In the absence of clear communication policy in the organization the managers and supervisors start following the philosophy of “I order you execute” the free flow of upward communication helps in curtailing this attitude. In the absence of the upward flow of communication, managers are not in the position to judge the degree to which the ideas policies and rule and regulations of the organization have been accepted by the employees. A free and frank interaction can result in the contribution of valuable ideas and it also helps in unearthing problem areas before they become trouble areas. The setting up of a formal procedure for handling grievances goes a long way in removing the hurdles in the way of upward communication.

#### **(iii) Poorly Defined Authority and Responsibility:**

Many a times, it is seen that the organization chart does not show where true authority and responsibility is vested. In the absence of this knowledge, the communications may by-pass

individuals or certain levels. This by-pass may be by design or may just be an act of omission. Such a situation leads to the emergence of power of communication centers, due to leadership qualities, access to information or technical knowledge of some people in the organization.

**(iv) Too Many Levels in Organization Structure:**

Longer the passage through which a message is to travel, more are the chances of its distortion. It can also result in delays or even total failure of the message to reach its destination. If the distance through which a message has to travel is great, there is every possibility that it may be changed, modified, shortened, amended or interpreted during transit in such a manner that even the original sender may not be able to recognize the contents of the communication. Thus can additional level in the organizational hierarchy may not be added just to please somebody. It should be need based.

**(v) Insufficient Communication Training:**

Communication Training, apart from being important for managerial purposes, is also morale-builder. Yet only a few firms have a formal communication training program. It is a sadly neglected area, some techniques which can help gain insight into communication problems are human relation programmes and such exercises as Sensitivity Training, T- group sessions and Transactional Analysis.

**Grapevine Communication**

Grapevine communication is the **informal communication** network within an organization. The grapevine is used to spread information bypassing the formal communication structure. Just like the grapevine plant: it spreads in random ways and it goes where it can.

The grapevine is formed by individuals and groups in an organization. The people in the groups have something in common that links them together.

A person can belong to one or more groups. As an **example**, a manager can belong to a group of women that go to lunch together every Friday. She can also belong to a group of managers in her department that talk about work in informal ways. She could have a third group of people scattered throughout the organization with which she shares other common interests outside of work.



The manager in this example is likely to pass information across her three main, informal networks. In some ways, she is verifying the accuracy of the rumours she hears. When more than one of her networks is in agreement about a given rumour, she is bound to believe it's true.

### **Advantages of Grapevine Communication**

- Grapevine communication creates a social bond where none existed. People like to talk to one another; whether they talk about work or family, or anything. Teams become more cohesive when members talk to one another outside of the project or assignment they may be working on. Informal communication lends itself to bonding.
- The grapevine fills in a gap that is left when official information is missing, especially in chaotic or changing times. Even in organizations where management is very proactive about communicating change and keeping employees informed, the grapevine helps to fill in the blanks.
- The grapevine in many ways helps keep people honest; it can dissuade people from engaging in behaviour that they don't want others to know about. This is a two edge sword. On one hand, people will think twice about taking what they know is a wrong course of action. On the other hand, they may also think twice about taking a necessary risk and doing the right thing, fearful that appearance that may give rise to rumours.

### **Disadvantages of Grapevine Communication**

- There are some intrinsic dangers in bypassing the organizational channels to get to the facts of the matter. The main danger is that much of the information that gets spread through the grapevine is not verified. Some of the information is likely false and difficult, if not impossible, to verify.
- We discount information when the source is a known gossip. But not completely... Even when the source is someone known to spread rumours, we believe that where there's smoke... Since we don't know what part is fire and what smoke is, we accept the whole rumour. To justify our participation in spreading the rumour, we tell ourselves that part of it must be true.

- The main reason why we give credence to a rumour is that it seems to match what we think about the situation or person that the rumour is about. We also tend to believe the person sharing the rumour with us.
- Another main disadvantage of grapevine communication is that it's often used to spread more than rumours; it's used to spread gossip.

**Possible Questions**

**PART A (ONE MARKS)**

**(Online Examination)**

**PART B (TWO MARKS)**

1. Define Communication.
2. What is communication process?
3. Write two importance of communication.
4. Briefly mention the main objectives of downward communication.
5. What are the formal channels of communication?
6. What is written communication?
7. What is organizational barriers?
8. Define grapevine communication.
9. Write a short note on Physical barriers.

**PART C (SIX MARKS)**

1. Write a note on the need and importance of business Communication.
2. How does grapevine operate in an organization? How can its harmful effects be controlled?
3. Upward communication is very useful but very difficult. Discuss.
4. Discuss the forms of communication.
5. What do you understand by the grapevine? What is its importance in an organisation?
6. Explain the different types of communication with suitable examples.
7. Compare and contrast written communication with oral communication.
8. Explain the importance of upward communication.
9. Explain verbal and Non-Verbal communication.
10. What is business communication? Why it is needed?

**KARPAGAM ACADEMY OF HIGHER EDUCATION**

**CLASS: I B.Com/ B.Com(BPS)/ B.Com(PA)**

**COURSE NAME: BUSINESS COMMUNICATION**

**COURSE CODE: 18AEC101**

**UNIT: I**

**BATCH-2018-2021**

S. No	Questions	option A	option B	option C	option D	Answer
	<b>Unit-I</b>					
1	_____ refers to the understanding and interpretation of the message received.	Encoding	Reading	Channeling	Decoding	Decoding
2	Feedback is the response or reaction from the _____	Sender	thirdparty	receiver	officer	receiver
3	The word para means _____	length	like	life	real	like
4	An idea is _____ and it includes facts and emotions	symbolic	actual	abstract	reasonable	abstract
5	Choice of channel by the sender does not depend upon the _____	goal of communication	receiver	facilities available	retailers	retailers
6	Verbal communication refers to the use of _____	signs	words	symbols	signals	words
7	_____ communication flows between employees of equal or comparable status	vertical	horizontal	downward	diagonal	horizontal
8	The _____ chain is like a wheel where a person is at the center and the information passes along the spokes of the wheel to others stationed on the rim	cluster	probability	gossip	single strand	gossip
9	_____ communication is often marred by either under-communication or over-communication	downward	upward	horizontal	diagonal	downward
10	Downward communication flows from a superior to _____	inferior	clerk	subordinate	labourer	subordinate
11	_____ communication includes reporting job progress to superiors by subordinates	upward	downward	horizontal	diagonal	upward

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12	_____ is communication between two individuals at different levels belonging to different departments	horizontal communication	upward communication	diagonal communication	downward communication	diagonal communication
13	The grapevine acts as a kind of safety-valve for the pent-up emotions of the _____	superiors	authorities	subordinates	officials	subordinates
14	The grapevine provides _____ to the management	feedback	finance	authority	solidarity	feedback
15	In _____ chain, the information may move from anybody to anybody	cluster	probability	gossip	single strand	probability
16	_____ can be both involuntary and conscious movements	posture	haptics	emblems	gestures	gestures
17	_____ makes use of telecasts, shortfilms, video tapes and is a powerful medium of communication	audio signs	visual signs	audio-visual communication	facial expression	audio-visual communication
18	Absence of eyecontact suggests _____	openness	inattentiveness	interest	self-confidence	inattentiveness
19	The receiver interprets and understands the message sent by the sender. This is called _____	Encoding	Decoding	receiving	noticing	Decoding
20	The sender giving a form to an idea is called _____	Encoding	Decoding	channeling	feedback	Encoding
21	In the communication process, the _____ sends the feedback	sender	receiver	transmitter	supervisor	receiver
22	_____ communication includes communication with government agencies, departments, distributors and retailers	internal	external	downward	upward	external
23	_____ is the study of body language.	proxemics	kinesics	haptics	chronemics	kinesics

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24	Tone,pitch,speed of delivery and stress are examples of _____ language	signs	body	para	visual	para
25	Personal space is divided into _____ zones according to the nature of relationship between the interacting parties	two	five	three	four	four
26	_____ communication may appear to be identical with oral communication	audio	visual	sign	face-to-face	face-to-face
27	_____ is oral, yet it cannot be called face-to-face communication	group discussion	gesture	telephonic conversation	panel interview	telephonic conversation
28	In horizontal communication, there is a lack of _____	job co-ordination	oral communication	telephonic conversations	authoritativ eness	authoritativ eness
29	A person with a _____ mind is very difficult to communicate with.	open	broad	closed	casual	closed
30	Noise is quite often a _____ to communication	barrier	facilitator	supplement	medium	barrier
31	Communication is the process of passing _____ and understanding from one person to another.	information	intimation	compliments	decisions	information
32	A _____ is the medium through which transmission of messages take place.	sender	feedback	channel	receiver	channel
33	_____ communication includes letters, circulars, memos, telegrams, reports and minutes.	written	oral	visual	audio-visual	written
34	_____ communication includes face-to-face and telephone conversations, radio broadcasts and interviews	oral	visual	audio-visual	written	oral
35	Written communication is a _____ record	temporary	permanent	valuable	timely	permanent
36	A disadvantage of written communication is that, it is _____	legally valid	time consuming	precise	accurate	time consuming

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		messages sent from the lower level and upper levels	information sent to the upper and lower levels	flow of information from the upper level of authority to the lower levels	message shared between the union and the management	flow of information from the upper level of authority to the lower levels
37	Downward communication refers to the _____					
38	A memo is an example of _____ communication	external	internal	audio-visual	informal	internal
39	Formal communication is also known as _____ communication	order	vertical	official	proper	official
40	_____ does not relate to sound alone	voice	noise	gesture	symbol	noise
41	The literal meaning of a word is called its _____ meaning	connotative	denotative	interpretation	definite	denotative
42	The study of communication through touch is known as _____	Semantics	chronemics	haptics	proxemics	haptics
43	_____ is the study of the meaning of words	kinesics	derivation	semantics	chronemics	semantics
44	Poor retention of communication also acts as a _____	barrier	facilitator	channel	medium	barrier
45	_____ refers to selecting some details and omitting others	inferring	abstracting	communicating	connotation	abstracting
46	_____ is giving a particular bias to reality	denotation	semantics	slanting	kinesics	slanting
47	_____ means drawing inferences from observation	slanting	emotion	slanting	inferring	inferring
48	The nature of the grapevine or the informal channel of communication is classified into _____ basic types	two	five	four	six	four

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49	Cultural peculiarities should be kept in mind while interpreting _____	non-verbal clues	verbal clues	audio-visual clues	oral messages	non-verbal clues
50	_____are addressed to our sense of hearing	symbols	gestures	audio signs	body movements	audio signs
51	In proxemics, physical contact from 0-18 inches comes under _____zone	friendly	social	public	intimate	intimate
52	The grapevine may even raise the _____of the workers	salary	morale	productivity	bonus	morale
53	The employees just walk into the manager's room and talk to him. This is called _____	closed policy	open-door policy	freshers policy	training policy	open-door policy
54	Workers communicating with other workers, clerks exchanging information with one and another and superiors holding discussions with other superiors are examples of _____	upward communication	diagonal communication	horizontal communication	downward communication	horizontal communication
55	_____is not possible if the communicator and the receiver are far removed from each other and no mechanical devices are available to connect them	written communication	oral communication	communication	feedback	oral communication
56	The term brain drain refers to _____in the communication cycle	breakdowns	shutdown	leakages	coordination	breakdowns
57	The sender encodes the _____and formulates the message	theme	idea	picture	feedback	idea
58	Some forms of communication like an office order or a _____are unidirectional	letters	e-mails	notice	memo	notice
59	_____is said to have occurred if the sender and the receiver of a message attribute different meanings to the same word.	bypassing	understanding	abstracting	inferring	bypassing

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60	_____communication is suitable for lengthy and complex messages	oral	gesture	non-verbal	written	written
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**SYLLABUS**

**Business Correspondence:** Letter Writing – Presentation - Inviting quotations- Sending Quotations- Placing orders- Inviting tenders - Sales letters- Claims and Adjustment Letters and Social Correspondence – Memorandum - Inter -office Memo – Notices- Agenda-Minutes- Application Letters – Preparation of Resume.

**Business Correspondence**

Business Correspondence is an umbrella term for all written communications used in business relationships with business partners or for internal communication in the organization.

Business Correspondence (Business Letter) is an umbrella term for all written communication used in business relationships with business partners or for internal communication in the organization. The business correspondence includes all written correspondence in organizations such as personal documents, simple legal documents, personal letters, business contracts, marketing materials and official letters, both in electronic and paper form.

Business correspondence include:

- Curriculum Vitae (CV) or Resume
- Motivation Letter
- Notice, Termination of employment
- Letter of Application
- Cover Letter
- Letter of Recommendations
- Advertising and marketing printed materials (brochures, leaflets)
- Newsletter
- Demand - demand response - Business offer (Proposal, Bid)
- Claim - a response to the claim

- Business Contract
- Confirmation of reservation
- Reminder - Reminder response
- Letter of Claim/Complaints - response to complaint
- Urgency - response to urgencies
- E-mail communication
- Direct Marketing (Direct Mail)
- Invitation card

### **Letter Writing**

Letter writing is an essential skill. Despite the prevalence of emails and text messages, everyone has to write letters at some point. Letters of complaint, job applications, thank you letters, letters requesting changes or making suggestions — the list goes on and on. Encouraging children to write letters from an early age will improve their communication, social and handwriting skills, and teach them what they need to know about writing and structuring letters.

Letter Writing is simply '**The way or method of writing a Letter**'. Letter Writing is an Art, one, which not all of us are proficient in or appropriate as per conventional wisdom. Before, we focus our attention to Letter Writing, let us understand what a Letter is? **A Letter is a written message, request for assistance or employment or admission to a school.** Letters have played and are still playing an important role in communication throughout the world. Paper Letters have been in existence from the time of ancient India, ancient Egypt and Sumer, through Rome, Greece and China, up to the modern times. Paper letters were once the most and at times the only reliable means of communication between two people in different locations. Its format and importance has changed with evolution of technology, especially with advent of email.

- Types of Letters
- Formal Letters

- Informal Letters
- Differences between Formal and Informal Letters
- Letter Types based on purpose

Despite the advances in the technology, Paper Letters are still written and in remote places, they are still the only means of communication. No matter, what the medium, letters play an important role in our society which is based on interaction. If letters play an important role in the world then the skill to write it, becomes a necessity in all walks of life. Letter writing is not just a simple way of writing; it is a specialised form of writing. It has certain rules which vary according to the type of letter being written. To be able to know what to write and how to write a letter is an 'Ace up one's sleeve'. It is mastery just like writing poems and though one may not become a celebrity but one does get applauded and even paid for such unique skills. The revolutionised age of communication has reduced the value of Traditional Letter Writing as SMS's, Twitter, Blogs & their counterparts have taken over. But when it comes to Official or Formal Setups, there is a protocol as to how a message is to be conveyed and presented. Such and other varied environment have to a large extent saved the rare and unique art of letter writing.

### **Types of Letters**

There are various kinds of letters like Address Change Letter, Business Letter, Cover Letter, Farewell Letter, Get Well Letter and so on. These different types of letters are different in their subject, occasion and purpose. They have various criteria like format, length, vocabulary, language and other essentials which need to be followed.

### **The most widely acceptable types of letters are:**

#### **Formal Letters**

Formal letters are those letters which follow certain styles of writing a letter. They are known as formal letters because they are written in accordance with certain established practices. Such letters are mostly used in working environments like various offices and businesses and have very meagre emotional language. Formal letters are mostly written by officials and businessmen.

**Informal Letters**

Informal letters are those letters which are written with minimalistic rules, thus the term informal letters. Informal letters are personal correspondences and that is why they do not require as much of a rule observance as compared to the formal letters. Informal letters are mostly written by relatives, friends, peers etc. of the recipient. The purpose of writing informal letters is socialisation and information exchange.

Informal and Formal Letters are further subdivided into various categories which further may have their own subcategories

<b>Formal Letters</b>	<b>Informal Letters</b>
Acceptance Letter	Address Change Letter
Address Change Letter	Announcement Letter
Adjustment Letter	Acknowledgement Letter
Announcement Letter	Cancellation Letter
Acknowledgement Letter	Condolence Letter
Business Letter	Confirmation Letter
Cancellation Letter	Farewell Letter
Complaint Letter	Friendly Letter
Condolence Letter	Holiday Letter
Confirmation Letter	Invitation Letter

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Cover Letter <ul style="list-style-type: none"><li>Cover Letter for Visa</li></ul>	Love Letter
Inquiry Letter	Thanks Letter
Invitation Letter	
Leave Letter <ul style="list-style-type: none"><li>Maternity Leave Letter</li></ul>	
Persuasive Letter	
Petition Letter	
Refusal Letter	
Request Letter	
Reference Letter	
Resignation Letter	
Resolution Letter	
Retirement Letter	
Recommendation Letter	
Sales Letter	

Termination Letter	
Thanks Letter	

As is evident from the above mentioned, certain letters have been categorised under both informal and formal types of letters. This is because certain letters have informal ingredients even when they are written within the parameters of formal letters. The above categorisation is just to show a division and not to strictly confine a letter to just one category only. Certain letters are strictly formal as they have to follow certain regulations and their use is restricted to just the official environment. And some formal letters when written to express emotions within a working environment use informal language as without using the informal language the letters wouldn't be able to properly express the emotions they want to.

**Differences between Formal and Informal Letters**

<b>Formal Letters</b>	<b>Informal Letters</b>
Formal letters follow fixed pattern of styles	Informal letters have varied patterns of styles
Formal letters are mostly used in working environments like offices	Informal letters have very limited usage in working environments
The language of the letter in formal letters is by and large impersonal or work related	The language of the letter in informal letters is by and large personal or related to social aspects
Formal letters can have informal tone whilst writing under certain circumstances	Informal letters do not have a formal tone as they are meant to express emotions and social communication
Informal words like 'Gonna', 'Wanna',	Informal letters are not restricted in language.

'Dude', 'Bro' etc. cannot be used in formal letters	Slang words and non conventional terminology is acceptable in these letters
A lot of care is taken to write the appropriate Salutations in formal letters	2-3 types of salutations are acceptable for informal letters as there is not much need of formality
Length of the letter is very important and it shouldn't be too long	Length of the informal letters varies depending upon the subject matter
Closing or Complimentary gestures vary in formal letters	Closing or Complimentary gestures don't vary as much in informal letters
Letter Head is a conventional practice in formal letters	Letter Head is not a conventional practice in informal letters

Letters can also be categorised as per their purposes. Since most of the letters are written for academic, business, personal and reference purposes they can be categorised in a similar manner

**Formal Letters:**

- Address the concerned person, along with his/her full address
- Write the present date
- Give a Subject Line that should briefly talk about the purpose of the letter
- Address the person with salutation
- Body of the letter
- Sign off with your signature, name, designation, phone number

Example:

To

The Manager

Canara Bank

Gole Market

New Delhi- (Pincode)

Date:

Subject

Dear Sir/Madam

**Body of the text (Here, towards the end you can mention - Please find attached my CV/resume for your perusal OR I have attached my updated resume for your reference)**

Yours sincerely,

(Signature)

Name

Phone Number

## **2) Informal Letters**

- Address of the person you are writing the letter to
- Date
- Address the concerned person with salutation
- Body of the text
- Sign off with your name and address



Example:-

XYZ Block  
ABC Colony  
new york- (Pin Code)

Dear (Friend/Person's Name)

**Body of the text (Here too, you can write a sentence saying- I have attached my resume for your consideration/reference)**

Yours faithfully,

Name

Address

### **Inviting Quotations**

A formal statement of promise (submitted usually in response to a request for quotation) by potential supplier to supply the goods or services required by a buyer, at specified prices, and within a specified period. A quotation may also contain terms of sale and payment, and warranties. Acceptance of quotation by the buyer constitutes an agreement binding on both parties.

Star Internet Service Providers,  
Hebbal Road,  
Bangalore  
29th September, 2013  
Subject: Letter for quotation

Dear Sir,

I am writing this letter for seeking a quotation from you. In our company we plan to upgrade our systems. In this regard I request you to send a detailed quotation regarding the various packages you offer. There are various items to be upgraded. I am attaching a list of our requirements along with this letter.

We hope your prices are competitive in the industry. We heard about the reputation of your company in the industry and are relying on you for our services. If the price factor is decided, we shall place the order immediately.

Looking forward to hear from you,

Yours Sincerely,

\_\_\_\_\_  
Narendra Kumar

### **Sending Quotations**

A quotation is a specific offer for sale. It is sent in response to an inquiry from a particular person or business house. Thus it is a reply message to an inquiry from potential buyer. A quotation includes details about the prices of specific goods selected, terms of payment and conditions of delivery, while writing such letter, seller should clearly state everything as inquired by the buyer. The letter must be written to the point with conciseness and complete tone. Seller must have intention to create goodwill through such letter which will establish business relation.

Whether the seller wants to impose any terms should be solicited by

### **Quotation Letter Sample**

An inquiry letter written to a firm for price of mobile sets.

**Help line communication**

**2nd line road, Bijoy Nagar, Dhaka-1100**

1st August, 04

Sales

Manager

Tele-Communication

Ltd.

25, Gulshan, Dhaka-1212

**Ref; An inquiry for price of Mobile sets**

Dear Sir,

Would you kindly give us detailed information about the “Nokia 2100” mobile sets recently advertised by you in the “Daily Star.” we are impressed by the description of the respective mobile set as advertised by you and expected to purchase if terms and conditions are found to be suitable. Our annual requirement of such set is around twenty-five thousand (25,000) pieces.

As we handle a lot of mobile sets each year, we hope and trust you will quote the most favorable prices and terms.

Yours faithfully

M. A. Karim

Purchase Manager,

Helpline Communication

**Quotation Letter Sample / Format / Example / Template**

Tele Communication Ltd.  
25, Gulshan Dhaka-1212

10th August, 04  
Manager  
Purchase Division  
Help Line Communication  
2nd Line Road, Bijoy Nagar  
Dhaka-1100

**Ref: Terms and Quotations for Nokia "2100"**

Dear Sir

Thank for your inquiry of 1st August, 04. We are glad to enclose the following quotations of "Nokia-2100".

<u>Set</u>	<u>Model</u>	<u>Battery</u>	<u>Price per Set</u>	<u>Warranty</u>
Nokia	2100	Hungry	5,000	1 years
Nokia	2100	China	4,000	6 months
Nokia	2100	Malaysia	4,200	6 months

Our normal trade discount is 15% for ten (10) days and 5% extra if order is made for more than 5,000 pieces at a time. We do supply to our customers' door through our own care.

Our Mobile is originally imported with intact packing and we provide guarantee for our mobile set for three (3) years.

If you need any further details to meet your customer's requirements, you should feel free to write to us.

Yours faithfully  
Aslam Ahmed  
Sales Manager,  
Tele communication Ltd.

### **Placing Orders**

From :

Mr. Ketan Darshan,  
Director,  
Angel Books,  
14th Main Road,  
Nungambakkam,  
Chennai - 34.

May 23 - 2006

To :

Angel Distributors,  
Radhakrishnan Road,  
Salem,  
Tamil Nadu – 600012

Dear Sir,

Please send us the following books as per your catalogue. According to your website, orders need to include the title, author, and publisher. Order Placement

1. Indian History by Peter Jackson (Jack son and Co.)
2. Festivals by Margaret Smith (DC Publishers)
3. Caring for Earth by Janet Patterson (Nature Ltd.)

Kindly send these items before the 10th June. We will like to include them in our display at the Book Festival scheduled to begin from the 15th of next month. The bill in three copies may be sent for payment along with Transaction requirement and details.

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Yours faithfully,

Ketan Darshan

Director

### Inviting Tender

To,

\_\_\_\_\_ (employee's name)

\_\_\_\_\_ (employee's address)

From:

\_\_\_\_\_ (Your name)

\_\_\_\_\_ (Your address)

Date \_\_\_\_\_ (date of writing letter)

Dear Sir,

Subject: \_\_\_\_\_  
\_\_\_\_\_

Reference: .....(fill in the ref.no.)

Dear Sir,

With reference to the .....(fill in ref no.), I am submitting herewith my tender document duly filled in with necessary rates and amount for each of the scheduled items both in figures and words. I am also enclosing the deviation statement in respect of tender schedule items.....and ..... (fill the specific number) with justification for the deviation thereof. I have also attached the necessary documentation as well.

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Prepared by Dr.V.GOWTHAM RAAJ/ Dr.V M SENTHIL KUMAR/ Mr.RAM KUMAR/ Dr.SHANKAR GANESH/Ms.SUDHAMAHESHWARI/Ms.ISWARIYA LAKSHMI, DEPARTMENT OF COMMERCE, KAHE

As desired, I am enclosing two sets of tender documents duly signed and stamped on behalf of \_\_\_\_\_ in two separate sealed envelopes and a Demand Draft in respect of Earnest Money for Rs \_\_\_\_\_ (amount)

As mentioned in the NIT my company representative will witness the tender opening on \_\_\_\_\_ (date)

**Yours Sincerely,**

\_\_\_\_\_ (Your name)

### **Sales Letter**

A sales letter is a piece of direct mail which is designed to persuade the reader to purchase a particular product or service in the absence of a salesman. It has been defined as "A form of direct mail in which an advertiser sends a letter to a potential customer. It is distinct from other direct mail techniques, such as the distribution of leaflets and catalogues, as the sales letter typically sells a single product or product line, and further tends to be mainly textual as opposed to graphics-based. It is typically used for products or services which, due to their price, are a considered purchase at medium or high value (typically tens to thousands of dollars). A sales letter is often, but not exclusively, the last stage of the sales process before the customer places an order, and is designed to ensure that the prospect is committed to becoming a customer.

### **Sample Letter**

A sales letter about steel tables.

From,

Anil Rishi

Manager Comfort Furniture

M.G Road

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Bangalore

20-7-2017

To,

Mr. Rochak Arora

Century Furniture Mart

DB Road

Mumbai

Dear Sir,

We are sure that you must be familiar with our Steel Furniture Products.

We are pleased to announce the launch of Steel Tables made of stainless steel, a sample of which we are including in this letter. We have come out with this product after years of research.

Stainless Steel Table has several benefits, like -

- Stainless steel cabinet table is one, will never crack.
- fire afraid of heat, someone will inevitably put wok cooking hot put on the table

We hope you will Stainless Steel Table just as much as we do.

We would love to hear from you about the product. Please call our toll free number 8888442233. You can also place an order on the same number, or email us at comfort-furniture@gmail.com

Best Wishes

Sincerely yours,

---

Anil Rishi

---

Prepared by Dr.V.GOWTHAM RAAJ/ Dr.V M SENTHIL KUMAR/ Mr.RAM KUMAR/ Dr.SHANKAR GANESH/Ms.SUDHAMAHESHWARI/Ms.ISWARIYA LAKSHMI, DEPARTMENT OF COMMERCE, KAHE



**Claim and adjustment letter**

[Your Name]

[Your Job Title]

[Your Address]

[Your Contact Information]

[Date]

[Recipient's Name]

[Recipient's Job Title]

[Recipient's Company Name]

[Recipient's Address]

Dear [Name],

I am contacting you with regards to the shipment number 3522 that we ordered on [some date]. I want to draw your attention to important matters:

[The Claim Part]

First, the shipment was scheduled for delivery on [some date] but was actually delivered on [some date]. The delay in delivering the products caused disruption to our workflow and a significant amount of inconvenience to our customers. Your team failed to inform us of the delay, not even a quick phone call or an email.

Second, the quality delivered was 1,500 packs, which is 500 less than our order. Again we were forced to inconveniently adjust our business process to accommodate for the incomplete supply from your side.

I am hope that you agree with me that this business conduct is not acceptable under any circumstances and that your team is fully responsible for this incident. We expected a more professional service from a company of your size and reputation. We are truly disappointed and frustrated from what happened.

[The Adjustment Part]

In the light of what has been said, we request from you to resend the missing quantities as soon as possible. Additionally, your company is required to reimburse [your company name] with an amount of [some amount] as listed in the terms and conditions of the agreement signed by both parties. I am sorry that matters reached to this point but we can't compromise the satisfaction of our customers nor accommodate errors like that.

Sincerely,

Name

### **Social correspondence**

Letters are written to fulfil social obligations or to meet personal needs which may not be directly related to our official or professional activities. Some letters of this kind are letters of congratulations, invitations, introductions, recommendations, condolences, letters conveying acceptances and regrets, and letter making hotel reservations and booking by air, retail etc.

Tough the format and style of such letters is generally the same as that of business letters, they have an air of ease and casualness. Their tone depends largely on the degree of intimacy between **the** write and the receiver.

Dear Rakesh

Mr. R. Chandra, who is an applicant for the post of Chief Sales Executive in your company, has been with us for the last seven years. He joined the company as a Trainee and as a result of his hard and sincere work rose to the position of Network Engineer within 3 years.

During this period he gained a lot of experience in sales promotion. His amiable disposition and inimitable style of presentation of products won for us many new customers. His record of securing orders has been the best in the company for the last four years. We would indeed be sorry to lose him.

With the opportunities available in your organization he would, I am sure, reach new heights and prove to be a valuable asset.

With regards,

Yours sincerely

P.K. . Sood

### **Memos or Memorandum**

A memo (or memorandum, meaning “reminder”) is normally used for communicating policies, procedures, or related official business within an organization. It is often written from a one-to-all perspective (like mass communication), broadcasting a message to an audience, rather than a one-on-one, interpersonal communication. It may also be used to update a team on activities for a given project, or to inform a specific group within a company of an event, action, or observance.

### **Memo Purpose**

A memo’s purpose is often to inform, but it occasionally includes an element of persuasion or a call to action. All organizations have informal and formal communication networks. The unofficial, informal communication network within an organization is often called the grapevine, and it is often characterized by rumour, gossip, and innuendo. On the grapevine, one person may hear that someone else is going to be laid off and start passing the

news around. Rumours change and transform as they are passed from person to person, and before you know it, the word is that they are shutting down your entire department.

One effective way to address informal, unofficial speculation is to spell out clearly for all employees what is going on with a particular issue. If budget cuts are a concern, then it may be wise to send a memo explaining the changes that are imminent. If a company wants employees to take action, they may also issue a memorandum. For example, on February 13, 2009, upper management at the Panasonic Corporation issued a declaration that all employees should buy at least \$1,600 worth of Panasonic products. The company president noted that if everyone supported the company with purchases, it would benefit all (Lewis, 2009).

While memos do not normally include a call to action that requires personal spending, they often represent the business or organization's interests. They may also include statements that align business and employee interest, and underscore common ground and benefit

From:

This will inform the addressee as to who sends the memo.

To:

This is for whom the memorandum is written for.

Date:

Subject:

Mention the reason of writing the memo in the first paragraph. For instance, there could be a memo sent to all the staffs of a company regarding the changes made in the company working hours. Management can also send memo about any visitors arriving at the company.

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Finally, when you are ending the memo, close it with date of the event. Memorandum is also used as a legal document.


### Interoffice memo

**Los Angeles Community College District  
Interoffice Memorandum**

HUMAN RESOURCES DIVISION

**Date:** May 21, 2010

**To:** Presidents  
Vice Presidents Administration  
Vice Presidents Academic Affairs  
SPOCS

**From:** Michael Shanahan   
Associate Vice Chancellor  
Employer-Employee Relations

**Re:** **FACULTY ILLNESS LEAVE (MONTHLY RATE)**

As a result of several inquiries, EER recently reviewed how faculty illness leave has been administered. We learned that it has been incorrectly handled and has been processed in the same manner as classified illness leaves. The Payroll Office has notified us that it has now completed its reconfiguration to the correct method. Effective immediately, faculty illness leave will be administered consistent with the Faculty Guild collective bargaining agreement, Article 25, as outlined below.

**NEW PROCESS**

1. College administrators must identify those faculty members approaching the limits of their illness leave and send them the Leave Exhaustion Letter informing them of their status and choices. (See attached sample letter #1.)

### Notice, Agenda and meeting

Prepared by Dr.V.GOWTHAM RAAJ/ Dr.V M SENTHIL KUMAR/ Mr.RAM KUMAR/ Dr.SHANKAR GANESH/Ms.SUDHAMAHESHWARI/Ms.ISWARIYA LAKSHMI, DEPARTMENT OF COMMERCE, KAHE

21/37

Some of the major components of a business meeting are : 1. Notice of Meeting, 2. Agenda of Meeting and 3. Minutes of the Meeting

**Notice of a Meeting:**

When a meeting is to be convened, a notice is required to be sent to all who are to attend it.

**It should satisfy these conditions:**

1. It should be under proper authority
2. It should state the name of the organisation
3. It should state the day, date, time, and place. Also, sometimes, how to reach the place
4. It should be well in advance. Some require seven days' notice, some 48 hours'
5. It should state the purpose and, if possible, the agenda
6. It should carry the date of circulation and convener's/secretary's signature
7. It should go to all persons required at the meet
8. It should mention the TA/DA etc. payable and the arrangements for this

In practice, it is necessary to ensure that the notice has reached in time. This may be done telephonically. Dispatch section and post are prone to delays

We often find that between the date of a letter from a major public organisation and the post mark on the letter, there is a gap of 10-12 days. A notice that should reach seven days before a meet should not reach seven days after the meet.



**Specimen notices**

**1.**

**Seven Hills Housing Cooperative Society**

Sundar Nagar, New Delhi

**NOTICE OF MEETING**

11<sup>th</sup> September 2011

The 44<sup>th</sup> meeting of the Executive Committee will be held at 8.00 p.m. on Sunday, 22<sup>nd</sup> September 2011 in Sanket Auditorium. The agenda is given below.

- 44.01 Minutes of the previous meeting
- 44.02 Appointment of a new watchman
- 44.03 Celebration of Kojagiri
- 44.04 Donations for flood relief
- 44.05 Permission to sell flat
- 44.06 Defaulting members
- 44.07 Purchase of a generator
- 44.08 Any other matter with the permission of the Chair.

You are requested to attend the meet.

Rajnath Mistry  
Executive Secretary

cc: To all members

**2.**

**Itwari Kirana Dealers Association**

Resham Oli, Nagpur  
**NOTICE OF MEETING**

To: All members

Notice is hereby given that the Annual General Meeting of the members of IKDA is scheduled to be held on 1<sup>st</sup> November, 2011 at 4.40 p.m. at Hotel India Sun, Central Avenue to consider the following business:

- To receive and adopt the Income and Expenditure Account, Balance Sheet, and Report of the Auditors for the year ended Diwali 2011.
- To elect President, Vice President, Honorary Secretary, Treasurer and Executive Committee Members for the current year.
- To prepare a representation to the NMC\* about the actions of the Anti-Encroachment Squad.
- To discuss any other matter for which at least SEVEN days' advance notice is given and which is approved by the Chair.

By order of the Executive Committee

Nagpur  
20<sup>th</sup> October 2011

Arun Maloo  
Honorary Secretary

\*Nagour Municipal Corporation

**Agenda:**

As stated earlier, an agenda is the list of items to be considered at a meeting. It is also called business or order of business. It comes from the Latin word *agendum* (singular) which means 'a thing to be done.' But *agenda* (the Latin plural) is used as a singular noun.

It is the route map of the meeting. The specimen notices above already contain a hint of how it is written. The agenda may be a part of the notice or may be attached as an annexure. The convenor/secretary prepares it in consultation with the chairperson and gets his approval.

The items of agenda should cover all that is necessary to be considered at that time. Meetings take time and effort to arrange; hence the agenda has to be well thought out.

**The items may be devised from:**

- (a) Previous minutes
- (b) Suggestions received
- (c) Actions and events since last meeting
- (d) Correspondence of the organisation

The agenda contains routine items as well as special ones.

**Here are some guidelines for listing the items:**

1. Apologies from absent members (need not be written previously)
2. Condolences if any (may or may not be written previously)
3. Reading and approval of minutes of the last meet
4. Matters arising out of previous meet's minutes (this need not always be mentioned)



5. Urgent and non-controversial items
6. Matters requiring closer discussion and debates
7. Any new, on-the-spot items with the approval of the chairman
8. Date of the next meet.

The last item in a meeting is a vote of thanks to the chairman but this need to be mentioned. The items are mentioned briefly or elaborately according to the practice or need.

### **Minutes of the Meeting:**

The minutes of a meeting are the record of the discussions/decisions therein. They have an official status; they are useful in law, and in some cases required by law to be written. Minutes are final when they are approved by the members of the group to which they relate, generally in the next meeting, and signed by the chairperson.

Even if there are emotional moments in a meet, the minutes are written in an unemotional manner, are cool, factual, impersonal, and impartial. Moreover, such are the demands of time on most people that the minutes should be concise, boiled down to the essentials.

Only some organizations' require that they record the detailed discussions as well (i.e. who said what and what were the reactions... until the decision was reached). Normally, the body of the minute's records.

- (a) The motions and amendments thereto
- (b) The proposer and seconded of motions
- (c) The details of voting, if any
- (d) Recommendations

(e) Decisions/ resolutions

(f) Tasks assigned to individuals, sub-committees

**The overall minutes should give:**

1. The name of the organisation/ unit
2. Day, date, time and place
3. Number in order (e.g. 33<sup>rd</sup> meeting of...)
4. Names of chairperson and secretary
5. Names of members present
6. Names of the absent
7. Attendees by special invitation, e.g. auditor, caterer, etc.
8. Record of the transactions (on the guidelines given above)
9. Signature of secretary and, after approval, that of the chairman.

**Tips for writing minutes:**

The minutes are written generally by the secretary from the notes taken during the meet. He/she can use the agenda as the framework for writing them and use short forms, shorthand etc. to take quick and accurate notes. He may have to ask members to repeat their words to get them right.

He should note down all the particulars needed for the fair copy of minutes. The items of the minutes can be written under short headings such as are used in the agenda.

(As for reading them, some committees circulate them in advance and take them as read. Otherwise the reader should read them loudly, clearly, and quickly.)

**Style wise, they use one of these constructions:**

- a. It was resolved that the minutes of the previous meeting be approved.
- b. It was decided that a sub-committee be set up to consider
- c. Resolved that a blood donation camp be held on 15<sup>th</sup> August. (The verb is used in the subjunctive mood: “be done, be appointed”, etc.)

## **APPLICATION LETTER**

A job application letter, also known as a cover letter, should be sent or uploaded with your resume when applying for jobs. While your resume offers a history of your work experience and an outline of your skills and accomplishments, the job application letter you send to an employer explains why you are qualified for the position and should be selected for an interview.

Writing this letter can seem like a challenging task. However, if you take it one step at a time, you'll soon be an expert at writing application letters to send with your resume.

### **How to Get Started**

Before you begin writing your job application letter, do some groundwork. Consider what information you want to include (keeping in mind that space is limited). Remember, this letter is making a case for your candidacy for the position. But you can do better than just regurgitating your resume — instead, highlight your most relevant skills, experiences, and abilities.

To include the most convincing, relevant details in your letter, you'll need to know what the employer wants. The biggest clues are within the job advertisement, so spend some time decoding the job ad. Next, match your qualifications with the employer's wants and needs. Make a list of your relevant experience and skills. For instance, if the job ad calls for a

strong leader, think of examples of when you've successfully led a team. Once you've jotted down some notes, and have a sense of what you want to highlight in your letter, you're ready to get started writing.

### **Writing Guidelines for Job Application Letters**

Writing a job application letter is very different from a quick email to a friend or a thank you note to a relative. Hiring managers and potential interviewers have certain expectations when it comes to the letter's presentation and appearance, from length (no more than a page) to font size and style to letter spacing:

**Length:** A letter of application should be no more than one page long.

**Format and Page Margins:** A letter of application should be single-spaced with a space between each paragraph. Use about 1" margins and align your text to the left, which is the standard alignment for most documents.

**Font:** Use a traditional font such as Times New Roman, Arial, or Calibri. The font size should be between 10 and 12 points.

### **What to Include in Each Section of the Letter**

There are also set rules for the sections included in the letter, from salutation to sign-off, and how the letter is organized. Here's a quick lowdown on the main sections included in a job application letter:

**Heading:** A letter of application should begin with both you and the employer's contact information (name, address, phone number, email) followed by the date. If this is an email rather than an actual letter, include your contact information at the end of the letter, after your signature. Here's how to send an email application letter.

- Header Examples

**Salutation:** This is your polite greeting. The most common salutation is "Dear Mr./Ms." followed by the person's last name. Find out more about appropriate cover letter salutations, including what to do if you don't know the person's name, or are unsure of a contact's gender.

**Body of the letter:** Think of this section as being three distinct parts.

- In the **first paragraph**, you'll want to mention the job you are applying for and where you saw the job listing.
- The **next paragraph(s)** are the most important part of your letter. Remember how you gathered all that information about what employers were seeking, and how you could meet their needs? This is where you'll share those relevant details on your experience and accomplishments.
- The **third and last part of the body of the letter** will be your thank you to the employer; you can also offer follow-up information.

**Complimentary Close:** Sign off your email with a polite close, such as "Best" or "Sincerely," followed by your name.

- Closing Examples

**Signature:** End with your signature, handwritten, followed by your typed name. If this is an email, simply include your typed name, followed by your contact information.

- Signature Examples

Simple Formatting Using a Template

Overwhelmed by all these formatting and organization requirements? One way to make the process of writing a job application easier is to use a job application letter template to create your own personalized job application letters for applying for a job. Having a template can

help save you time if you are sending a lot of application letters. Do be sure that each letter you send is personalized to the company and position.

### **Tips for Writing an Effective Letter**

- **Always write one.** Unless a job posting specifically says not to send a letter of application or cover letter, you should always send one. Even if the company does not request a letter of application, it never hurts to include one. If they do ask you to send a letter, make sure to follow the directions exactly (for example, they might ask you to send the letter as an email attachment, or type it directly into their online application system). Following application directions is the first step to getting selected for an interview.
- **Use business letter format.** Use an official business letter format when writing your letter. Include your contact information at the top, the date, and the employer's contact information. Be sure to provide a salutation at the beginning, and your signature at the end.
- **Sell yourself.** Throughout the letter, focus on how you would benefit the company. Provide specific examples of times when you demonstrated skills or abilities that would be useful for the job, especially those listed in the job posting or description. If possible, include examples of times when you added value to a company. Numerical values offer concrete evidence of your skills and accomplishments.
- **Use keywords.** Reread the job listing, circling any keywords (such as skills or abilities that are emphasized in the listing). Try to include some of those words in your cover letter. This will help the employer see that you are a strong fit for the job.
- **Keep it brief.** Keep your letter under a page long, with no more than about four paragraphs. An employer is more likely to read a concise letter.

- **Edit, edit, edit.** Employers are likely to overlook an application with a lot of errors. Therefore, read through your cover letter, and if possible ask a friend or career counselor to review the letter. Proofread for any grammar or spelling errors.

## **Preparation of Resume**

### **What is a resume?**

A resume is the representation of your professional self. It is a concise compilation of your educational and professional experience, as well as the skills that make you desirable for the workforce. It is what you use to sell your merit and skills to potential employers.

Your resume is arguable the single most important part of the application process. A well-organized, relevant resume will set you up to get an interview, while a poor resume will get completely lost in the sea of applicants. This is a fairly modern concern, as job postings now get thousands of online applications a day.

### **WHAT IS THE DIFFERENCE BETWEEN A RESUME AND A CV?**

Some companies will indicate that they want you to submit a CV rather than a resume. A CV and a resume are not the same. CV stands for “curriculum vitae” and is meant to be an expansion of your resume. It is much longer than a resume, often three pages or more, and

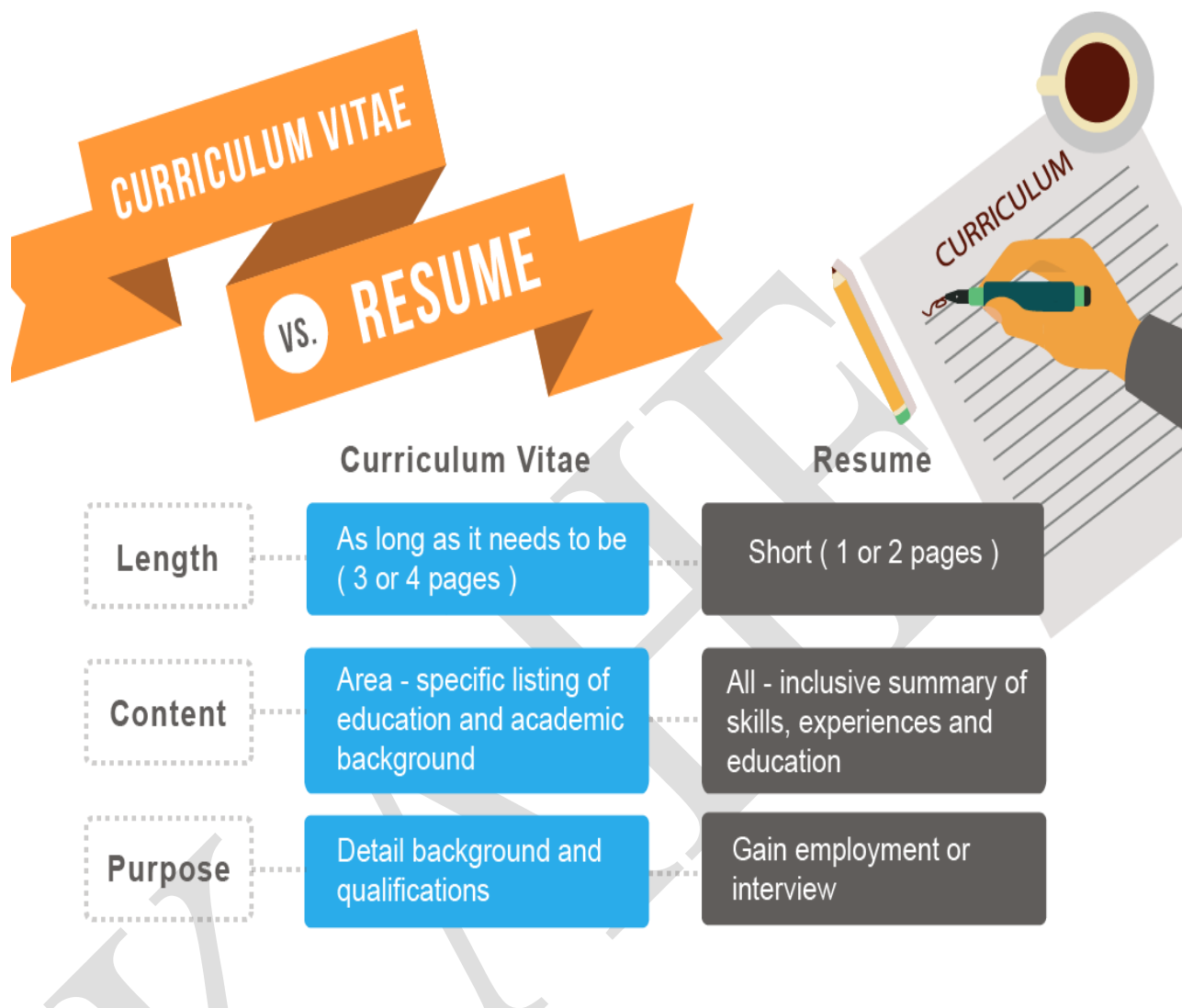
focuses mainly on your academic and professional accomplishments, with a particular focus on education.

### **The purpose of a resume**

Your resume is a marketing tool. It needs to demonstrate:

- That you are employable
- How you meet the job and the organisation's requirements
- That you have the right qualifications and education
- That you have the right experience and skills
- That you have the right level of professionalism for the job





A, CV is almost exclusively limited to professions in academia, science and medicine. In the case of academia, the main focus of the CV should be to identify yourself as a scholar. The added length, should be filled with proof of your skills as a teacher, scholar, and your knowledge of education. A CV should be thought of as a living document, and it will change frequently based on the updates in your education and career.

Generally, a resume is much shorter in length compared to a CV, usually limited to one page. It is meant to be a very brief synopsis of your career and education history. Resumes should focus on measurable accomplishments rather than soft skills or listed responsibilities. Like a

CV, resumes need to be updated, but those updates should be made form specific job to which you are applying.

### **WHAT TO INCLUDE IN YOUR RESUME?**

The number one tip in our Resume Writing Guide is to keep your resume as clear and to-the-point as possible. While there is no official length limit to your resume, it is meant to showcase only your relevant work experience as fast as possible. The average time spent looking at a resume is 6 seconds, so a concise resume in a one page format is highly preferred. The key word in resume writing is relevant. For example, if an early part of your employment history does not pertain to the job for which you're applying, and you're running out of space, don't include that information. For more information about formatting your resume, see our Resume Formats page. Your resume also needs these key features:

1. Contact details
2. Opening statement
3. List of key skills
4. List of technical/software skills
5. Personal attributes/career overview
6. Educational qualifications
7. Employment history/volunteering/work placements
8. References/referees

### **CONTACT INFORMATION**

This might seem obvious, but it is very important. Make sure your resume is updated with your most recent contact information. Recruiters and hiring managers often get thousands of resumes for one job position, so providing them with your email address, personal phone number, and home address will make contacting you for an interview much easier. When including your email address, be sure not to use addresses that are too casual. For example, sarahsmith123@gmail.com is much more appropriate than ilovebieber@gmail.com.

Also be sure to include your city, state or zip code in your contact info, since employers will sometimes search Applicant Tracking Systems with these criteria. It's also important for ATS to have this information at the top of your page, otherwise it may not be parsed into your candidate profile, making it harder for HR to find or remember your resume.

## **WORK EXPERIENCE**

This section should include all relevant paid work experience, including internships. Volunteer or charity work should not be included in this section, or often at all (see below). Make the title of this section a reflection of your paid experience: "Work Experience", "Employment History", and "Work History" are all appropriate titles. This should be listed above "Education" unless you are a recent college graduate, since that information is most pertinent to employers.

Include measurable accomplishments such as "increased revenue by 25%" as well as responsibilities. It is easy to get carried away describing your work experience or responsibilities, but keeping it short is crucial. Once you get an interview, you'll be expected to go into deeper detail.

For each internship or job, include the name of the organization where you were employed, the city and state, the title of the positions held, the employment period for each job (include both months and years), and a short description of your accomplishments and technical skills used, listed in 3-4 max bullet points.

You should also include information about promotions in this section. When listing your responsibilities, start with the most valuable experience first, since the employer will likely be skimming your resume top-down.

## **EDUCATION**

When providing your education on your resume, list degrees in reverse order. For example, if you have a master's degree, it should be listed before your bachelor's degree. Again, if a hiring manager or recruiter is skimming your resume, you want them to see your highest

degree first. It is very important to include dates in this section. Furthermore, if you have a bachelor's degree, it is not necessary to include your high school education on your resume. It is assumed that you graduated high school if you've obtained a higher degree. So leave out this information.

Only include your GPA if it is higher than 3.5 on a 4 point scale (no need to mention that 2.0 when you moved into the frat house sophomore year) and only if you are a recent graduate. There are a few exceptions to this rule, like if you're applying for a job in academia or engineering where a GPA is expected.

You can also list honors or awards if you're a recent graduate. If you attended college, but did not finish your degree, list the number of credits obtained. For recent graduates, education and internship are your main selling point. But if you've already been in the workforce, tone down your education section, the best rule of thumb is that one line will suffice.

## SKILLS

Skills on your resume are important when your resume is submitted through an applicant tracking system, or ATS. ATS is software used by 98 percent of Fortune 500 companies to sort and search applicants. ATS sort and rank applicants using keywords specific to the job description. Use skills in your resume as a hub for keywords specific to the job for which you're applying. Your resume should be tailored to each job you apply to so the skills should be integrated organically in your work experience if possible.

If necessary, you may want to include a skills section. These portions of your resume are especially well-suited to technical positions. Hard skills are provable, experience-based skills, which are the only type you should include in this section. Examples include computer programming, Wordpress, Spanish fluency, heavy machinery operation and HTML. Also include a description of the skill, or your expertise level is possible.

**AWARDS AND ACCOLADES/AFFILIATIONS**

Only include this section if it makes sense for the job for which you're applying. If you've received relevant awards or have affiliations that the recruiter or hiring manager would like to know about, feel free to list them. Steer clear of listing affiliations that are not relevant and potentially polarizing, such as political or religious affiliations.

**REFERENCES**

It is assumed that you have references if you have previous employment history. It is not at all necessary to include "references available upon request", adding this is actually a potential deterrent. Potential employers will ask you for your references later on in the interview process if they see fit. Of course, if references are asked for within the application process, provide them - just not on your resume

**SOFT SKILLS**

Soft skills are any skills that are not provable or quantifiable. If Sarah Smith says she is "hardworking", "problem solving", has a "strong work ethic", and "positive attitude", the recruiter has no way of knowing whether or not that is true. Use hard skills and prove your soft skills by listing your previous accomplishments and promotions on your resume.

**GPA**

As mentioned above, your GPA is only necessary if you are a recent college graduate and do not have work experience to back you up. There are a few jobs that require a GPA, however, including engineering and finance.



### POSSIBLE QUESTIONS

#### PART – A (ONE MARK)

(Online Examination)

#### PART B (TWO MARK)

1. Give out the types of letter writing.
2. What do you mean by Minutes?
3. Write a short note on 'Placing Orders?'
4. What is the use of including reference initials in a letter?
5. What is office memo?
6. Short note on Resume.

7. What is application letter?

**PART C (SIX MARK)**

1. Write a letter to the transport company asking for the compensation of loss sustained due to the negligence of the transport company.
2. Enumerate the legal notice of the meeting.
3. “The success of a letter depends upon the effectiveness of its opening and closing paragraphs”. Discuss and explain why it is so.
4. What do you mean by enquiries? Mention the different types of enquiries and their functions.
5. Draft a sales letter introducing a new model scooter.
6. “A tactfully written letter of complaint will alone bring a proper adjustment”. Illustrate the truth of his statement.
7. Describe with illustrations the different parts of a letter.
8. Mention the various details to be included by organizations while inviting tenders?
9. Discuss the importance of a effective business letter.
10. Show how the success of a sales letter depends upon the effectiveness of its opening and closing paragraphs. Give suitable examples.
11. Draft a format of job application letter and resume of your own.
12. Briefly explain the content of resumes.

**KARPAGAM ACADEMY OF HIGHER EDUCATION****CLASS: I B.Com/ B.Com(BPS)/ B.Com(PA)****COURSE NAME: BUSINESS COMMUNICATION****COURSE CODE: 18AEC101****UNIT: II****BATCH-2017-2020**

S.No	Questions	option A	option B	option C	option D	Answer
1	The formal greeting with which a business letter begins is called_____	compliment	salutation	attention line	reference	salutation
2	_____is something written after the letter is closed, when the writer forgets to include something important in the body of the letter	Reference	postscript	enclosure	letter head	postscript
3	_____is the assent of the writer to the subject-matter of the letter and is usually hand-written	salutation	signature	Compliment	inside address	signature
4	Reference initials in business letters help in fixing the _____for typing and dictating the letter	responsibility	time	date	reason	responsibility
5	The plural form for Mr. used in addressing firms with titles that contain personal name or names is _____	Mr	Mesdames	Messrs	Mmes	Messrs
6	Complementary close is simply a polite way of _____	Beginning the letter	Concluding the letter	refining the letter	highlighting a letter	Concluding the letter
7	Adjustment letters refer to the_____	reply to complaints	accepting of orders	reply to enquiries	cancellation of orders	reply to complaints
8	An enquiry made in response to the seller's advertisement and publicity is _____	solicited	unsolicited	enquiry for favour	routine enquiry	solicited
9	A _____is made in response to an enquiry from a particular person or business house.	tender	quotation	enclosure	postscript	quotation
10	In the salutation of a letter, when dear is written after 'My', _____	d' is in capital	d' is not in capital	d' should not be used	the letter becomes official	d' is not in capital



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11	When firms put much of their information below the heading of the letter, it is called as the_____	letter foot	letter head	head address	logo	letter foot
12	A_____is a written or formal offer to supply goods or do a job for an agreed price	tender	order	enquiry for favour	claim	tender
13	_____letters are official in purpose but are addressed to a person	official	demi-official	internal	form	demi-official
14	_____letters lack personal touch but they save the establishment a lot of time and labour	form	internal	official	offer	form
15	Personal letters are _____and are written to exchange news or to seek favours.	formal	informal	official	unfriendly	informal
16	Business letters are_____letters	personal	enquiry	adjustment	non-personal	non-personal
17	A business letter serves as a record for _____reference	current	previous	future	day-to-day	future
18	_____communication, whether in person or over the phone is rarely remembered in full	written	oral	visual	audio-visual	oral
19	Executives, professionals and politicians are difficult to be approached in person. But a _____can find easy access to all	gesture	signature	letter	call	letter
20	_____is put just below the complimentary close	date	time	inside addresss	signature	signature
21	The complimentary close is written below the _____paragraph of the body of the letter	first	opening	last	middle	last
22	From the viewpoint of a good business letter, it is a bad practice to write a _____and it should be avoided	salutation	compliment	reference	postscript	postscript

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23	The attention line is written below the inside address but above the salutation and is usually _____	highlighted	underlined	striked out	hinted	underlined
24	An enquiry made by an old buyer in the usual course of business is _____	enquiry for favour	solicited enquiry	unsolicited enquiry	routine enquiry	routine enquiry
25	Enquiries must be replied to _____	promptly	after a delay	curiously	carefully	promptly
26	Tenders are always submitted in _____ covers by a specified time .	closed	open	sealed	paper	sealed
27	In a business letter _____are usually given at the top center or right side of the paper	heading	inside address	the name of the firm and its address	salutation	the name of the firm and its address
28	Audio-Visual aids should not be a _____to the person making the presentation	aid	substitute	facility	skill	substitute
29	All successful presentations pass through _____ stages	three	two	six	five	six
30	Both men and women should be dressed _____ for a presentation	warmly	informally	formally	casually	formally
31	In the presentation, integration of the themes should take up about _____ per cent of the time available	50	30	20	10	20
32	Business letters produce immediate effect because:	Interesting	Informal	Formal	Brief	Informal
33	Letters that please the receiver are called	Routine Letters	Invitation letters	Yes letters	Good-news letters	Good-news letters
34	The purpose of a "no" response letter is to leave the reader with:	Unpleasant writing	Minimum disappointment	No future hope	Reasons for the rejection of the	Minimum disappointment

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					request	
35	Form letters are also known as:	Bad news letter	Circular letters	Formal letters	Persuasive Letters	Persuasive Letters
36	A memorandum (Memo) is considered a brief form of written communication for	Internal use	Legal use	Formal use	External use	Internal use
37	Simplicity in writing means essentially:	The use of simple sentences	The use of simple words	Plainness	The use of simple tense	Plainness
38	Writing a letter with 'you-attitude' means writing:	From the point of view of the writer	From the point of view of reader	From the point of view of the other persons not concerned	None of the above	From the point of view of reader
39	Good business letters are characterised by the following personal quality of the matter:	Sincerity	Formality	Seriousness	Humour	Sincerity
40	The simplified style business letter has:	A salutation	A subject line	Intention	Complimentary close	A subject line
41	Modern business letters are usually written in:	Semi-block style	Full-block style	Simplified style	Indented style	Full-block style
42	Sales letters perform	Sales man's	Buyer's	Both	None of the above	Sales man's
43	Before writing sales letter, the first and foremost requirements is:	Identification of reader's interest	Identification of seller's interest	Identification of manufacturer's interest	All of the above	Identification of reader's interest
44	The purpose of every sales letter is to convert:	The reader into a	The customer into reader	The seller into reader	The reader into seller	The reader into a customer

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		customer				
45	In the formula of "AIDA" for organizing sales letters are, 'I' denotes:	Interest	Intimation	Introduction	None of the above	Interest
46	In the formula of "IDCA" for organizing sales letters are, 'D' denotes:	Development	Devotion	Desire	Deep thinking of product	Desire
47	Which of the following can be parts of sales letter	Introductory paragraph	The body	Concluding paragraph	All of the above	All of the above
48	A letter to bring mistakes to the notice of responsible person is called:	Claim letter	Complaint letter	Both a and b	Adjustment letter	Claim letter
49	A written response to a claim letter sent by a customer by a business representative or manager is called:	Adjustment letter	Claim letter	Complaint letter	Sales letter	Adjustment letter
50	Which of the following comes under social correspondence:	Personal letters	Business letters	Letter of application	Resume	Personal letters
51	The formal 'invitation' to share holders, directors and other members entitled to attend the meeting is called as:	Agenda	Notice	Prospectus	Minutes	Notice
52	As per the companies Act ----- days notice is required for convening a general body meeting of the members:	23	22	21	20	21
53	A list of items to be considered at a meeting is called:	Agenda	Notice	Minutes	Circular	Agenda
54	Official record of business transacted, discussions held and decision taken at the meeting is called:	Agenda	Notice	Minutes	Circular	Minutes
55	If no objection raised or modification is asked for by any member, minutes are signed by:	Board of directors	Secretary	Chairman	None of the above	Chairman
56	Only decisions and resolution arrived at the	Minutes of	Minutes of	Notice	Agenda	Minutes of

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	meeting are recorded in:	resolution	narration			resolution
57	Which of the following records the brief discussion and circumstances leading to the resolution in addition to the resolution passed:	Minutes of resolution	Minutes of narration	Notice	Agenda	Minutes of narration
58	Which of the following information should be included in minutes:	Date and Venue	Decisions made at the meeting	Actions to be taken	All of the above	All of the above
59	What should NOT be avoided when engaging in business correspondence among the following?	Choppy sentences	Passive sentences	Blas-free language	Cliches	Blas-free language
60	Body of letter is divided into ---- parts	1	2	3	4	3

## SYLLABUS

**Report Writing:** Business Reports- Types – Characteristics – Importance- Elements of Structure- Process of writing - Order of writing- Final draft and check lists for Reports.

### Report

- According to **Lesikar and Petit**, “A business report is an orderly, objective communication of factual information that serves some business purpose.”
- **Boone and Other** said, “A business report is a document that organizes information and a specific topic for a specific business purpose.”
- According to **Murphy and Hildebrandt**, “A business report is an impartial, objective, planned presentation of a fact to one or more persons for a specific, significant business purpose.”

So, a **business report** can be defined as an organized, written statement of facts related to specific business matter. It helps the interested persons to get insight into the problem and to overcome the problem.

### Characteristics of Business Report

Business reports carry information on facts related to business activities. The very nature of business report differentiates it from other reports. The unique characteristics of business report are discussed below-

- **Specific Issue:** Every report, including business one, is written on specific subject. It is written to fulfil certain need.
- **Pre-Specified Audience:** An important characteristic of report is that it has a pre-specified audience. Usually a report is written for a limited number of audiences and the need of the audience is always kept in mind.
- **Specific Structure or Layout:** In preparing report, certain structure or layout or format is followed. The layout or structure of report is almost same in every case.

- **Written on Past Events:** In most of the cases, the reports are written on past events. Most of the business reports carry the reasons of happening the incident, the ways of recovery etc. Reports are also written in past forms.
- **Neutral in Nature:** In drafting reports, impartiality is strictly maintained. No biased or non-objective material is included in it. Biased report may lead to disastrous decisions.
- **Factual Information:** Business report is always written based on factual information. The data collected on specific events is factual, not factious.
- **Joint Effort:** A report is an outcome of joint efforts of a group of people. No one can personally or solely prepare a report. Now-a-days, in most of the cases, committee is formed containing three to seven people for furnishing a report on certain incident.
- **Orderly Presentation:** The information of a report is presented orderly so that the audience can get his needed information from where it is located.
- **Upward Flow:** The direction of a report is always upward in the organizational structure. The higher authority normally assigns the duty of preparing reports to their immediate lower authority and after preparing the report, they submit it to their boss or higher authority.
- **Some Additional Aids in Presentation:** A report is always presented in an attractive way. In addition, analytical reports contain executive summary, contents and index, necessary charts, graphs and design and conclusion and recommendation etc.
- **Signature and Date:** It is customary to put the signature of the reporter with date at the end of the report. If it is prepared by a committee, signature must be given by each member of the committee.

### **Types of Business Report**

Business reports allow you to present pertinent facts, figures and information for analysis. This allows companies to create business plans and budgets, and make marketing and

advertising decisions as well as purchasing and human resources decisions. It is important to format information in a business report so it can be read quickly and easily.

### **Informational Reports**

When you need to provide information without opinion or suggestions, an informational report is typically the best format. For example, if you need information about how many employees work in each department and their job function, you would create an informational report. You might include employee names, years of service and salary, as well as an organizational chart. Another type of informational report might provide spending breakdowns by department or types of spending. Informational reports can be further broken down into time frames, such as weekly, monthly, quarterly or annually.

### **Analytical Reports**

When a company is trying to solve a problem or make a decision, an analytical report might be necessary. These reports offer both a narration of facts as well as data, explanations and conclusions. For example, a quarterly sales analysis might detail corporate initiatives, sales, expenditures and profit and loss. It could include successful endeavours as well as not-so-successful endeavours. An analytical report of this type might describe the company's advertising and promotional activities and their results.

### **Research Reports**

When executives make decisions about new products and services, expanding personnel or layoffs, they might use research reports. Research specialists or teams are given an issue or topic and asked to create a report that provides all details about the topic, including relevant facts and statistics. The report typically offers the conclusions of the researcher(s) as well as alternate options and their potential outcomes, all backed up by the appropriate research.

### **Importance of Business Report**



A business report is a document that conveys specific information about your business to other individuals. Sometimes those other individuals are employees and sometime they are investors. The information it conveys may vary depending on audience, but the foundation of the communication centers around communication.

### **Purpose**

Business reports are written to communicate. Sometimes they are written as a means to attract investors to your organization. Business reports are also written for employees, to keep them abreast of a company's goals and achievements. Whichever audience the report is written for, the purpose is to communicate specific information about your business.

### **Problem Solving**

Many business reports are written to illustrate a specific problem within the company. These types of reports present a problem along with solutions to help correct the problems. This type of report is often directed at employees. An example problem that a business report may address for employees would be a situation in which the company may be looking to downsize. This affects employees. The business report might state the standing of the business and why it may be forced to downsize. The report may also enlist the help of employees to find ways to avoid the downsize.

### **Financial Reporting**

A business report might be written from a financial statement perspective. This type of business report will be aimed at advisers. To an extent, it can be used to inform employees about the financial standing of the company as well. A business report may be presented for this purpose at the end of each fiscal year.

### **Marketing Reports**

A business report can be important when setting up marketing strategies. Before entering a new market or targeting consumers, a company may write a business report that an

advertising agency can use to help devise a marketing strategy. There may also be a separate report written to help obtain financing for a media push.

### **Business Communication**

While some smaller companies may not find themselves writing a great deal of business reports, larger companies use business reports throughout the year. A business report can be the best way a company has to communicate vital financial and background information to others. Many larger companies that write business reports throughout the year to employees and for board members hire a staff who do nothing but keep abreast of company changes and write current business reports. Depending on the situation, failing to have a well-written business report to present when you need one can make it difficult to acquire funding, cause company turmoil or may make it difficult to achieve company goals.

### **Elements of Structure of Business report**

To create a more useful business report if you first determine the key questions it should answer, the main information it should include and how you will organize it to get your messages across clearly and effectively. Breaking your document into different sections helps guide you as you prepare and write the report.

### **Cover Page**

Don't start a business report without letting readers know what it is and who wrote it. You can accomplish this with a simple cover page that includes the name of the report, author, business name, contact information and date. The name of the report can be a simple description of the contents, such as "Third-Quarter Sales Projections for Acme Manufacturing" or "Media Buy Recommendations for Launch of New Children's Shoe Line." If the document is proprietary and should not be shared, note that on the cover page.

### **Contents Page**

Depending on the length of the report and its shelf life, include a contents page. This helps readers quickly find information they want before they dive into the whole document and

makes it easy to go back to find something they read earlier. If the report is long but has only several sections, the contents page can be just a few lines that help readers find the page numbers of each section's beginning. A longer document might require a contents page with section headings and sub-headings under each.

### **Executive Summary**

Let readers know why they should read your report by including an executive summary at the beginning of the document, after the contents page and before the rest of the report begins. The executive summary is a brief description of the reason for the report and bottom-line findings, recommendations or conclusions. The summary is usually a half-page or less and includes no documentation or support.

### **Sections**

Break your report into chunks of similar information to make it easy to understand and help it flow better from one topic to another. For example, an analysis of company sales might include sections on previous sales, current projections, marketplace changes affecting sales, performance by sales representatives, product, price point or distribution channel, key customers and recommendations.

### **Supporting Information**

If you have extensive research, statistics, financial documents, charts, graphs and drawings, consider putting them in an appendix if they are simply support documents readers might want after they've read your report for verification of claims you've made. If they are necessary to illustrate a point you are making, include them on the pages where you are making your points.

### **Process of Writing Business Report**

Business report is an essential medium of communicating factual information within and outside the organization. In writing a good report, the writer has to follow some sequential steps. The steps are as follows:

**Determination of purpose:** The first step in writing a report is to determine the purpose for which the report is being written. Every report deals with specific problem. Therefore, the writer should exactly know the nature of report problem. This step includes the answers of what, why, and when to write to write the report.

**Developing a working plan:** After defining the problem and determining the purpose clearly, a working plan should be developed. The working plan is used as a basis for outlining and writing the report. Here the writer determines and lists down the scope of work to be done for writing the report.

**Collecting information:** In this step, the writer will select the possible sources of information. Information may be collected from primary and secondary sources. Primary information can be obtained through observation and enquiring. On the other hand, secondary information can be obtained from journals, newspapers, reports, books etc.

**Organizing and analyzing the information:** Here the collected information is organized according to its nature. In this step, a lot of data will have to be rejected while it may be needed to collect more additional data. In order to organize and analyze the information, the writer takes help of various statistical techniques.

**Arriving at conclusions:** Basing on the data analysis, the reporter arrives at a conclusion. The final pattern of report depends on this conclusion. If the writer fails to draw correct conclusion, the report will fail to serve its purpose. Therefore, arriving at conclusion is an important step in report writing.

**Selecting the method of writing report:** Once the writer has arrived at conclusions, the next step is to select the writing method. There are two methods of writing report such as inductive method and deductive method.

**a. Inductive method:** The inductive method arranges the report contents in the sequence of introduction of background information, discussion and analysis, recommendations and conclusions.

**b. Deductive method:** The deductive method arranges the contents in the sequence of summary and recommendations, introduction, discussion and analysis.

These two methods are suitable for different situations. After selecting the appropriate method, the writer goes for actual writing.

**Writing and submitting the report:** The process of writing a report ends with writing and submitting the report. Before drafting the final report, the writer develops rough copy for checking, editing and revision. In the rough copy, the writer checks the accuracy of information, formation of sentences, grammatical accuracy, and style of presentation, sequence of the contents etc. after all these checking and corrections, the final draft is prepared and submitted to the concerned authority.

### **Order of writing Business Report**

Writing a business report to an executive can be an important component to making a name for yourself at your company. It is vital that you write in a professional, clean and mistake-free manner. You also should present your findings in an objective manner and back up any recommendations you have with research and references. Your goal is to captivate the executive and demonstrate your writing skills and knowledge of the business.

1. Write a clearly defined executive summary. Include a summary of all key points of your business report along with a purpose statement. Also include a high-level overview of your recommendations at the end of your business report. Depending on the length of your report, you may want to include a table of contents, or at least a bulleted summary of the sections. The executive summary is one of the most important parts of a business report because it's the first thing an executive will look at, and will set the tone for the rest of the report.

2. Write an introduction and key findings. The introduction should only be a couple sentences that set up the upcoming content of the report. Write your key findings in a clear, succinct manner --- bullets or numbers work well here. Cater to your audience, meaning you should present your key findings based on information that is relevant to your audience --- the executive. Write objective statements and include facts and figures to back up these statements. For instance, "According to the all-company survey, 65 percent of employees are currently happy with our benefits package."

3. Write a conclusion section to summarize your key findings. Keep this section short, and support your conclusions with your key findings. For example, "Based on the fact that only 65 percent of employees are happy with our benefits package, there is an opportunity to improve employee morale by boosting our internal benefits package."

4. Develop the final recommendations section. Recommendations are more subjective in nature and are one of the most important parts when writing a business report to an executive. Expand on the key findings and conclusions by offering your recommendations for solutions. Showcase your ideas and explain why you think these ideas can solve the problem. If possible, link your recommendations to potential benefits, including an increase in sales, a boost in employee morale or an increase in productivity.

5. Edit and proofread the report. Ask a trustworthy source to look it over for you as well. Reread it several times and make edits as necessary. Since your business report will be read by an executive, even the smallest mistake can reflect poorly on you, so don't let anything slip through the cracks.

### **Final draft of Business Report**

A final draft is a piece of writing that will be handed in as your best work. Students should treat crafting a final draft as a task of increased importance, because it is their last chance to enhance their paper and correct any flaws.

### **Steps for Crafting the Final Draft of an Essay**

1. Take a break after writing your second draft. You will have to revise your second draft at least three more times until it is put in order—have a rest before starting the final copy of your paper.
2. Do a spellcheck of your second draft. You should revise your paper in terms of misspelled words, typos, and accidental word repetitions; you could also perform a punctuation check at this interval.
3. Do a grammar check. It is a process that requires extreme caution, because grammatical mistakes may be far less obvious than spelling errors. This check implies correcting faulty parallelisms, problems with noun-verb agreement, dangling participles, improper usage of passive voice, and so on.
4. After you've checked the language of your paper, it is time to pay attention to its technical aspects. This includes the formatting style, your reference list, in-text citations, and the title page. Make sure all of these correspond with the requirements of your teacher or the publication you are submitting your essay to.
5. Revise the whole piece of writing once again. Since it is the last time you will read through it with an intention to make corrections, be extra-attentive and check every little detail in the text. Evaluate the structure of your essay, the way your arguments are organized, and the credibility of these arguments. Check for poor or non-existent transitions between paragraphs, pay attention to grammar, stylistics, syntax, and punctuation.

**Report Writing Checklist**

<b>Format</b>	
physical presentation, legibility, layout	stapled or comb-bound, folders should not be used
heading and sub headings	developed logically and consistently at each level (eg. size

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	and style of headings)
decimal numbering system	used accurately and consistently, fourth level avoided
<b>Tables and figures</b>	
key tables/figures	uses in text (others, if required, in appendix)
zeros and rounded numbers	used for clarity sometimes
captions of tables/figures	selected for specific differences between tables/figure
caption information	consistent with text information
data in tables/figures	consistent with data in report
symbols/labels/signs	explained clearly
asterisks	added explanatory notes of further information, abbreviations, sources etc. that do not fit into rows or columns
<b>Structure</b>	
names/titles of people etc	spelt correctly & acknowledged fully
executive summary	written to highlight and summarise significant information
table of contents	matched exactly to text (e.g. titles of headings with decimal and pages numbering)
numbered sections with headings	introduction, body (divided clearly and developed logically) and conclusions



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definitions of new terms	expressed accurately and clearly
abbreviations & acronyms	written in full when first used
report self-contained	include all relevant information
appendices	each referred to in the text of the report
<b>Content</b>	
information content	depth & appropriateness, use of sufficient reference material, author's opinion/key finding clearly stated
quality of discussion, conclusions	relationship to content, summative quality
<b>Referencing</b>	
acknowledges all sources of information (other than your own)	includes sources for diagrams and tables and wherever information is paraphrased or quoted in the text of the report. Referenced correctly twice, both in text and in reference list
fully documented reference list	only one reference system used: author-date or numerical system-all elements included
punctuation and elements	standardised exactly (e.g. order of elements, punctuation, capitals/case, formatting)
<b>Technical</b>	
	the report has been adequately proof-read

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wordiness	redundant or unnecessary words and phrases omitted
sentences	complete, tight, focused and varied in length
passive voice	<p>used appropriately to emphasise the object of action rather than the agent</p> <p>Passive: A large deviation was observed (object is large deviation - agent is unknown)</p> <p>Active: I observed a large deviation (agent is I - object is large deviation)</p>
parallel construction in lists	<p>Where practical, begin each point in a list with similar grammatical pattern.</p> <ul style="list-style-type: none"><li>▪ Density is reported in ...</li><li>▪ Blast-hole diameter is usually reported in ...</li><li>▪ Rock strength is reported in ...</li></ul>
agreement	<p>Subjects and verbs are related in number and person</p> <p>e.g. She does/we do/it does</p>
other expression	<p>gender inclusive language, grammar, spelling, punctuation, consistent and appropriate tenses, fluency, correct word choice, conciseness, avoids cliches</p>

**POSSIBLE QUESTIONS  
PART – A (ONE MARK)**

(Online Exam)

**PART B (TWO MARK)**

1. What is meant by Business Report?
2. Give out the importance of business reports.
3. Write a short note on 'Agenda'?
4. What is a performance report?

5. What is called as a report?

**PART-C (SIX MARK)**

1. Define reports. What are the characteristics of a good report?
2. Discuss on what basis the reports are classified.
3. Outline the steps to be taken while preparing a report.
4. Describe the ways in which a report can be organised.
5. Distinguish between a letter report and a memo report.
6. Express your views on different types of reports.
7. How many ways can a report be organised?
8. Explain the importance of 'Introduction' as a part of the body of the report.
9. Comment on process of writing.
10. Discuss the significance of Business report

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S.No	Questions	option A	option B	option C	option D	Answer
1	An account given or opinion formally expressed for specific purpose after proper inquiry, investigation and consideration	Agenda	Recommendations	Conclusion	None of the above	Report
2	Which of the following report provides detailed analysis which can act as basis for planning and controlling is called	Investigational report	Committee reports	Progress report	Directors report	Investigational report
3	Which type of reports facilitate solving complex and complicated problems through the combined judgement of expert members?	Committee report	Investigational report	Directors report	Progress report	Committee report
4	Which type of reports act as control devices for taking correct actions to ensure successful implementation of plans and policies?	Committee report	Investigational report	Directors report	Progress report	Progress report
5	Number of stages in business report writing	3	4	5	2	3
6	The directors of the company make report at the end of every financial year is known as:	Committee report	Investigational report	Directors report	Progress report	Directors report
7	Which of the following is most likely to evaluate several alternatives?	Feasibility report	Committee reports	Progress report	Directors report	Feasibility report
8	If you want to recommend that your company upgrade its equipment, appropriate report will be	Feasibility report	Justification report	Progress report	Directors report	Justification report

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9	Which of the following is appropriate for reports?	Avoid using headings and transitions	Introducing visuals in the document	Using a very formal style to impress readers	Using slang and contractions	Introducing visuals in the document
10	Which of the following is likely to help readers to follow your report easily?	Contractions	Repetition	Topic sentences	preposition	Topic sentences
11	Which of the following parts of the formal report would be the BEST place to include proof for the recommendations	Body	Methods	Conclusion	Purpose	Body
12	You are writing a report that recommends renovation projects at each of your three locations in the city appropriate pattern will be	Geographic	Pro and Con	Functional	Chronological	Geographic
13	Which of the following report does not provide recommendation?	Annual report	Investigational report	Directors report	Progress report	Annual report
14	Reports present conclusions based on	Intuition	Investigation	Belief	Impression	Investigation
15	The terms of reference for producing a specific report are given by the	Writer	Expert	Organization	Chairman	Organization
16	The index forms a part of the	Main body	Front matter	End matter	Glossary	End matter
17	A cover letter is normally written by	Top management	CEO	Report writer	Reader	Top management
18	The chronological development of information in the body of the report is done according to the	order in which events occurred	Choice of the writer	Collection of data	logical sequence of events	order in which events occurred
19	A report can present the information in	Two days	Three ways	Four ways	Five ways	Three ways

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20	Which of the following reports is prepared and presented in accordance with formal structure	Formal report	Statutory report	Non-statutory report	progress report	Formal report
21	Which of the following type of reports is to be prepared after holding statutory meeting within --- six months of the incorporation of the company	three	Four	Five	Six	Six
22	Which report is to be prepared according to legal procedures	Statutory	Formal	Non-statutory	progress report	Statutory
23	Which of the following part of business report covers title and letters, etc.,	Prefactory part	Body part	Supplemental part	None of the above	Prefactory part
24	Which type of report is prepared not because of legal compulsion but because of necessity felt by management	Statutory	Formal	Non-statutory	progress report	Non-statutory
25	Which of the following part of business report covers introduction, text, summary of finding etc.,	Prefactory part	Body part	Supplemental part	None of the above	Body part
26	Which of the following part of business report covers appendix, bibliography and index	Prefactory part	Body part	Supplemental part	None of the above	Supplemental part
27	Which type of report do not stress the formal structure but concentrate on the body of the report	Formal report	Statutory report	Non-statutory report	Informal report	Informal report
28	Which type of report is submitted at	Routine report	Special report	Non-statutory	Informal report	Routine report

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	regular intervals			report		
29	Which type of report concerning with single or special situation	Routine report	Special report	Non-statutory report	Informal report	Special report
30	Which one presents the facts and summary without analysing, interpreting and making recommendations	Routine report	Special report	Non-statutory report	Informational report	Informational report
31	Which one presents the facts and summary after analysing, interpreting and making recommendations	Analytical report	Special report	Non-statutory report	Informational report	Analytical report
32	Which report is submitted by individuals like auditors	Individual report	Committee report	Directors report	special report	Individual report
33	Which type of report is submitted by committee	Individual report	Committee report	Directors report	special report	Committee report
34	The first stage of business report writing is	Prewriting stage	Writing stage	Rewriting stage	Editing stage	Prewriting stage
35	In which of the following stage, the purpose of writing report is established	Prewriting stage	Writing stage	Rewriting stage	Editing stage	Prewriting stage
36	Which of the following lists all sources used in writing report	Bibliography	Body	Table of contents	Recommendations	Bibliography
37	Which one enumerates the further actions to be taken to rectify the situation	Bibliography	Body	Table of contents	Recommendations	Recommendations
38	Which one highlights the findings in summarised form for easy understanding	Bibliography	Conclusions	Table of contents	Recommendations	Conclusions



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39	Which of the following contains the list of all topics and tables	Bibliography	Conclusions	Table of contents	Recommendations	Table of contents
40	The third stage of writing business report is	Rewriting stage	Prewriting stage	Writing stage	Editing stage	Rewriting stage
41	Which of the following reports is prepared by the immediate boss for its submission to the higher authorities to evaluate the periodical performance of the subordinates	Individual report	Committee report	Directors report	confidential report	confidential report
42	The title of the report should not cover all of the following EXCEPT	Crispy and catching	Lengthy	Short	Vague	Crispy and catching
43	The second stage of writing business reports is	Rewriting stage	Prewriting stage	Writing stage	Editing stage	Writing stage
44	Questionnaire is presented in the part of report under the head of	Appendix	References	Bibliography	Recommendations	Appendix
45	Which one appears generally in bound reports which are meant for wide circulation	Appendix	Frontispiece	Copy right notice	Acknowledgement	Frontispiece
46	Which of the following is a list of technical words used in the report and their explanations	Glossary	Frontispiece	Appendix	Acknowledgement	Glossary
47	Which one enables the reader to locate easily any topic	Glossary	Frontispiece	Appendix	Index	Index
48	Which one contain materials which are needed to support the main body of the report but is too detailed to be included in the text	Glossary	Frontispiece	Appendix	Appendices	Appendices

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49	The name of persons and organisations that have helped the writer in the production of the report must be mentioned in:	Glossary	Frontispiece	Appendix	Acknowledgement	Acknowledgement
50	A good report problem in business meets all EXCEPT which of the following criteria?	The audience for the report able to implement the recommend action	It is narrow, yet challenging		The facts are sufficient to show that the recommendation will solve the problem	The data, evidence and facts are sufficient but unavailable to you
51	Which of the following must be written after the research is complete and the data are analysed:	Recommendations	Methods	Scope	Definitions	Recommendations
52	Which type of report are the records of activities of a company, association or a department during a given period	Periodic report	Examinations report	Analytical report	Statistical report	Periodic report
53	Which type of report is prepared after a thorough examination of a problem	Periodic report	Examinations report	Analytical report	Statistical report	Examinations report
54	Which report is made up of financial data, mathematical charts and tabular column	Periodic report	Examinations report	Analytical report	Statistical report	Statistical report
55	The first important preliminary step in writing a report	Defining the purpose and scope	Collecting the data	Analysing the data	Making an outline	Defining the purpose and scope
56	The final preliminary step in writing a report	Defining the purpose and scope	Collecting the data	Analysing the data	Making an outline	Making an outline
57	After finding out to whom the report	Defining the	Collecting the	Analysing the	Making an outline	Collecting the data

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	is to be submitted, which step is to be taken in writing report	purpose and scope	data	data		
58	After data collection, which step is to be taken in writing report	Defining the purpose and scope	Analysing the data	Determining the audience	Making an outline	Analysing the data
59	After defining the purpose or scope, what is to be done in writing report	Data collection method	Analysing the data	Determining the audience	Making an outline	Determining the audience
60	Outline of examination reports include all of the following EXCEPT	Purpose and scope	Methods for collecting data	Analysing the data	Giving recommendatios	Giving recommendatios

## **UNIT IV**

### **SYLLABUS**

Vocabulary: Words often confused, Words often misspelt, common errors in English. Introduction to phonetics, need and use of it, Word stress and Sentence stress- Contrastive stress in sentences to highlight different words- Intonation- Rising and Falling tone, falling - rising tone- Word Power – Vocabulary – Jargon – rate of speech, pitch, tone – Clarity of voice. The Importance of Listening in the Workplace: Introduction, what is listening? Barriers to Listening, Strategies for Effective Listening, Listening in a Business Context.

### **VOCABULARY**

A **vocabulary** is a set of familiar words within a person's language. A vocabulary, usually developed with age, serves as a useful and fundamental tool for communication and acquiring knowledge. Acquiring an extensive vocabulary is one of the largest challenges in learning a second language. Vocabulary is commonly defined as "all the words known and used by a particular person". *Knowing* a word, however, is not as simple as merely being able to recognize or use it. There are several aspects of word knowledge that are used to measure word knowledge.

### **TYPES OF VOCABULARY**

#### **Reading vocabulary**

A literate person's vocabulary is all the words they can recognize when reading. This is generally the largest type of vocabulary simply because a reader tends to be exposed to more words by reading than by listening.

#### **Listening vocabulary**

A person's listening vocabulary is all the words they can recognize when listening to speech. People may still understand words they were not exposed to before using cues such as tone, gestures, the topic of discussion and the social context of the conversation.

**Speaking vocabulary**

A person's speaking vocabulary is all the words they use in speech. It is likely to be a subset of the listening vocabulary. Due to the spontaneous nature of speech, words are often misused. This misuse, though slight and unintentional, may be compensated by facial expressions and tone of voice.

**Writing vocabulary**

Words are used in various forms of writing from formal essays to social media feeds. Many written words do not commonly appear in speech. Writers generally use a limited set of words when communicating.<sup>1</sup> For example, if there are a number of synonyms, a writer may have a preference as to which of them to use, and they are unlikely to use technical vocabulary relating to a subject in which they have no knowledge or interest.

**WORDS OFTEN CONFUSED**

**Advice/Advise** *Advice* is a noun: Chester gave Posey good advice. *Advise* is a verb: Chester advised Posey to avoid the questionable chicken salad.

**Affect/Effect** *Affect* is usually a verb: Chester's humming affected Posey's ability to concentrate. *Effect* is usually a noun: Chester was sorry for the effect his humming had. If you find yourself stumped about which one to use in a sentence, try substituting the word "alter" or "result." If "alter" fits (Chester's humming altered Posey's ability to concentrate), use *affect*. If "result" fits (Chester was sorry for the result his humming had), use *effect*.

**Among/Amongst** *Among* is the preferred and most common variant of this word in American English. *Amongst* is more common in British English. Neither version is wrong, but *amongst* may seem fussy to American readers.

**Among/Between** *Among* expresses a collective or loose relationship of several items: Chester found a letter hidden among the papers on the desk. *Between* expresses the relationship of one thing to another thing or to many other things: Posey spent all day carrying messages

between Chester and the other students. The idea that *between* can be used only when talking about two things is a myth—it's perfectly correct to use *between* if you are talking about multiple binary relationships.

**Assure/Ensure/Insure** *Assure* means to tell someone that something will definitely happen or is definitely true: Posey assured Chester that no one would cheat at Bingo. *Ensure* means to guarantee or make sure of something: Posey took steps to ensure that no one cheated at Bingo. *Insure* means to take out an insurance policy: Posey was glad the Bingo hall was insured against damage caused by rowdy Bingo players.

**Breath/Breathe** *Breath* is a noun; it's the air that goes in and out of your lungs: Chester held his breath while Posey skateboarded down the stairs. *Breathe* is a verb; it means to exhale or inhale: After Posey's spectacular landing, Chester had to remind himself to breathe again.

**Capital/Capitol** *Capital* has several meanings. It can refer to an uppercase letter, money, or a city where a seat of government is located: Chester visited Brasília, the capital of Brazil. *Capitol* means the building where a legislature meets: Posey visited the cafe in the basement of the capitol after watching a bill become a law.

**Complement/Compliment** A *complement* is something that completes something else. It's often used to describe things that go well together: Chester's lime green boots were a perfect complement to his jacket. A *compliment* is a nice thing to say: Posey received many compliments on her purple fedora.

**Disinterested/Uninterested** *Disinterested* means impartial: A panel of disinterested judges who had never met the contestants before judged the singing contest. *Uninterested* means bored or not wanting to be involved with something: Posey was uninterested in attending Chester's singing class.

**Defence/Defense** *Defense* is standard in American English. *Defence* is found mainly in British English.

**Emigrate/Immigrate** *Emigrate* means to move away from a city or country to live somewhere else: Chester's grandfather emigrated from Canada sixty years ago. *Immigrate* means to move into a country from somewhere else: Posey's sister immigrated to Ireland in 2004.

**E.g./I.e.** These two Latin abbreviations are often mixed up, but *e.g.* means "for example," while *i.e.* means "that is."

**Empathy/Sympathy** *Empathy* is the ability to understand another person's perspective or feelings. *Sympathy* is a feeling of sorrow for someone else's suffering. A *sympathizer* is someone who agrees with a particular ideal or cause.

**Farther/Further** *Farther* refers to physical distance: Posey can run farther than Chester. *Further* refers to metaphorical distance: Chester is further away from finishing his project than Posey is.

**Flaunt/Flout** *Flaunt* means to show off: Chester flaunted his stylish new outfit. *Flout* means to defy, especially in a way that shows scorn: Posey flouted the business-casual dress code by wearing a tiara and flip-flops.

**Gaff/Gaffe** A *gaff* is a type of spear or hook with a long handle: Chester completed his sailor costume with a gaff borrowed from his uncle's fishing boat. A *gaffe* is a faux pas or social misstep: Posey made a gaffe when she accidentally called Chester by the wrong name.

**Gray/Grey** *Gray* is the standard American English spelling. *Grey* is the standard British English spelling.

**Historic/Historical** *Historic* means famous, important, and influential: Chester visited the beach in Kitty Hawk where the Wright brothers made their historic first airplane flight. *Historical* means related to history: Posey donned a historical bonnet for the renaissance fair.

**Imply/Infer** *Imply* means to hint at something without saying it directly: Chester implied that Posey was in trouble, but he wouldn't tell her why. *Infer* means to deduce something that hasn't been stated directly: Posey inferred that Chester was nervous about something from the way he kept looking over his shoulder.

**It's/Its** *It's* is a contraction of "it is": Posey needs to pack for her trip because it's only two days away. *Its* is a possessive pronoun that means "belonging to it": Chester is obsessed with both the book and its author.

**Lay/Lie** *To lay* means to put or to place. One way to remember this is that there is an a in both *to lay* and *to place*: Posey will lay out her outfit before she goes to bed. *To lie* means to recline. One way to remember this is that there is an e in both *to lie* and *to recline*: Chester will lie down for a nap. Be careful, though. The past tense of *to lay* is *laid*: Posey laid out her outfit. The past tense of *to lie* is *lay*: Chester lay down for a nap over an hour ago.

**Lead/Led** *Lead*, when it rhymes with "bed," refers to a type of metal: Posey wore a lead apron while the dentist X-rayed her teeth. *Led* is the past tense of the verb *to lead*, which means to guide or to be first: Chester led the way.

**Learned/Learnt** *Learned* is standard in American English. *Learnt* is standard in British English.

**Loose/Lose** *Loose* is usually an adjective: Posey discovered that the cows were loose. *Lose* is always a verb. It means to misplace something or to be unvictorious in a game or contest: Chester was careful not to lose his ticket.

**Principal/Principle** *Principal* can be a noun or adjective. As a noun, it refers to the person in charge of a school or organization: Posey was called into the principal's office. As an adjective, it means most important: The principal reason for this meeting is to brainstorm ideas for the theme of Chester's birthday party. A *principle* (always a noun) is a firmly held belief or ideal: Posey doesn't like surprise parties as a matter of principle.



**Inquiry/Enquiry** *Inquiry* and *enquiry* both mean “a request for information.” *Inquiry* is the standard American English spelling. *Enquiry* is the British spelling.

**Stationary/Stationery** *Stationary* means unmoving: The revolving door remained stationary because Posey was pushing on it the wrong way. *Stationery* refers to letter writing materials and especially to high quality paper: Chester printed his résumé on his best stationery.

**Than/Then** *Than* is used for comparisons: Posey runs faster than Chester. *Then* is used to indicate time or sequence: Posey took off running, and then Chester came along and finished her breakfast.

**Their/There/They're** *Their* is the possessive form of “they”: Chester and Posey took their time. *There* indicates a place: It took them an hour to get there. *They're* is a contraction of “they are”: Are Chester and Posey coming? They're almost here.

**To/Too** *To* is a preposition that can indicate direction: Posey walked to school. She said hello to Chester when she saw him. *To* is also used in the infinitive form of verbs: Chester waited until the last minute to do his homework. *Too* is used as an intensifier, and also means “also”: Posey waited too long to do her homework, too.

**Toward/Towards** *Toward* is standard in American English. *Towards* is standard in British English.

**Who's/Whose** *Who's* is a contraction of “who is”: Who's calling Chester at this hour? *Whose* is a possessive pronoun that means “belonging to [someone]”: Chester, whose phone hadn't stopped ringing all morning, barely ate anything for breakfast.

## WORDS OFTEN MISSPELLED

Here are the 100 words most commonly misspelled ('misspell' is one of them). Dr. Language has provided a one-stop cure for all your spelling ills. Each word has a mnemonic pill with it

and, if you swallow it, it will help you to remember how to spell the word. Master the orthography of the words on this page and reduce the time you spend searching dictionaries by half.

**A**

- acceptable - Several words made the list because of the suffix pronounced -êbl but sometimes spelled -ible, sometimes -able. Just remember to accept any table offered to you and you will spell this word OK.
- accidentally - It is no accident that the test for adverbs on -ly is whether they come from an adjective on -al ("accidental" in this case). If so, the -al has to be in the spelling. No publical, then publicly. See?
- accommodate - Remember, this word is large enough to accommodate both a double "c" AND a double "m."
- acquire - Try to acquire the knowledge that this word, and the next one, began with the prefix ad- but the [d] converts to [c] before [q].
- acquit - See the previous discussion.
- a lot - Two words! Hopefully, you won't have to allot a lot of time to this problem.
- amateur - Amateurs need not be mature: this word ends on the French suffix -eur (the equivalent of English -er).
- apparent - A parent need not be apparent but "apparent" must pay the rent, so remember this word always has the rent.
- argument - Let's not argue about the loss of this verb's silent [e] before the suffix -ment.
- atheist - Lord help you remember that this word comprises the prefix a- "not" + the "god" (also in the-ology) + -ist "one who believes."

**B**

- believe - You must believe that [i] usually comes before [e] except after [c] or when it is pronounced like "a" as "neighbor" and "weigh" or "e" as in "their" and "heir." Also take a look at "foreign" below. (The "i-before-e" rule has more exceptions than words it applies to.)

- bellwether - Often misspelled "bellweather." A wether is a gelded ram, chosen to lead the herd (thus his bell) due to the greater likelihood that he will remain at all times ahead of the ewes.

**C**

- calendar - This word has an [e] between two [a]s. The last vowel is [a].
- category - This word is not in a category with "catastrophe" even if it sounds like it: the middle letter is [e].
- cemetery - Don't let this one bury you: it ends on -ery nary an -ary in it. You already know it starts on [c], of course.
- changeable - The verb "change" keeps its [e] here to indicate that the [g] is soft, not hard. (That is also why "judgement" is the correct spelling of this word, no matter what anyone says.)
- collectible - Another -ible word. You just have to remember.
- column - Silent final [e] is commonplace in English but a silent final [n] is not uncommon, especially after [m].
- committed - If you are committed to correct spelling, you will remember that this word doubles its final [t] from "commit" to "committed."
- conscience - Don't let misspelling this word weigh on your conscience: [ch] spelled "sc" is unusual but legitimate.
- conscientious - Work on your spelling conscientiously and remember this word with [ch] spelled two different ways: "sc" and "ti." English spelling!
- conscious - Try to be conscious of the "sc" [ch] sound and all the vowels in this word's ending and i-o-u a note of congratulations.
- consensus - The census does not require a consensus, since they are not related.

**D**

- daiquiri - Don't make yourself another daiquiri until you learn how to spell this funny word-the name of a Cuban village.
- definite (ly) - This word definitely sounds as though it ends only on -it, but it carries a silent "e" everywhere it goes.

## KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: I B.Com/ B.Com(BPS)/ B.Com(PA) COURSE NAME: BUSINESS COMMUNICATION

COURSE CODE: 18AEC101

UNIT: IV

BATCH-2017-2020

- discipline - A little discipline, spelled with the [s] and the [c] will get you to the correct spelling of this one.
- drunkenness - You would be surprised how many sober people omit one of the [n]s in this one.
- dumbbell - Even smart people forget one of the [b]s in this one. (So be careful who you call one when you write.)

### E

- embarrass (ment) - This one won't embarrass you if you remember it is large enough for a double [r] AND a double [s].
- equipment - This word is misspelled "equiptment" 22,932 times on the web right now.
- exhilarate - Remembering that [h] when you spell this word will lift your spirits and if you remember both [a]s, it will be exhilarating!
- exceed - Remember that this one is -ceed, not -cede. (To exceed all expectations, master the spellings of this word, "precede" and "supersede" below.)
- existence - No word like this one spelled with an [a] is in existence. This word is a menage a quatre of one [i] with three [e]s.
- experience - Don't experience the same problem many have with "existence" above in this word: -ence!

### F

- fiery - The silent "e" on "fire" is also cowardly: it retreats inside the word rather than face the suffix -y.
- foreign - Here is one of several words that violate the i-before-e rule. (See "believe" above.)

### G

- gauge - You must learn to gauge the positioning of the [a] and [u] in this word. Remember, they are in alphabetical order (though not the [e]).
- grateful - You should be grateful to know that keeping "great" out of "grateful" is great.

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- guarantee - This word is not spelled like "warranty" even though they are synonyms.

H

- harass - This word is too small for two double letters but don't let it harass you, just keep the [r]s down to one.
- height - English reaches the height (not heighth!) of absurdity when it spells "height" and "width" so differently.
- hierarchy - The i-before-e rule works here, so what is the problem?
- humorous - Humor us and spell this word "humorous": the [r] is so weak, it needs an [o] on both sides to hold it up.

I

- ignorance - Don't show your ignorance by spelling this word -ence!
- immediate - The immediate thing to remember is that this word has a prefix, in- "not", which becomes [m] before [m] (or [b] or [p]). "Not mediate" means direct which is why "immediately" means "directly."
- independent - Please be independent but not in your spelling of this word. It ends on -ent.
- indispensable - Knowing that this word ends on -able is indispensable to good writing.
- inoculate - This one sounds like a shot in the eye. One [n] the eye is enough.
- intelligence - Using two [l]s in this word and ending it on -ence rather than -ance are marks of . . . you guessed it.
- its/it's - The apostrophe marks a contraction of "it is." Something that belongs to it is "its."

J

- jewelry - Sure, sure, it is made by a jeweler but the last [e] in this case flees the scene like a jewel thief. However, if you prefer British spelling, remember to double the [l]: "jeweller," "jewellery."
- judgment - Traditionally, the word has been spelled judgment in all forms of the English language. However, the spelling judgement (with e added) largely replaced

judgment in the United Kingdom in a non-legal context. In the context of the law, however, judgment is preferred. This spelling change contrasts with other similar spelling changes made in American English, which were rejected in the UK. In the US at least, judgment is still preferred and judgement is considered incorrect by many American style guides.

**K**

- kernel (colonel) - There is more than a kernel of truth in the claim that all the vowels in this word are [e]s. So why is the military rank (colonel) pronounced identically?

**L**

- leisure - Yet another violator of the i-before-e rule. You can be sure of the spelling of the last syllable but not of the pronunciation.
- liaison - Another French word throwing us an orthographical curve: a spare [i], just in case. That's an [s], too, that sounds like a [z].
- library - It may be as enjoyable as a berry patch but that isn't the way it is spelled. That first [r] should be pronounced, too.
- license - Where does English get the license to use both its letters for the sound [s] in one word?

**M**

- maintenance - The main tenants of this word are "main" and "tenance" even though it comes from the verb "maintain."
- maneuver - Man, the price you pay for borrowing from French is high. This one goes back to French main + oeuvre "hand-work," a spelling better retained in the British spelling, "manoeuvre."
- medieval - The medieval orthography of English even lays traps for you: everything about the MIDdle Ages is MEDieval or, as the British would write, mediaeval.
- memento - Why would something to remind of you of a moment be spelled "memento?" Well, it is.

- millennium - Here is another big word, large enough to hold two double consonants, double [l] and double [n].
- miniature - Since that [a] is seldom pronounced, it is seldom included in the spelling. This one is a "mini ature;" remember that.
- minuscule - Since something minuscule is smaller than a miniature, shouldn't they be spelled similarly? Less than cool, or "minus cule."
- mischievous - This mischievous word holds two traps: [i] before [e] and [o] before [u]. Four of the five vowels in English reside here.
- misspell - What is more embarrassing than to misspell the name of the problem? Just remember that it is mis + spell and that will spell you the worry about spelling "misspell."

**N**

- neighbor - The word "neighbor" invokes the silent "gh" as well as "ei" sounded as "a" rule. This is fraught with error potential. If you use British spelling, it will cost you another [u]: "neighbour."
- noticeable - The [e] is noticeably retained in this word to indicate the [c] is "soft," pronounced like [s]. Without the [e], it would be pronounced "hard," like [k], as in "applicable."

**O**

- occasionally - Writers occasionally tire of doubling so many consonants and omit one, usually one of the [l]s. Don't you ever do it.
- occurrence - Remember not only the occurrence of double double consonants in this word, but that the suffix is -ence, not -ance. No reason, just the English language keeping us on our toes.

**P**

- pastime - Since a pastime is something you do to pass the time, you would expect a double [s] here. Well, there is only one. The second [s] was slipped through the cracks in English orthography long ago.

- perseverance - All it takes is perseverance and you, too, can be a (near-) perfect speller. The suffix is -ance for no reason at all.
- personnel - Funny Story: The assistant Vice-President of Personnel notices that his superior, the VP himself, upon arriving at his desk in the morning opens a small, locked box, smiles, and locks it back again. Some years later when he advanced to that position (inheriting the key), he came to work early one morning to be assured of privacy. Expectantly, he opened the box. In it was a single piece of paper which said: "Two Ns, one L."
- playwright - Those who play right are right-players, not playwrights. Well, since they write plays, they should be "play-writes," wright right? Rong Wrong. Remember that a play writer in Old English was called a "play worker" and "wright" is from an old form of "work" (wrought iron, etc.)
- possession - Possession possesses more [s]s than a snake.
- precede - What follows, succeeds, so what goes before should, what? No, no, no, you are using logic. Nothing confuses English spelling more than common sense. "Succeed" but "precede." Precede combines the Latin words "pre" and "cedere" which means to go before.
- principal/principle - The spelling principle to remember here is that the school principal is a prince and a pal (despite appearances)--and the same applies to anything of foremost importance, such as a principal principle. A "principle" is a rule.
- privilege - According to the pronunciation (not "pronounciation"!) of this word, that middle vowel could be anything. Remember: two [i]s + two [e]s in that order.
- pronunciation - Nouns often differ from the verbs they are derived from. This is one of those. In this case, the pronunciation is different, too, an important clue.
- publicly - Let me publicly declare the rule (again): if the adverb comes from an adjective ending on -al, you include that ending in the adverb; if not, as here, you don't.

Q

- questionnaire - The French doing it to us again. Double up on the [n]s in this word and don't forget the silent [e]. Maybe someday we will spell it the English way.



**R**

- receive/receipt - I hope you have received the message by now: [i] before [e] except after . . .
- recommend - I would recommend you think of this word as the equivalent of commending all over again: re+commend. That would be recommendable.
- referred - Final consonants are often doubled before suffixes (remit: remitted, remitting). However, this rule applies only to accented syllables ending on [l] and [r], e.g. "rebelled," "referred" but "traveled," "buffered" and not containing a diphthong, e.g. "prevailed," "coiled."
- reference - Refer to the last mentioned word and also remember to add -ence to the end for the noun.
- relevant - The relevant factor here is that the word is not "revelant," "revelent," or even "relevent." [l] before [v] and the suffix -ant.
- restaurant - 'Ey, you! Remember, these two words when you spell "restaurant." They are in the middle of it.
- rhyme - Actually, "rime" was the correct spelling until 1650. After that, egg-heads began spelling it like "rhythm." Why? No rhyme nor reason other than to make it look like "rhythm."
- rhythm - This one was borrowed from Greek (and conveniently never returned) so it is spelled the way we spell words borrowed from Greek and conveniently never returned.

**S**

- schedule - If perfecting your spelling is on your schedule, remember the [sk] is spelled as in "school." (If you use British or Canadian pronunciation, why do you pronounce this word [shedyul] but "school," [skul]? That has always puzzled me.)
- separate - How do you separate the [e]s from the [a]s in this word? Simple: the [e]s surround the [a]s.
- sergeant - The [a] needed in both syllables of this word has been pushed to the back of the line. Remember that, and the fact that [e] is used in both syllables, and you can write your sergeant without fear of misspelling his rank.

- supersede - This word supersedes all others in perversity. This is the only English word based on this stem spelled -sede. Supersede combines the Latin words "super" and "sedere" which means to sit above.

**T**

- their/they're/there - They're all pronounced the same but spelled differently. Possessive is "their" and the contraction of "they are" is "they're." Everywhere else, it is "there."
- threshold - This one can push you over the threshold. It looks like a compound "thresh + hold" but it isn't. Two [h]s are enough.
- twelfth - Even if you omit the [f] in your pronunciation of this word (which you shouldn't do), it is retained in the spelling.
- tyranny - If you are still resisting the tyranny of English orthography at this point, you must face the problem of [y] inside this word, where it shouldn't be. The guy is a "tyrant" and his problem is "tyranny." (Don't forget to double up on the [n]s, too.)

**U**

- until - I will never stop harping on this until this word is spelled with an extra [l] for the last time!

**V**

- vacuum - If your head is not a vacuum, remember that the silent [e] on this one married the [u] and joined him inside the word where they are living happily ever since. Well, the evidence is suggestive but not conclusive. Anyway, spell this word with two [u]s and not like "volume."

**WXYZ**

- weather - Whether you like the weather or not, you have to write the [a] after the [e] when you spell it.
- weird - This word is an exception to the rule about [i] before [e] except after...? So, rules can be broken!

## COMMON ERRORS IN ENGLISH

### 1. Subject-Verb Agreement Errors

The subject and verb of a sentence must agree with one another in number whether they are singular or plural. If the subject of the sentence is singular, its verb must also be singular; and if the subject is plural, the verb must also be plural.

#### Example 1:

*Incorrect:* An important part of my life have been the people who stood by me.

*Correct:* An important part of my life has been the people who stood by me.

#### Example 2:

*Incorrect:* The two best things about the party was the food and the music.

*Correct:* The two best things about the party were the food and the music.

### 2. Sentence Fragments

Sentence fragments are incomplete sentences that don't have one independent clause. A fragment may lack a subject, a complete verb, or both. Sometimes fragments depend on the proceeding sentence to give it meaning.

#### Example 1:

*Incorrect:* He gave his mother an extravagant gift after the argument. In spite of everything.

*Correct:* In spite of everything, he gave his mother an extravagant gift after the argument.

#### Example 2:

*Incorrect:* The boys snuck home late that night. Then waited for the consequences.

*Correct:* The boys snuck home late that night, then waited for the consequences.

### 3. Missing Comma After Introductory Element

A comma should be used after an introductory word, phrase, or clause. This gives the reader a slight pause after an introductory element and often can help avoid confusion.

#### Example 1:

*Incorrect:* In case you haven't noticed my real name doesn't appear in the article.

*Correct:* In case you haven't noticed, my real name doesn't appear in the article.

**Example 2:**

*Incorrect:* Before she had time to think about it Sharon jumped into the icy pool.

*Correct:* Before she had time to think about it, Sharon jumped into the icy pool.

**4. Misusing The Apostrophe With "Its"**

You use an apostrophe with it's only when the word means *it is* or *it has*. Without the apostrophe, its means *belonging to it*.

**Example 1:**

*Incorrect:* I don't believe its finally Friday.

*Correct:* I don't believe it's (it is) finally Friday.

**Example 2:**

*Incorrect:* The cat was licking it's tail.

*Correct:* The cat was licking its tail.

**5. No Comma In A Compound Sentence**

A comma separates two or more independent clauses in a compound sentence separated by a conjunction. The comma goes after the first clause and before the coordinating conjunction that separates the clauses.

**Example 1:**

*Incorrect:* The man jumped into a black sedan and he drove away before being noticed.

*Correct:* The man jumped into a black sedan, and he drove away before being noticed.

**Example 2:**

*Incorrect:* She was beautiful and she was happy and she was full of life.

*Correct:* She was beautiful, and she was happy, and she was full of life.

**6. Misplaced Or Dangling Modifier**

A misplaced modifier is a word, phrase, or clause that is improperly separated from the word it modifies or describes. Sentences with this error can sound awkward, ridiculous, or confusing. A dangling modifier is a word or phrase that modifies a word not clearly stated in the sentence.

**Example 1:**

*Incorrect:* While walking on the sidewalk, Mary found a sparkly girl's bracelet.

*Correct:* While walking on the sidewalk, Mary found a girl's sparkly bracelet.

**Example 2:**

*Incorrect:* After finally setting off on the trail, the morning felt more exciting.

*Correct:* After finally setting off on the trail, he felt the morning was more exciting.

**7. Vague Pronoun Reference**

A pronoun can replace a noun, and its antecedent should be the person, place, or thing to which the pronoun refers. A vague pronoun reference (including words such as it, that, this, and which) can leave the reader confused about what or to whom the pronoun refers.

**Example 1:**

*Incorrect:* When Jonathan finally found his dog, he was so happy. (The dog or Jonathan?)

*Correct:* Jonathan was so happy when he finally found his dog.

**Example 2:**

*Incorrect:* Don felt a lot of anger and bitterness as a result of Marie's decision. This is what ended everything. (What ended everything? Don's anger and bitterness or Marie's decision?)

*Correct:* Don felt a lot of anger and bitterness as a result of Marie's decision. Her choice ended everything.

**8. Wrong Word Usage**

There are a variety of words and phrases that are commonly confused and misused in sentences. Using them incorrectly can change the meaning of the sentence or simply reflect carelessness on the writer's part. There are hundreds of these commonly confused words, so when in doubt, always check the definition and correct spelling of the word.

**Example 1:**

*Incorrect:* She **excepted** his offer to drive her home.

*Correct:* She **accepted** his offer to drive her home.

**Example 2:**

*Incorrect:* It was a **breathe** of fresh air to meet someone so genuine.

*Correct:* It was a **breath** of fresh air to meet someone so genuine.

### 9. Run-On Sentence

A run-on sentence occurs when you connect two main clauses with no punctuation.

#### Example 1:

*Incorrect:* She tried to sneak out of the house her mother saw her leaving.

*Correct:* She tried to sneak out of the house, but her mother saw her leaving.

#### Example 2:

*Incorrect:* He ran through the field as fast as he could all the while rain was soaking him to the bone.

*Correct:* He ran through the field as fast as he could. All the while rain was soaking him to the bone.

### 10. Superfluous Commas

It's common writing mistake to throw commas around liberally when they aren't necessary. There are dozens of examples of this error, but here are a few common mistakes.

#### Example 1:

*Incorrect:* The woman never went into the city, because she didn't feel comfortable driving in traffic.

*Correct:* The woman never went into the city because she didn't feel comfortable driving in traffic.

#### Example 2:

*Incorrect:* He wants to get a degree in engineering, or medicine.

*Correct:* He wants to get a degree in engineering or medicine.

#### Example 3:

*Incorrect:* Sam knew immediately, what was going to happen next.

*Correct:* Sam knew immediately what was going to happen next.

#### Example 4:

*Incorrect:* Old cars, that have been left in a junkyard, are an eyesore.

*Correct:* Old cars that have been left in a junkyard are an eyesore.

#### Example 5:

*Incorrect:* The bouquet of flowers on the table, belongs to Mary.

*Correct:* The bouquet of flowers on the table belongs to Mary.

### 11. Lack Of Parallel Structure

Faulty parallelism occurs when two or more parts of a sentence are similar in meaning but not parallel (or grammatically similar) in form. It often occurs with paired constructions and items in a series.

#### Example 1:

*Incorrect:* He wanted to learn more about careers in programming, engineering, biochemist, and research scientist.

*Correct:* He wanted to learn more about careers in programming, engineering, biochemistry, and research science.

#### Example 2:

*Incorrect:* The key directives of his boss were clear:

- Meet monthly sales quotas.
- Aggressive marketing techniques.
- Reporting in every day.

*Correct:* The key directives of his boss were clear:

- Meet monthly sales goals.
- Practice aggressive marketing techniques.
- Report in every day.

### 12. Sentence Sprawl

A sentence can become a burden to read when there are too many equally weighted phrases.

#### Example 1:

*Incorrect:* Jason was planning to attend his friend's wedding on June 30, but at the last minute he found out he had jury duty, so he couldn't attend the wedding, and he felt really guilty about it.

*Correct:* Unexpectedly Jason was called for jury duty and couldn't attend his friend's June 30 wedding. He felt guilty about missing it.

**13. Comma Splice**

A comma splice occurs when two separate sentences are joined with a comma rather than a period or semicolon. Writers often create comma splices when using transitional words, such as however, therefore, moreover, nevertheless, or furthermore.

**Example 1:**

*Incorrect:* My intention was to take her out to dinner, however I decided not to invite her after all.

*Correct:* My intention was to take her out to dinner; however, I decided not to invite her after all.

**Example 2:**

*Incorrect:* My sisters and I love to go shopping, we then have lunch together when we're done.

*Correct:* My sisters and I love to go shopping. We then have lunch together when we're done.

**14. Colon Mistakes**

A colon is used after a complete sentence to introduce a word, phrase, clause, list, or quotation. The colon signals that what follows proves or explains the sentence preceding the colon.

**Example 1:**

*Incorrect:* People move to Florida for: the warmer weather, the beach, and the theme parks.

*Correct:* People move to Florida for three reasons: the warmer weather, the beach, and the theme parks.

**15. Split Infinitives**

An infinitive is the word "to" with a verb. A split infinitive separates the word "to" and the verb with another word (often an adverb). There are no grammar rules that prohibit split infinitives, but many experts disapprove of them. If the sentence sounds awkward by correcting the split, our rule of thumb is to go with what makes the most sense in the context of your writing and for the ease of reading. (For example, "To boldly go where no man has



gone before” would sound awkward and less powerful as, “To go boldly where no man has gone before.”)

**Example 1:**

*Incorrect:* She tried to quickly finish the book before she had to leave.

*Correct:* She tried to finish the book quickly before she had to leave.

**Example 2:**

*Incorrect:* He wanted to gradually improve his strength by increasing the weight.

*Correct:* He wanted to improve his strength gradually by increasing the weight.

As a serious author, you want to put your best foot forward with your writing. There are times and reasons to break some of the rules of grammar, but it’s wiser to break them knowing what they are and why you should stray.

Whenever you’re in doubt about a rule, take a brief moment to look it up. You’ll save yourself some embarrassment, and you’ll show your readers that you respect language and revere the art of writing well.

**PHONETICS**

Phonetics is the study of the actual sounds that make up the words of a language. Every language has its own characteristics and there are sounds in English that you might not use in your Language, and sounds in your language that we might not use in English and one of the more difficult things about English is the spelling and pronunciation. This introduction to phonetics will look at the difference between the written spelling and the actual pronunciation. We only have 26 letters in the alphabet but modern English uses about 44 different sounds. So when you look at word, it can be difficult to know, from the spelling, how to pronounce it because the same letters can be pronounced differently in different words.

Introduction to Phonetics: Look at these examples.

Busy

Word

Queue

Laughter

Comb

Chaos

All of these words and many more can be difficult to pronounce because spelling in English is not phonetic and it's often inconsistent. So in our introduction to phonetics we look at how to get around this by looking at the actual sounds that make up a word and not how it is spelt. In the Phonetic Chart, there are three sections.

Single Vowel Sounds in Green.

Diphthongs in Red.

Consonant pairs and Single Consonants in Blue.

We have made additional videos about each section of the chart, as well as a video called Phonetic Chart Explained.

### **Introduction to Phonetics: Pronunciation is Physical.**

The key to good pronunciation is to understand that making the sounds of speech is a physical thing. If you are not accustomed to speaking English it won't feel natural for you to use your mouth and your tongue in the way that you need to. So if you want to improve your pronunciation, think about these questions;

Where does each sound comes from?

Is the jaw open or closed?

What shape is the mouth?

Where should the tongue be?

Does air come out of my mouth when i say the sound?

Is it voiced?

Incorrect pronunciation is almost always the result of trying to produce the sound in a way that is physically incorrect. If we look at those difficult to pronounce words again. We can spell them out using the phonetic symbols to see exactly how they are pronounced.

“Busy”- here we can see that the “u” does not make the sound we might expect. Instead it makes an /ɪ / sound. It is not “boozy” or “buzzy”, it’s “busy”.

“Word” – the “o” here, together with the “r”, is pronounced /ɜ :/ and that’s confusing because that sound is often spelt with “e-r”.

“Queue”- This word has a lot more letters than you might expect and most of them are silent.

“Laughter”- You might expect there to be an “r” in Laughter but there isn’t, also the “f” sound is represented by the letters “gh”, this is a very unusual spelling and causes a lot of confusion.

“Comb”- This word has a “b” at the end but we do not pronounce it.

“Chaos”- This is spelt with a “Ch” and “Ch” is more commonly pronounced /tʃ / like in Church, but in Chaos it is /k/ like in cat.

So you can see how there are many inconsistencies in English between spelling and pronunciation. So phonetics gives us a way to write words as they are pronounced. We have also made a video summarising the most common pronunciation problems that people have. If you are having problems and want to improve why don’t you have a look, you will probably find something that will help you. We talk about:

Minimal Pairs which are when two sounds are often confused, like /l/ and /r/.

Consonant Clusters this is when there are several consonants together without any vowels and that produces a sound that can be difficult to produce. Like “Bl” in “Blend” and “sh” in “Splash”

Homophones are pairs or groups of words that are pronounced in the same way but different spelling. Like “too”, the adverb, and “two” the number.

Heteronyms are pairs or groups of words that have the same spelling but a different pronunciations. Like “Excuse” the verb and “Excuse” the noun.

**Phonetics is a part of the English language which helps us to understand sounds of various alphabets.** How an alphabet should sound is taught to us with the help of Phonetics.

How a word should sound depends on our tongue movements, vocal cords, lip movements and even our breath.

For example to pronounce the alphabet “B” both our upper and lower lip must touch each other, to pronounce the alphabet “G”, our tongue touches our upper palate. For the correct sound of “O” both our lips should make a complete circle.

**Phonetics has three divisions:**

1. **Articulatory Phonetics** - It includes the movement of our sensory organs like tongue, lips as well as our vocal cords to pronounce a particular alphabet.
2. **Acoustic phonetics** - It is concerned with the frequency and wavelength of our speech.
3. **Auditory phonetics** - It depends on how our brain and ears perceive the sound.

**Phonetics plays a very important role in improving our communication.** All the alphabets and the words must sound correctly; else the content as well as our communication will lack lustre and sound unimpressive.

In the same way homophones also play an important role in communication.

**Homophones are the words which have different meanings but are pronounced in exactly the same way.**

Knew and new are Homophones, where knew is the past tense of know and new is the opposite of old.

“I knew you will fair well in your interview”

“I would prefer to wear my new dress for tomorrow’s party”

**Different meanings but exactly the same sound.**

Peace and Piece are again examples of Homophones. The sound is exactly the same but there is a huge difference in their meanings. It is essential to understand Homophones for an effective written communication.

“I want a bread peace”

“My head is aching terribly and there is no piece here”

The wrong words have changed the meaning of the sentence completely and they fail to make any sense, however during verbal communication, the words hardly make any difference.

“Their is a bird sitting on the branch”

Peter and David are not serious with there careers”

Again a wrong usage of words. Although there and their have exactly similar pronunciations, but there meanings are completely the different. If an individual doesn’t understand the correct usage of the words, the written communication will be completely screwed up.

There are some homophones which have different meanings but have similar spellings. **Such words are called Homonyms or Homographs**

**Homophones which are spelled differently are called as heterographs.** In the above example, peace and piece are heterographs. Bash and Bass are homonyms as their spellings are exactly the same but one bash refers to a good beating and the other means a Party. Rose also means a flower and also is the opposite of rise-another example of homonyms.

**Phonetics and homophones are the basics of communication.** Unless and until one is clear with phonetics and homophones, his written as well as verbal communication is bound to get hampered. It is important to understand properly what phonetics and homophones are for an effective and impressive verbal as well as non verbal communication.

### **WORD STRESS AND SENTENCE STRESS**

Normally when we say "I feel stressed" it means "I feel anxious". Stress is a kind of worried feeling about life or work. But there is another kind of stress that actually helps us understand. This other kind of stress is an accent that we make on certain syllables and words when speaking English.

In some languages, for example Japanese, people say each syllable with equal force. But in English, and some other languages, we put a big force (stress) on some syllables and no force on other syllables or words. This can make it difficult for speakers of other languages to understand English that is spoken quickly. Of course, for native speakers it is not difficult - in fact, stress actually helps native speakers understand each other. So it is very important.

We shall talk here about **WORD STRESS** (stress on a syllable inside a word) and **SENTENCE STRESS** (stress on words inside a sentence).

### **WORD STRESS**

**Word stress** is like a golden key to speaking and understanding English.

If you do not already know about word stress, you can try to learn about it. This is one of the best ways for you to understand spoken English - especially English spoken fast.

What is word stress?

Take 3 words: photograph, photographer and photographic. Do they sound the same when spoken? No. Because ONE syllable in each word is STRESSED (stronger than the others).

- PHOtograph
- phoTOgrapher
- photoGRAPHic

This happens in ALL words with 2 or more syllables: TEACHer, JaPAN, CHINa, aBOVE, converSation, INteresting, imPORTant, deMAND, etCETera, etCETera, etCETera

The syllables that are not stressed are "weak" or "small" or "quiet". Native speakers of English listen for the STRESSED syllables, not the weak syllables. If you use word stress in your speech, you will instantly and automatically improve your pronunciation and your comprehension.

If you have an English teacher, you can ask her to help you understand word stress. Or you can try to hear the stress in individual words each time you listen to English - on the radio, or in films for example. Your first step is to HEAR and recognise it. After that, you can USE it.

Two important rules about word stress:

1. One word, one stress
2. The stress is always on a vowel

## **SENTENCE STRESS**

**Sentence stress** is another golden key for speaking and understanding English. With sentence stress, some words in a sentence are STRESSED (loud) and other words are weak (quiet).

Look at the following sentence:

We want to go.

Do we say every word with the same stress or force? No. We make the important words BIG and the unimportant words small. What are the important words in this sentence? Yes, that's right: WANT and GO.

- We WANT to GO.
- We WANT to GO to WORK.
- We DON'T WANT to GO to WORK.
- We DON'T WANT to GO to WORK at NIGHT.

### CONTRASTIVE STRESS

Stress is a vital part of both speaking and listening in stress timed languages. As English is a stress timed language, we have to take the stress in consideration while examining it. The stress can occur on both syllables in a word and words in a sentence. So we can divide stress as **word stress** and **sentence stress**. I will focus on a type of sentence stress which is called **contrastive stress** in this paper because this aspect of the language can cause problems for learners in both their speaking and perhaps more importantly listening. This paper attempts to explain what contrastive stress is, how this type of stress occurs and shifts in sentences, how it changes the meaning in spoken English, and it consists suggestions for English language teachers how to teach contrastive stress to their students with exercises.



*If you want to sound more natural English when you speak, you should learn how stress affects the meaning of the sentence.*

### What is Stress?

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Before writing about contrastive stress, we have to mention about **what stress is** and what features stress syllables or words have. Stress can be divided in two as **word stress** and **sentence stress**.

### **Word Stress:**

If we mention about the stress within a word, we define the term 'stress' as syllable prominence. Prominence may, of course, derive from several phonetic factors such as increased length, loudness, pitch movement or a combination of these aspects (Ball and Rahilly, 1999:105). Roach (1983:73) identifies the four characteristics that make a syllable stressed. A stressed syllable;

1. is louder,
2. is longer,
3. has a higher pitch and
4. contains a vowel different in quality from the neighboring vowels.

### **Sentence Stress:**

When mentioning the sentence stress which means the stress in sentence;

The stresses that can occur on words sometimes become modified when the words are part of sentences. The most frequent modification is the dropping of some of the stresses (Ladefoged, 2001:98). English words have the stress on their first syllables when they are used alone. But when used in a sentence, the stress shifts. It is clear in the example that Ladefoged mentions: There is a stress on the first syllable of each of the words 'Mary, younger, brother, wanted, fifty, chocolate, peanuts' when these words are said in isolation. But there are normally fewer stresses when they occur in a sentence such as 'Mary's younger brother wanted fifty chocolate peanuts'. If we put the stress on the first syllables of all the words in the sentence, it will not sound nice and the meaning may be hardly understood. The sentence should be 'Mary's younger **brother** wanted **fifty** chocolate **peanuts**.' The first syllables of 'younger', 'wanted' and 'chocolate' are pronounced without stress.

The place of the stress in sentences is indicated according to such reasons as emphasis or contrast in the meaning. So, we can divide sentence stress into some types of stress which are tonic stress, emphatic stress and contrastive stress. This paper will focus on contrastive stress and its features in a sentence.

### **Contrastive Stress**

There is one word in most phrases that receives the phrase (sentence) stress under ordinary occasions. However, the stress can always be shifted from this normal place to some other place in the sentence. This shifting always changes the meaning of the phrase somewhat or makes it fit into some special context. As Çelik (2003:58) indicates that when a choice for contrast is not intended on a contrasted item or notion crops up in conversation, the contrasted item or notion should be intelligible to the address. In other words, the contrasted item should make sense in the context of discourse at the time and place of speaking.

The simple sentence below can have many levels of meaning based on the word you stress according to the contrastive choices. The stressed words are written in bold.

1. **I** don't think he should get the job.

**Meaning:** Somebody else thinks he should get the job.

2. I **don't** think he should get the job.

**Meaning:** It's not true that I think he should get the job.

3. I don't **think** he should get the job.

**Meaning:** That's not really what I mean. Or I'm not sure he'll get the job.

4. I don't think **he** should get the job.

**Meaning:** Somebody else should get the job.

5. I don't think he **should** get the job.

**Meaning:** In my opinion it is wrong that he is going to get the job.

6. I don't think he should **get** the job.

**Meaning:** He should have to earn that job.

7. I don't think he should get **the** job.

**Meaning:** He should get another job.

8. I don't think he should get the **job**.

**Meaning:** Maybe he should get something else instead.

As we see in the example, the meaning changes when we shift the stress in the phrase according to our contrastive choices.

In an answer statement, a word has the stress on it when it is contrasted with an item in the question statement. It is more clearly understood with the examples below:

A) Would you prefer coffee or tea?

B) Tea, please.

The answer shows which option you choose in respond to the question, so 'tea' has the contrastive stress.

A) Did you go to the campus yesterday or **not**?

B) I **went** to the campus yesterday.

The verb 'went' appears to be the old information and it has the meaning of confirmation.

A) Did you park your car **inside** the garage?

B) No, I parked my car **outside**.

'Outside' is contrasted with 'inside'. The meaning is: the car is parked outside, not inside.

Contrastive stress does not only appear in response statement, it can also be seen in the speech of one speaker. Let's look at the example:

‘Tom is very **good** at football whereas he is really **bad** at doing other sports.’

We can give many more examples to explain the subject of contrastive stress.

## **INTONATION**

**Intonation** means the rising or falling of a speaking voice, the inflection of a language and by extension also refers to vocal music that is half sung or chanted. The beginning solo phrase of a Gregorian chant, for example, is called an intonation. But the more common definition of intonation in music is how well a note is intoned, the accuracy of its pitch. We will explore what intonation means to different musicians through the perspectives of a singer, a brass player and a string player and hopefully help you to understand how such a simple concept can be so difficult to do.

### **Musicians and Intonation**

When someone talks about intonation in music today they are almost always referring to how in tune the performers are. Playing or singing in tune is a fundamental standard to which all musicians must strive. If a performer is out of tune, it is often obvious even to the most unmusical of ears. Being **out of tune** means the tone is slightly higher (sharp) or slightly lower (flat) than the correct pitch. When someone is out of tune, it throws off the other musicians around him or her and creates a dissonance that is difficult to listen to.

Keyboard players such as pianists do not have to worry about having accurate pitch. They simply press a key with a finger, and the right pitch comes out. Of course the piano can be out of tune, but fortunately the pianist does not get blamed for this. For other musicians, such as brass players, strings players, and singers, it is not so easy.

Intonation is the melody of language and is made of pitches (high or low qualities of a sound) that rise and fall. Intonation is used to communicate our intentions and emotions, and it is used in spoken language to replace punctuation.

Intonation can indicate anger, surprise, hesitation, confusion, sarcasm, interest or lack thereof. It is very important to learn and use correct intonation so that your spoken English is more dynamic and more interesting to listen to.

In English we have four kinds of intonation patterns: (1) falling, (2) rising, (3) non-final, and (4) wavering intonation. Let's learn about each one.

### **1. Falling Intonation**

Falling intonation is when we lower our voice at the end of a sentence. This usually happens in statements and in questions that contain words like *where*, *when*, *what*, *why*, *how*, and *who* (these are called information questions). Here are some examples:

#### ***Statements***

1. My name is Adir Ferreira.
2. Nice to meet you.
3. I'm going to the movies.
4. I'll be back in an hour.
5. Have a great day.

#### ***Questions***

1. What's your name?
2. Where does he live?
3. Why did you do that?
4. Who's that woman over there?
5. How can I open this?

### **2. Rising Intonation**

Rising intonation is when we raise the pitch of our voice at the end of a sentence. We use this kind of intonation in questions that are answered with “yes” or “no” (these are called yes/no questions). Check out some examples:

1. Are you American?
2. Does she know about this?
3. Can you lend me a pencil?
4. Is the movie good?
5. Are we leaving soon?

**Rising intonation is also used in expressions like:**

1. Excuse me?
2. Really?

**Here are some question pairs with both rising and falling intonation. Listen and practice saying them!**

1. Do you know that woman? How do you know that woman?
2. Do you go to school here? Why do you go to school here?
3. Did you buy a new laptop? What kind of laptop did you buy?
4. Do you work? Where do you work?

### **3. Non-final intonation**

In non-final intonation sentences, the pitch rises and falls within the sentence. This type of intonation is used with unfinished thoughts, introductory phrases, series of words and also when we express choices. Let's listen to some examples:

#### *Unfinished thoughts*

1. She bought the magazine, but she didn't read it.

2. When I finished high school, I got a job.

3. If I study hard, I'll pass the test.

4. I'm going outside, for some fresh air.

### *Introductory Phrases*

Phrases like *as a matter of fact*, *as far as I'm concerned*, *actually*, *in my opinion*, *if you don't mind* and *by the way* also indicate that a thought is not finished, so we use non-final intonation. Some examples:

1. As a matter of fact, I do know where she lives.
2. As far as I'm concerned, she was not suitable for that position.
3. Actually, the movie was pretty good.
4. In my opinion, this car is way too expensive.
5. If you don't mind, I'm going to bed.
6. By the way, have you read that book I lent you?

### *Series of Words*

Suppose that you say you like playing several sports like football, tennis, basketball, and volleyball. Here's how it would sound in English with non-final intonation:

I like playing football, tennis, basketball and volleyball.

We have rising intonation on football, tennis and basketball. The intonation falls on volleyball. Listen again:

I like playing football, tennis, basketball and volleyball.

### **Some more examples:**

1. At college I'm taking psychology, French, history, and linguistics.

2. He left work, came home, took a shower, and went to bed.
3. I need rice, beans, lettuce, and sugar.
4. “I learned law so well, the day I graduated I sued the college, won the case, and got my tuition back.” – Fred Allen

### *Expressing Choices*

Non-final intonation is also used when you choose between two or more things. Some examples:

1. Do you want to stay home or go to the movies?
2. Are you going to travel in March or April?
3. Do you speak Spanish or Portuguese?
4. Is your name Mary or Mandy?
5. Would you like a coke or some juice?

### **4. Wavering Intonation**

Wavering intonation is used when we express specific emotions or attitudes within a word. You can express, for instance, surprise, anger, sarcasm, hesitation, fear, amazement, among others.

Take a look at these two words: you did. I’m going to say them showing that I’m curious, very surprised, disappointed, angry and in agreement. Listen!

1. You did? (curious)
2. You did? (very surprised)
3. You did? (disappointed)
4. You did? (angry)
5. You did. (in agreement)



**Check out some more examples:**

Thanks a lot. (normal)

Thanks a lot. (very happy)

Thanks a lot. (sarcastic)

Okay. (normal)

Okay. (hesitant or unwilling)

Okay! (very excited)

Okay! (frustrated and angry)

No! (angry)

No? (surprised)

No... (hesitant)

No. (sarcastic)

**JARGON**

Jargon is like a type of shorthand between members of a particular group of people, often words that are meaningless outside of a certain context. Following are some examples of jargon that will help illustrate the concept.

**Examples of Medical Jargon**

- Agonal - Term to signify a major, negative change in a patient's condition
- BP - Medical shorthand for blood pressure
- FX - Medical jargon meaning bone fracture

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UNIT: IV

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- JT - A joint
- NPO - A patient should not take anything by mouth
- IM - Intramuscular
- K - The elemental symbol for potassium

### Examples of Business Jargon

- Bang for the buck - A term that means, to get the most for your money
- Due diligence - Putting effort into research before making a business decision
- Sweat equity - Getting a stake in the business instead of pay
- The 9-to-5 - Business jargon meaning a standard work day
- Chief cook and bottle-washer - A person who holds many responsibilities

### Examples of Police Jargon

- Suspect - A person whom the police think may have committed a crime
- 10-4 - Radio jargon meaning Okay or I understand
- Code Eight - Term that means officer needs help immediately
- Code Eleven - A code that means the individual is at the scene of the crime
- FTP - The failure of an individual to pay a fine
- Assumed room temperature: An individual has died

### Examples of Military Jargon

- TD - Temporary duty
- AWOL - Absent without leave
- SQDN - A squadron
- SAM - Surface-to-Air missile
- PCS - A permanent change of station
- LES - Leave and earning statement

### Examples of Political Jargon

- Left wing - Political jargon for liberal, progressive viewpoint
- Right wing - Jargon meaning a conservative viewpoint
- Getting on a soapbox - Making a speech in public

- POTUS - President of the United States
- SCOTUS - Supreme Court of the United States

Examples of Internet Jargon

- BTW - By the way
- CYA - See you around
- FAQ - Frequently asked questions
- HTH - Hope this helps
- MOTD - Message of the day
- YMMV - Your mileage may vary
- IIRC - If I remember correctly
- IANAL - I am not a lawyer
- LOL - Laugh out loud
- BFF - Best friends forever
- TTYL - Talk to you later

Each of these different types of jargon is used as a shorthand by people in-the-know to make communicating easier. By learning the jargon for a particular industry, you can develop a deeper understanding of its culture and commonly-used phrases.

## SPEECH RATE

Speech rate is the term given to the speed at which you speak. It's calculated in the number of words spoken in a minute. A *normal* number of words per minute (wpm) can vary hugely.

Studies show speech rate alters depending on the speaker's culture, geographical location, subject matter, gender, emotional state, fluency, profession or audience.

However, despite these variables, there are widely accepted guidelines.

These are:

- **Slow speech** is usually regarded as less than 110 wpm, or words per minute.
- **Conversational speech** generally falls between 120 wpm at the slow end, to 160 - 200 wpm in the fast range.
- **People who read books for radio or podcasts** are often asked to speak at 150-160 wpm.
- **Auctioneers or commentators** who practice speed speech are usually in the 250 to 400 wpm range.

Why change your speech rate?

Generally people are not conscious of their habitual speaking speed and if they are understood by those listening there is little reason to change. Their speech could be considered too slow or too fast by people *outside* of their normal environment but if they are not routinely communicating with them it doesn't really matter.

However changes of audience and speech purpose can force a need to become more aware of speaking speed.

For example - a shift from one part of a country to another, from a slower speaking area to a faster speaking one, will, through audience response, make a habitually slower speaker aware of their speech rate.

Similarly someone with naturally fast speech who takes a job requiring presentations to colleagues or customers, will find themselves having to slow down in order to communicate effectively.

### **Public speaking and rate of speech**

If you're giving a speech or presentation, the concept of a *normal* speaking speed doesn't apply. What does is *flexibility* - the ability of the speaker to mix and match pace appropriately with speech content and the audience's ability to comprehend it.

Experience and audience reaction will teach you that a *one-size-fits-all* approach will be far less effective than careful variation in rate.

## **PITCH**

Pitch Is Ordered on a Scale from Low to High

Pitch is the auditory attribute of sound ordered on a scale from low to high. You can think about the notes on a musical score with pitch getting higher as you move up the scale. Pitch is closely related to frequency of sound waves; it is almost entirely determined by how quickly the sound wave is making the air vibrate and has almost nothing to do with the intensity, or amplitude, of the wave, which relates to loudness. That is, "high" pitch means very rapid oscillation, and "low" pitch corresponds to slower oscillation.

Pitch for Male and Female Speakers

As a speaker you want to find a pitch that is suitable for speaking. Generally, you want to use a pitch range that would normally be comfortable for your natural conversation. For men and women the size difference of the vocal folds, reflecting male-female differences in larynx size, will influence available pitch range. Adult male voices are usually lower-pitched and have larger folds. The male vocal folds are between 17mm and 25mm in length. The female vocal folds are between 12.5mm and 17.5mm in length.

Uses of Pitch for Communicating Different Meanings

The pitch or pitch contour in which a syllable is pronounced conveys shades of meaning such as emphasis or surprise, or distinguishes a statement from a question. All languages use pitch pragmatically as intonation (or inflection as is used in some text) to communicate different

meanings—for emphasis, to convey surprise or irony, or to pose a question. Generally speaking, there are four types of pitch changes you can make, as follows:

- Rising Intonation means the pitch of the voice rises over time [↗];
- Falling Intonation means that the pitch falls with time [↘];
- Dipping Intonation falls and then rises [↘↗];
- Peaking Intonation rises and then falls [↗↘].

Consciously or unconsciously the speaker will use the different patterns of pitch to convey different meanings to the listener. Consider the uses of pitch change and the associated meanings in the different categories as follows:

- **Informational:** for example, "I saw a ↘man in the garden" answers "Whom did you see?" or "What happened?", while "I ↘saw a man in the garden" answers "Did you hear a man in the garden?"
- **Grammatical:** for example, a rising pitch turns a statement into a yes-no question, as in "He's going ↗home?"
- **Illocution:** the intentional meaning is signaled by the pitch pattern, for example, "Why ↘don't you move to California?" (a question) versus "Why don't you ↗move to California?" (a suggestion).
- **Attitudinal:** high declining pitch signals more excitement than does low declining pitch, as in "Good ↗morn↘ing" versus "Good morn↘ing."
- **Textual:** information not in the sentence is signaled by the absence of a statement-ending decline in pitch, as in "The lecture was canceled" (high pitch on both syllables of "cancelled", indicating continuation); versus "The lecture was can↘celed." (high pitch on first syllable of "canceled", but declining pitch on the second syllable, indicating the end of the first thought).

In public speaking you can apply changes in pitch not only to a single word such as an exclamation, "Oh!" but to any group of syllables, words, and even sentences to convey different meanings. You can change pitch of successive syllables in a word, word groups, or

successive sentences. You want to make sure that you use pitch to convey the intended meaning so that you do not drop the pitch, for example, until you have completed an idea.

Additionally, in natural conversation pitch changes make some words stand out more than others, you can do the same in your public speaking for emphasis. You can use pitch to draw the listeners' attention to words or phrases that are more important than others. When speaking you will naturally use a range of pitches to convey different meanings.

### Speaker Tips

- Avoid monotony, speaking with one pitch tone or little variety in pitch. Make sure to vary the speech as you speak to show emphasis and change in meaning.
- Practice saying sentences with different intonation patterns to change the meaning. For example, if you make a statement with falling intonation at the end, you can turn it into a question by raising the intonation at the end. Try for example, "See what I mean," and "See what I mean?"

### TONE

**Tone**, in linguistics, a variation in the pitch of the voice while speaking. The word tone is usually applied to those languages (called tone languages) in which pitch serves to help distinguish words and grammatical categories—*i.e.*, in which pitch characteristics are used to differentiate one word from another word that is otherwise identical in its sequence of consonants and vowels. For example, *man* in Mandarin Chinese may mean either “deceive” or “slow,” depending on its pitch.

In tone languages, pitch is a property of words, but what is important is not absolute pitch but relative pitch. Tone languages usually make use of a limited number of pitch contrasts. These contrasts are called the tones of the language. The domain of the tones is usually the syllable.

There are two main types of tone languages: register-tone, or level-tone, languages and contour-tone languages. Register-tone languages use tones that are level; *i.e.*, they have relatively steady-state pitches, which differ with regard to being relatively higher or lower.

This is characteristic of many tone languages in West Africa. In contour-tone languages at

least some of the tones must be described in terms of pitch movements, such as rises and falls or more complex movements such as rise–falls. This is characteristic of many tone languages of Southeast Asia.

### **CLARITY OF VOICE**

There are many reasons that motivate people to seek out a speech coach, but all of them usually fall into one of three broad categories, and they are **clarity**, **confidence** and **credibility**. Every client that walks into my office is concerned with at least one of those issues, and every improvement we seek is aimed at reinforcing those three critical traits.

**Clarity** is often considered when we think about *content*, structuring our thoughts in a logical sequence and choosing the right words. We even acknowledge the importance of things like projection, pronunciation and diction. But good communication skills require more than just language. You need more than just your mouth and your brains.

To communicate well, you must do more than just say the words. You must care for the listener and *make sure they get the message*. It's easy to overlook that final phase of the process when you have the advantage of knowing what you're about to say, before you've said it. Don't assume you're being clear.

Here are some common obstacles to clarity. Addressing these issues will ensure you have the communication skills to be consistently and easily understood.

**Fast rate** is one of the most common causes of unclear speech. Vowel sounds get shortened and words become a jumble of consonants. Slowing the rate of your speech gives you time to form sounds accurately and gives your listeners time to absorb what you've said. Learning to breathe deeply while speaking is one of the most effective strategies for slowing down naturally.



**Mumbling** often goes hand in hand with fast speech. When you speak quickly, your mouth doesn't have time to open very far. Speech sounds get distorted while being squeezed through your teeth. Practicing jaw and tongue relaxation creates more openness in your mouth and encourages more precision in the formation of vowels and consonants.

A **quiet voice** often contributes to a lack of clarity. When you're not putting enough sound into the room, your listeners have nothing to work with. Using more breath, feeling sound vibrations in your body and allowing your voice to fill the room will generate more power, without straining. Remember, your voice will seem louder to you than it sounds to your listeners. Get used to it.

An **accent** can make it difficult for others to understand you. There's nothing wrong with accents. In fact, everyone has one, depending on who's listening. But a strong accent can lead to confusion and even frustration, especially if it's combined with a quiet voice and/or fast speech. Learning to improve a few strategically selected language skills will often produce dramatic improvements in clarity. But first, make sure you're speaking slowly and projecting well. That might be all that's required.

Failure to speak clearly is not a minor inconvenience; it has serious implications for your personal image and professional success. When listeners struggle to understand you, they eventually ignore you. Addressing the underlying causes enables you to communicate fluently and distinctly. Enhancing clarity not only strengthens your communication skills, it improves your image and makes others more responsive to your message.

## **CLARITY**

The process of communication starts with the sender and thus the sender has to be clear both in thought and expression, in order to communicate effectively.

### **CLARITY OF THOUGHT**

Before communicating , the sender should have clear thought for which he should be clear in following three points :

- (1) What is objective of communication ?
- (2) What actual message is ?
- (3) Which is suitable medium for achieving the purpose ?

#### **CLARITY OF EXPRESSION**

The sender transmits the message through a medium to the receiver , for which he has to encode the message in a way that it is logically and sequentially coded so that receiver can get exact idea of the transmitter's mind after decoding it. To encode the message , the sender needs words , here sender should be very careful about the meanings of the words and their organisation. Such as :

(1) Use of simple words : Sender should use simple words instead of the pompous words.....

(2) Use of single words phrases : Sender should use single word for a long and pompous phrase..

example : sender can use the word - "although" instead of long phrase such as "despite the fact that"

(3) Use of concrete words : Concrete words provide the exact meaning and have definite and specific sense..... for example : instead of using "in near future" we can use the words which can give the exact meaning - i.e. say "On Monday evening"

(4) Use of verbs instead of nouns : As verbs brings simplicity .....

(5) Avoid negative statement : Using positive statement may bring positive effect to the reader for example : We should avoid - 'We do not find any major problem' for this we may use 'We would be pleased to help'.....

(6) Avoid use of foreign words .....

(7) Avoid use of double meaning words .....

### **LISTENING IN WORK PLACE**

Verbal communication involves both speaking and listening. In a business organization, listening is key to effective working relationships among employees and between management and staff. Listening skills also impact a company's interaction with customers and other businesses. To improve your listening skills, give the other person your full attention and maintain eye contact. When she is done speaking, rephrase her remarks and ask whether you understand her correctly. Continue to ask questions to gain a better understanding of her statements.

### **LISTENING IN A BUSINESS CONTEXT**

#### **To Gain Information**

Listening enables you to acquire facts so that you can make decisions that benefit your business. By listening to a job applicant in an interview, for example, you might discover his attitudes toward the profession, performance in previous jobs and information not detailed on his resume. This additional insight can help you decide whether the applicant is a good fit for your company. A supervisor who listens to an employee's complaint about a health risk on the job might reduce injuries and enhance job performance.

#### **Developing Trust**

Listening is essential to building trust. If one member of a team doesn't listen to instructions, an entire project might fail. To develop trust, pay attention to verbal instructions and deadlines. Listen for statements a coworker might make regarding his own strengths and

weaknesses as it relates to a project, so that you can collaborate in a way that maximizes each other's strengths.

### **Maintaining Your Reputation**

The reputation of a business depends upon listening skills. If you fail to listen to a customer, for example, the customer might not receive the service or product she expected. When this occurs repeatedly, it can tarnish the company's reputation. A company develops relationships with other businesses through verbal communication, too. Talking on the phone and working on a task at the same time can result in misunderstandings.

### **Reduce Conflict**

Listening can reduce conflict. A conflict can arise when an individual feels misunderstood or mistreated. For example, if you fail to listen to instructions and your coworker does the task you were supposed to perform, the coworker might be unhappy with you. Pay attention to nonverbal cues, as well. If an individual's facial expressions, gestures or behavior contradict her words, ask questions to find out what she really means.

### **Motivating Employees**

A manager can improve morale and productivity by understanding what motivates each employee. Listen to employees to discover what aspects of the job they find most rewarding and challenging. Don't expect to understand an employee's needs from a single conversation. Continue to be an attentive listener so that the employee knows you are sincerely interested in what she has to say.

"Listening well is as powerful a means of communication and influence as talking well."

This quote by John Marshall makes it all the more clear how important being a good listener is than just being someone used to talking and being heard. Hearing a conversation is quite natural, but to listen intensely and grasp the essence of the conversation the way the speaker intended you to, is what effective listening is all about. This is highly beneficial to you as well as people around. Effectively listening to a conversation is the greatest motivational step which you can take for another person. We tend to skip words while listening or following up

on a conversation. Another mistake which we do is to sit in a conversation with biases and prejudices that curb the ability of our senses, making us misunderstand what is put across to us. Therefore, it is important for a person to practice effective listening skills in order to reduce conflicts and misunderstandings at the workplace. This article provides you with the benefits and steps to develop effective listening skills in the workplace.

## **Effective Listening In The Workplace**

### **Steps For Effective Listening**

- Make an intended effort to listen to conversations. Hearing is a natural phenomenon, but to listen and then grasp is something which you need to train yourself in. Make sure that you make it a point to listen carefully in the conversation you are part of.
- Learn to maintain eye contact while speaking to a person. Eye contact is a way to show to the speaker that your concentration is in the conversation and that you are able to understand and adapt to the conversation.
- Identify and react to the emotion and tone of the conversation. For e.g., if your superior is praising your work or is warning your team, then show the expressions of happiness and concern in the respective conversations.
- A patient approach is very important to develop effective listening skills. Wait for the speaker to complete the conversation and then speak up to give any suggestions or any contradictions. Make sure that you don't interrupt the meeting or discussion with an inclination to debate a point.
- Make sure that you acknowledge the speaker or an orator at your workplace. One way in which you can do this is with simple nods and short phrases of acceptance. This little effort on your part will convey to the speaker that s/he is been listened to.
- Show some interest in the conversation or discussion that is going on. One way to convey that you are interested is by having the right body language. Your body language plays an important role in making you an effective listener in the workplace. Sit in a position you are comfortable in, in order to make less movements, maintain

confident eye contact, and modify your expressions based on the emotions of the speaker's tone.

### **Benefits Of Effective Listening Skills In The Workplace**

- Effective listening skills lead to effective communication. Miscommunication and misinterpretation are always blamed upon bad presentation skills, and the onus falls as much on the speaker, as on the listener. Hence, as the listener also plays a crucial role in the right understanding of the communication, it is the responsibility of the listener to listen carefully and understand the message.
- Developing good listening skills will help in the spread of fewer misunderstandings at the workplace. An effective listener can prevent misunderstandings and can set back what would otherwise have been a miscommunication, irrespective of the quality of the written or spoken message.
- An effective listener will be able to develop healthy and strong inter-personal relationships at the workplace. A work relationship can suffer blows of misunderstanding and misrepresentation which can affect your work environment. Therefore, it is important to indulge in effective listening practices to convey to co-workers and superiors that their speech is important and respected by you.
- Effective listening skills will not only improve your work environment but will also help in your personal growth. Listening is one of the best ways to learn, therefore a good listener can grasp knowledge and new ideas from the conversations that they are part of. Listening skills will equip you with immense knowledge and will help you develop and grow continuously.
- Developing effective listening skills through practice of effective listening activities will also help you in developing emotional intelligence at the workplace. If all the employees start practicing effective listening, there will be no conflicts in the organisation, which is a good sign for the growth of the organisation!

### **COMMON BARRIERS TO LISTENING**

There are many things that get in the way of listening and you should be aware of these barriers, many of which are bad habits, in order to become a more effective listener. Barriers and bad habits to effective listening can include:

Trying to listen to more than one conversation at a time, this includes having the television or radio on while attempting to listen to somebody talk; being on the phone to one person and talking to another person in the same room and also being distracted by some dominant noise in the immediate environment.

You find the communicator attractive/unattractive and you pay more attention to how you feel about the communicator and their physical appearance than to what they are saying. Perhaps you simply don't like the speaker - you may mentally argue with the speaker and be fast to criticise, either verbally or in your head.

You are not interested in the topic/issue being discussed and become bored.

Not focusing and being easily distracted, fiddling with your hair, fingers, a pen etc. or gazing out of the window or focusing on objects other than the speaker.

Feeling unwell or tired, hungry, thirsty or needing to use the toilet.

Identifying rather than empathising - understanding what you are hearing but not putting yourself in the shoes of the speaker. As most of us have a lot of internal self-dialogue we spend a lot of time listening to our own thoughts and feelings - it can be difficult to switch the focus from 'I' or 'me' to 'them' or 'you'. Effective listening involves opening your mind to the views of others and attempting to feel empathetic. (See our page: What is Empathy? for more information)

Sympathising rather than empathising - sympathy is not the same as empathy, you sympathise when you feel sorry for the experiences of another, to empathise is to put yourself in the position of the other person.

You are prejudiced or biased by race, gender, age, religion, accent, and/or past experiences.

You have preconceived ideas or bias - effective listening includes being open-minded to the ideas and opinions of others, this does not mean you have to agree but should listen and attempt to understand.

You make judgements, thinking, for example that a person is not very bright or is under-qualified so there is no point listening to what they have to say.

Previous experiences – we are all influenced by previous experiences in life. We respond to people based on personal appearances, how initial introductions or welcomes were received and/or previous interpersonal encounters. If we stereotype a person we become less objective and therefore less likely to listen effectively.

Preoccupation - when we have a lot on our minds we can fail to listen to what is being said as we're too busy concentrating on what we're thinking about. This is particularly true when we feel stressed or worried about issues.

Having a Closed Mind - we all have ideals and values that we believe to be correct and it can be difficult to listen to the views of others that contradict our own opinions. The key to effective listening and interpersonal skills more generally is the ability to have a truly open mind - to understand why others think about things differently to you and use this information to gain a better understanding of the speaker.

#### Non-Verbal Signs of Ineffective Listening

Although with all non-verbal signals a certain amount of error has to be expected, generally signs of inattention while listening include:

Lack of eye contact with the speaker – listeners who are engaged with the speaker tend to give eye contact. Lack of eye contact can, however, also be a sign of shyness.



An inappropriate posture - slouched, leaning back or 'swinging' on a chair, leaning forward onto a desk or table and/or a constantly shifting posture. People who are paying attention tend to lean slightly towards the speaker.

Being distracted - fidgeting, doodling, looking at a watch, yawning.

Inappropriate expressions and lack of head nods - often when a listener is engaged with a speaker they nod their head, this is usually an almost subconscious way of encouraging the speaker and showing attention. Lack of head nods can mean the opposite – listening is not happening. The same can be true of facial expressions, attentive listeners use smiles as feedback mechanisms and to show attention.

#### Further Signs of Ineffective Listening

Other common traits of ineffective listening include:

**Sudden Changes in Topic:** When the listener is distracted they may suddenly think about something else that is not related to the topic of the speaker and attempt to change the conversation to their new topic.

**Selective Listening:** This occurs when the listener thinks they have heard the main points or have got the gist of what the speaker wants to say. They filter out what they perceive as being of key importance and then stop listening or become distracted. (See also: Types of Listening)

**Daydreaming:** Daydreaming can occur when the listener hears something that sets off a chain of unrelated thoughts in their head – they become distracted by their 'own world' and adopt a 'far-away' look.

**Advising:** Some people want to jump in early in a conversation and start to offer advice before they fully understand the problem or concerns of the speaker.

**POSSIBLE QUESTIONS**

**PART – A (ONE MARK)**

(online Exam)

**PART B (TWO MARKS)**

1. Define Vocabulary.
2. What do you mean by phonetics?
3. What is Word stress?
4. What is Sentence stress?
5. What is Contrastive stress?
6. What do you mean by Intonation?
7. Short note of workplace listening.

**PART C (SIX MARKS)**

1. Explain the common errors in English with suitable examples.
2. What do you mean by phonetics? And explain the need and use in sentence.
3. Explain Word stress , Sentence stress and Contrastive stress in sentences.
4. Define Intonation and explain the various types of intonation.
5. Write a brief note on rate of speech, pitch, tone and Clarity of voice.
6. what is listening? Explain Barriers to Listening.
7. Strategies for Effective Listening, Listening in a Business Context.

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S.No	Questions	option A	option B	option C	option D	Answer
	UNIT IV					
1	The <i>primary</i> purpose of speechmaking is to	gain a desired response from listeners.	learn more about the speech topic.	gain experience as a speaker.	display the speaker's knowledge.	gain a desired response from listeners.
2	Audience analysis is an important factor in which of the following?	selecting a topic	organizing the speech	choosing supporting materials	all of the above	all of the above
3	Audience adaptation is an important factor in which of the following?	choosing the speech topic	preparing the speech	presenting the speech	all of the above	all of the above
4	Audience adaptation is an important factor in which of the following steps of the speechmaking process?	formulating a specific purpose	writing an introduction and conclusion	choosing visual aids	all of the above	all of the above
5	The fact that audiences are egocentric means that	listeners believe their cultural group is superior to all other groups.	listeners are concerned above all with how a speech will affect them.	listeners interpret the speech through the speaker's frame of reference.	all of the above.	listeners are concerned above all with how a speech will affect them.
6	Which of the following is a demographic characteristic of a speech audience?	interest	attitude	size	gender	gender
7	The will usually dictate how long a speech should be.	size of the audience	occasion	physical setting	topic	occasion
8	According to your textbook, what are the three primary factors to consider when assessing an audience's disposition	gender, knowledge, and opinions	interest, background, and age	size, occasion, and group membership	knowledge, interest, and attitude	knowledge, interest, and attitude

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	toward a speech topic?					
9	Which of the following elements usually has the greatest impact on the length a speech should be?	the audience's disposition toward the topic	the physical setting for the speech	the audience's attitudes toward the speaker	the occasion for the speech	the occasion for the speech
10	A questionnaire item that gives the respondent the widest freedom in answering is called a(n)	inductive question.	open-ended question.	leading question.	informal question.	open-ended question.
11	The method of science requires that independent observers must:	verify data.	state a hypothesis in a form that can be tested	derive a hypothesis from theory	All of the above	All of the above
12	When analyzing a past president to describe his personality by coding letters or speeches he has written, you are using a process called	Big Five	content analysis	personality assumptions	Implicit Personality Theory	content analysis
13	The _____ body of the presentation should be broken into short and clear units	Main	Middle	Upper	Lower	Main
14	are usually short messages with natural, casual use of language.	Formal reports	Informal reports	Short reports	Progress report	Informal reports
15	are ____ basic parts of a formal report.	Prefatory Parts	Text Parts	<u>Supplementary</u> Parts	Body parts	<u>Supplementary</u> Parts
16	Classification of Report is:	Informal reports, Short reports	Formal reports ,Long reports	Formal or Informal reports , Short or Long Reports	Informal reports, Long reports	Formal or Informal reports , Short or Long Reports

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17	Which writing style characterizes the memos?	Informal	Formal	Impersonal tone.	Neutral	Informal
18	-----are routine reports prepared at regular time interval-daily, weekly, monthly quarterly or annually.	Periodic Reports	Formal Reports	Progress Reports	Conference Reports	Periodic Reports
19	What are the three general purposes for giving speeches?	To persuade, act , & adjust your speaking style	To inform, make people laugh, & have fun	To inform, persuade, & entertain	Above all are incorrect	To inform, make people laugh, & have fun
20	What kind of topics are important for a speech?	Any kind of topics	Topics that only you find interesting	Topics that matter to your listeners, as well as to yourself.	All of the above	All of the above
21	What does a successful speech require?	Knowledge of both sources and the types of supporting material that speech makers typically use.	To write about Skills and hobbies in which you are expert	Talk about a subject with which you have had some personal experience.	Above all are incorrect	Knowledge of both sources and the types of supporting material that speech makers typically use.
22	The proper use of sounds to form words clearly and accultery	Pitch	Personification	Pronunciation	All of the above	Pitch
23	All of the following are dimensions of the speaking situation that a speaker should analyze <i>except</i> :	Public or private sphere	Formal or informal demeanor	Monologic or dialogic	Monologic and dialogic	Formal or informal demeanor
24	The following are all generic speaking skills that are taught and practiced in introductory speech classes <i>except</i> :	Analysis	Style	Organization	Research	Analysis
25	In educational presentations, a “deliverable”	The speech	A PowerPoint	The speech	Anything that is	Anything that is

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	is:	outline	slideshow		assigned to accompany the presentation	assigned to accompany the presentation
26	All of the following are typical presentations in a business and professional context <i>except</i> :	Marketing presentations	Employment interviews	Project proposals	Training sessions	Training sessions
27	What is the purpose of a ceremonial speech?	to meet a need	to transmit ideas	to evoke emotion	to swaying opinions	to meet a need
28	All of the following are typical speaking situations in the social and ceremonial context <i>except</i> :	Presenting the Woman of the Year award	Proposing a toast at a wedding	Telling a joke	Nominating a candidate	Nominating a candidate
29	All of the following are typical speaking situations in the civic and political context <i>except</i> :	Talk shows	Public debates	Community forums	Rallies	Community forums
30	According to your text, a series of short speeches that are informative and on various aspects of the same general topic is called a:	symposium	panel	forum	debate	debate
31	A skill resume	Summarizes what a person did in a reverse time sequence order	Can showcase abilities and strengths through a series of unrelated jobs	Emphasizes degrees, job titles and dates	is appropriate when a person's education and experience are a logical preparation for a position.	Can showcase abilities and strengths through a series of unrelated jobs
32	Which of the following should NOT be included in a professional resume?	Technical jargon	Marital Status	Names of honor societies	Personality traits	Marital Status
33	A chronological resume is appropriate when	You want to emphasize degrees	You are changing fields	you want to show competence in a field	your education and experience are not the usual	You want to emphasize degrees

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					routine to the position.	
34	Employers will be most likely to reject resumes that:	are more than one page long	do not include the name if the company the person is applying to.	Contain grammatical or spelling errors	Present experience and credentials in reverse chronological order.	Contain grammatical or spelling errors
35	Which of the following is a techniques for emphasizing material in a resume:	Presenting it in vertical lists	Including it as part of a lengthy paragraph	Using very little white space around it	Positioning it in the middle of a page	Presenting it in vertical lists
36	Which of the following should NOT be included in a resume:	Complete sentence	The word "I"	Sentence fragments	Gerunds, which are verbs that end with 'ing'	The word "I"
37	Which of the following is not appropriate for the layout of a resume:	Additional white space to offset important information	Placing the education section before the work experience section	Using several color to design	Including bullets	Using several color to design
38	Mr.John is involved in some capacity with working with computer hard ware, choose the appropriate resume for him	Chronological resumes	Skill resume	Both a and b	Neither a nor b	Skill resume
39	The kind of information should be include in resume:	Work experience	Education	Affiliation and membership	All of the above	All of the above
40	Which one of the following is NOT one	Contact	Objectives	Work experience	Religious	Religious

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	of the basic components of a resume?	Information			background	background
41	The best way to apply for a job is to submit a resume that is:	Specifically written for that particular job	Full of personal information	Suitable for any job	Self-recommending	a)Specifically written for that particular job
42	The application letter and the resume performs	The same task	over lapping task	Two different task	Two opposite task	Two different task
43	A summary placed at the beginning of the CV acts as a:	Statement of objectives	Preface	Synopsis	Letter of recommendation	Preface
44	The application letter is:	Description of your core strengths and suitability for the job	a summary of your qualifications and experience	a foreward	a statement of your job objective	Description of your core strengths and suitability for the job
45	The chances that an interview will be successful, if you do all of the following EXCEPT:	prepare by researching company	Learn about the process of interviewing	Wait for the interviewer to contact you with a decision	listen actively to the interviewer	Wait for the interviewer to contact you with a decision
46	All of the following are recommended in the job interview process EXCEPT:	bringing a notebook and pen	preparing a practice video of yourself and handing over to the interviewer.	bringing extra copies of resume	finding out what employees wear at organization	preparing a practice video of yourself and handing over to the nterviewer.
47	A job applicant should prepare a list of questions to ask during the interview. Which of the following is an appropriate	Salary details	Profitability of the company	Training opportunities for employees	Casual leave details	Training opportunities for employees



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	one to be asked:					
48	All of the following are examples of traditional interview questions EXCEPT:	Where do you see yourself in thirty years?	What have you red recently?	how do you fit to this job?	What is your greatest weakness?	Where do you see yourself in thirty years?
49	The best time to begin discussing salary and benefits is	during the job interview	after you get the job offer	In the follow-up letter after the job interview	In the job application letter	after you get the job offer
50	If you have more than one job offer, all of the following are good questions to ask yourself EXCEPT:	Am I willing to take work home?	Am I willing to travel?	Where do I need to stay?	Will this job give me time to look for another job?	Will this job give me time to look for another job?
51	Which is NOT typical behavior of a successful interviewee?	having eye-contact with the interviewer	Using technical jargon	Asking questions about who its competitors	Personalizing the questions asked	Asking questions about who its competitors
52	Tease or stress questions are intended to judge:	the candidate's technical skill	The candidate's intelligence quotient	The candidate's stress level	How the candidate handles them	How the candidate handles them
53	In an interview, if you do not know an answer, you should:	Bluff	Keep guessing	Remain quiet	Admit you do not know the answer	Admit you do not know the answer
54	Which of the following is a good interview strategy?	Do not bring anything into the interview with you	criticie your former employer	Remember to smile often	Provide yes or no answer	Remember to smile often

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55	The word interview comes from:	French	Germany	Latin	none of the above	Latin
56	The person who answers the questions in the interview is called:	Interviewer	Interviewee	Panel member	Manager	Interviewee
57	The person who asks the questions in the interview is called:	Interviewer	Interviewee	Panel member	Manager	Interviewer
58	Which type of interview follow formal procedures:	Structured interview	Un Structured interview	Stress interview	Appraisal interview	Structured interview
59	Which type of interview does not follow formal procedures:	Structured interview	Un Structured interview	Stress interview	Appraisal interview	Un Structured interview
60	It is designed to place the interviewee in a stress situation:	Structured interview	Un Structured interview	Stress interview	Appraisal interview	Stress interview

**SYLLABUS**

**Unit V**

Appropriate use of technology, EMAIL, WEB PAGE communication, Voice and wireless communication. Oral Presentation: Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids. Interview: Meaning – Objectives and Techniques of various types of interviews – public speech – Characteristics of a good Speech.

**APPROPRIATE USE OF TECHNOLOGY**

Generally, employees and students think of best practices only in the sense of electronic mail and internet use. It must be understood that any Acceptable Use Policy also extends to: computer hardware and peripherals; software; network access; storage devices: databases, files, and other repositories of information in electronic form. Best practice applies to use while onsite and when using remote access (from home, conferences, while traveling, etc.).

Information technology is provided to employees with the following expectations:

- Productivity will increase. Work products can be produced and services can be delivered with more accuracy in less time with added value and, in most cases, at less cost.
- Decision-makers will have rapid access to more complete and accurate information.
- Communication among staff, between the staff and their customers, and with the public will improve. Services and information will be more widely and equitably accessible.
- Public employees and public organizations will be more accountable.

### **Electronic Mail**

It must be understood that appropriate use of electronic mail should draw from standards for student and employee communication which already exist. For instance:

- Do not send or attach documents containing pornographic, obscene, or sexually explicit material.
- Do not transmit obscene, abusive or sexually explicit language.
- Do not use electronic mail for communications which are not directly related to instruction, sanctioned school activities, or a person's job .
- Do not use electronic mail, for instance, for private business or personal, non-work related communications.
- Do not access, copy or transmit another's messages without permission.
- Do not create, forward or share spam or chain letters.
- Do not use electronic mail for creation or forwarding of jokes or humor that can be found offensive to others.
- Do not send electronic communications that contain ethnic slurs, racial epithets or anything that could be construed as harassment or abuse of others based on race, national origin, sex, sexual orientation, age, disability or religious or political beliefs.

Employees must be aware that electronic mail logs, the content of electronic mail, Internet access logs, and the content of Internet sessions may be subject to inspection under the open records laws and are not necessarily private. Employees should remember that electronic mail, Internet access, and other resources are provided for the purpose of carrying out assigned work.

**Confidentiality and Security of Information**

As a result of the passing of HB341 during the regular legislative session in the spring of 2006, the Kentucky Department of Education and all public school districts were required to conduct a study of the requirements for data security and develop a notification process when a breach of data security occurs. Employees and students need to understand special safety cautions, which are again analogous to common practice:

- Students should not reveal their name and personal information to or establish relationships with "strangers" on the network, unless the communication has been coordinated by a parent or teacher.
- The school should not reveal a student's personal identity unless the parent has given written consent.
- The school should not transmit a student's work or picture with personally identifiable information without written parental consent.
- Employees should use discretion when accessing and potentially making electronic and/or paper copies of sensitive data. This includes storing personally identifiable data on personal or school-issued devices (e.g. laptop, thumb drive, smart phone, etc...)

**Internet Activity**

Employees and students must understand that internet searching and activity that involves inappropriate material is prohibited in accordance with Senate Bill 230 and 701 KAR 5:120. Activities that are considered inappropriate include but are not limited to:

- Visiting websites such as pornographic, obscene, sexually explicit, jokes, gambling, gossip (e.g. Topix), etc., that are not work related.
- Downloading of inappropriate material including pornographic, obscene, sexually explicit, music/audio that is copyright protected.
- Internet surfing for personal purposes such as shopping, banking, research for personal purposes, online auctions (e.g. eBay), sports message boards, etc.

### **Use of Technology**

Employees and students must understand that technology (e.g. computer, printers, peripherals, external hard drives, thumb drives, etc.) used in the school and work environment are for work and learning related purposes. Computers, while they may be assigned to an individual in the case of employees or student in 1 to 1 initiatives are not intended for uses that are personal in nature such as:

- Games are not to be installed or played on employee or student computers. The Internet is not to be used for the playing of games or participation in contests.
- Computers are not to be used to store photos, video, music, audio files, etc. of a personal nature. Doing so uses precious storage space that is needed for learning and work related purposes and can be in violation of copyright laws in some cases.

In general, it is usually helpful to ask oneself these questions if you are not sure whether the way you are using technology violates the Appropriate Use Policy:

1. Am I violating any other laws, regulations or policies? Have I protected individual privacy rights?
2. Is this directly in support of my job duties and responsibilities? Does the way I am using technology adversely impact the productivity of others without good cause?
3. If someone observed me doing this, either a colleague or member of the public, would I be uncomfortable? Would it give the impression that I was not doing my job or that this organization was misusing public funds?
4. If I'm saying it in email, would I say it in person?

## **Oral Presentation**

An oral presentation is more than just reading a paper or set of slides to an audience. How you deliver your presentation is at least as important in effectively communicating your message as what you say.

### **Importance of oral Presentation**

Communication skills are among the intangible skill sets most valued by employers. The ability to communicate effectively, especially during oral presentations, can boost your marketability and viability for work in a variety of careers. To develop strong presentation skills, you need to consider both the verbal and nonverbal factors involved in delivering your message.

### **The Message**

The ability to present an effective message with useful content is obviously important to a good oral presentation. This requires planning for your presentation, and doing research to make sure your message is well-constructed. You want to deliver a message that considers your audience and the goals of your presentation. An oral presentation without good substance will accomplish very little.

### **Body Language**

A major component of the message your audience perceives is based on your body language. Your posture, facial expressions and gestures affect the way your message is received. Consistent eye contact with members of your audience; a calm, confident posture; and relaxed arms and hands held near your side are among body language techniques that deliver positive vibes. Folding your arms, avoiding eye contact, frowning, and nervous movements can signal nervousness, indifference or worse.

**Vocal Tone**

How you say something carries a lot of weight. Speaking in a clear, confident and assertive tone helps project your message and keep your audience engaged. Emphasizing specific points and varying your rate of delivery brings out key points in your presentation and attracts your audience's attention. Avoid speaking in a low voice or a monotonous tone.

**Awareness**

Your communication skills in a presentation can also help you understand how well your message is hitting home. By observing the body language and feedback of audience members, you can adjust your approach. If audience members are sitting back in their chairs, not paying attention or distracted by other things, your message probably is not getting through. Consider projecting yourself more and finding ways to better engage the audience. It helps to ask audience members questions and keep them involved. If your presentation is lengthy, you might need to take a break.

**Characteristics of Oral presentation****Pre Planned**

Before transmitting any message, the speaker must have pre-plan to send the message properly to the audience or receiver. Pre-Planned communication is always fruitful.

**Certainty**

The speaker must speak properly while communication with the audience. The subject matter or speech must be certain in oral communication to avoid confusion.



### **Conciseness**

Information should be /Enriched with concrete, logical and relevant data in case of oral communication. The subject matter should also be simple to catch the attention of the audience.

### **Attractive presentation**

The message in oral communication should be presented through nice tone. The Speaking attitude should be catchy to hold the attention of the receiver.

### **Consideration of the Receiver or Audience**

During oral communication, the qualification, knowledge, experience and motive should be considered by the speaker. The language should be simple and understandable to the audience.

### **Neutrality**

The audience or receiver should be silent while the speaker in delivering A his speech. The audience must analyze arid evaluate the message provided and then he should answer properly. The neutrality of the audience is must in oral communications.

### **Free from error**

If the information in oral communication contains any error then it makes the audience confused. Moreover, the audience will lose their confidence upon the speaker. So, information must be free from errors in oral communication.

### **Patience**

Patience is the key to success for effective communication. Both the speaker .and the audience must have proper patience while making oral communication.

### **Free from emotion**

Oral communication should be free from emotion. Because emotion makes the subject matter to be complicated. Therefore, the audience will make wrong interpretation of the message techniques or Way of Oral Communication.

### **Presentation plan**

Presentation planning is a useful and necessary skill in the professional world as well as school. Whether you need to sell a product, or get a passing grade in your class, planning a presentation takes time and dedication. You will want to figure out the best way to construct your material, considering your audience and your presentation's point. From there, work on building your slides and materials. Assemble information in a logical order that best illustrates your point. Practice your presentation regularly before delivering it. This can help you figure out any information that should be cut or restructured.

**Think about the goal of your presentation.** You should always begin with the end in mind when it comes to planning a presentation. Think about what you're trying to convey, and the best means to do so in the time you have.<sup>[1]</sup>

- Try jotting down your most important points. See if you notice a key point emerging. If you wanted your audience to take away one thing from this presentation, what would it be?
- Presentations often involve sharing information. However, it isn't enough to just bombard your audience with facts. What do these facts do? What bigger point are you making with the information you have?

**Consider your audience.** Your audience will come into the presentation with certain expectations. Know a bit about your audience, their background, and their beliefs. This can help you structure your presentation based around audience needs.<sup>[2][3]</sup>

- One major question is, "How much background information will my audience have about this topic?" You need to be able to fill in some blanks for the audience, so keep in mind what your audience may not know.

- Also, what does your audience expect from the presentation? Are you trying to sell them a product, introduce them to a new idea, alter their way of thinking? Think about the kind of people in your audience. Do you have a tougher crowd, or do you have a group of enthusiastic people excited about what you're going to say?

**Select your main points.** What statements, facts, and points best illustrate the theme of your presentation? These should be included in the body of your work. Think about the length of your presentation. A 10-minute presentation, for example, should include no more than 3 points.

What points best speak to one another? Information should flow in a cohesive fashion. Say you're trying to convince a company to implement a recycling program. You have the three following points: corporate pollution is a major contributor to global warming, recycling can help the company save money, and global ice caps are melting at an alarming rate.

- While they're all good points, the third does not fit. The first two involve how to improve the company's public image and profits, while the third is just a fact.

Try to pick another point related to the company's relationship with recycling.

**Find your best supporting information.** Comb through the research you are presenting. Look for your most solid supporting information. This should be the information that will really get the audience thinking, and can inspire change. Supporting information should do three things:<sup>[5]</sup>

- It should add clarity to your argument, meaning it will explain anything the audience may not understand. For example, a brief overview of pollution's effect on climate change.
- Information should also add authority. You should make connections with existing research, studies, and information. For example, you could mention there is a consensus in the scientific community that global warming is manmade, and briefly overview a few studies.
- Lastly, information should add colour to your argument. No one likes to sit through a lecture. Try incorporating visuals, like pictures and videos. You could, for instance, show a picture of the amount of waste the average corporation produces in one month.

## **PowerPoint Presentation**

PowerPoint presentations work like slide shows. To convey a message or a story, you break it down into slides. Think of each slide as a blank canvas for the pictures, words, and shapes that will help you build your story.

### **Choose a theme**

When you open PowerPoint, you'll see some built-in themes and templates. A theme is a slide design that contains matching colors, fonts, and special effects like shadows, reflections, and more.

1. Choose a theme.
2. Click Create, or pick a color variation and then click Create.

### **Insert a new slide**

On the Home tab, click the bottom half of New Slide, and pick a slide layout.

### **Save your presentation**

1. On the File tab, choose Save.
2. Pick or browse to a folder.
3. In the File name box, type a name for your presentation, and then choose Save.

### **Add text**

#### **Select a text placeholder, and begin typing.**

1. Do one of the following:
2. To change the color of your text, choose Text Fill, and then choose a color.
3. To change the outline color of your text, choose Text Outline, and then choose a color.

4. To apply a shadow, reflection, glow, bevel, 3-D rotation, a transform, choose Text Effects, and then choose the effect you want.

### **Add pictures**

#### **On the Insert tab, do one of the following:**

- To insert a picture that is saved on your local drive or an internal server, choose Pictures, browse for the picture, and then choose Insert.
- To insert a picture from the Web, choose Online Pictures, and use the search box to find a picture.

### **Add speaker notes**

Slides are best when you don't cram in too much information. You can put helpful facts and notes in the speaker notes, and refer to them as you present.

1. To open the notes pane, at the bottom of the window, click Notes .
2. Click inside the Notes pane below the slide, and begin typing your notes.

### **Give your presentation**

#### **On the Slide Show tab, do one of the following:**

- To start the presentation at the first slide, in the Start Slide Show group, click From Beginning.
- If you're not at the first slide and want to start from where you are, click From Current Slide.
- If you need to present to people who are not where you are, click Present Online to set up a presentation on the web, and then choose one of the following options:
  - o Present online using the Office Presentation Service
  - o Start an online presentation in PowerPoint using Skype for Business

**Visual aids**

An instructional device (such as a chart, map, or model) that appeals chiefly to vision; especially :an educational motion picture or filmstrip

Almost all presentations can be enhanced by the effective use of visual aids. These can include handouts, overhead transparencies, drawings on the whiteboard, PowerPoint slides, and many other types of props. Visual aids are an important nonverbal aspect of your speech that you can control. Once you have chosen a topic, you need to consider how you are going to show your audience what you are talking about.

**Visual aids accomplish several goals:**

- Make your speech more interesting
  - Enhance your credibility as a speaker
  - Serve as guides to transitions, helping the audience stay on track
  - Communicate complex or intriguing information in a short period of time
  - Reinforce your verbal message
  - Help the audience use and retain the information
1. Select the text.
  2. Under Drawing Tools, choose Format.

**Interview**

An **interview** is a conversation where questions are asked and answers are given.<sup>[1]</sup> In common parlance, the word "interview" refers to a one-on-one conversation with one person acting in the role of the interviewer and the other in the role of the interviewee. The interviewer asks questions, the interviewee responds, with participants taking turns talking. Interviews usually involve a transfer of information from interviewee to interviewer, which is

usually the primary purpose of the interview, although information transfers can happen in both directions simultaneously. One can contrast an interview which involves bi-directional communication with a one-way flow of information, such as a speech or oration.

Interviews usually take place face to face and in person, although modern communications technologies such as the Internet have enabled conversations to happen in which parties are separated geographically, such as with videoconferencing software,<sup>[2]</sup> and of course telephone interviews can happen without visual contact. Interviews almost always involve spoken conversation between two or more parties, although in some instances a "conversation" can happen between two persons who type questions and answers back and forth.

### **Definition of Interview**

P.V. Young: A scientific method through which a person enters into the life of a stranger.

Good & Hatt: Interview a close face to face conversation or a dialogue between the investigator or interviewer and interviewee. OR It is a process of social interaction between interviewer and interviewee.

Kerlinger: A face to face interpersonal situation in which one ask questions from the other to get answer about a social problem.

In simple words we can say that interview is a verbal communication or two way conversation between two persons like interviewer and interviewee to get information's about a problematic situation.

Following are the main objectives of interview.

1. Collect information's about an existing social problem
2. Create relation between interviewer and interviewee
3. Gain inner feelings of the respondent
4. Create a source of knowledge
5. Provide rich hypothesis

6. Reduce the distance between human beings
7. Observe the situation quickly
8. Collect additional information's
9. Draw quantitative facts.
10. Gain new knowledge about an area.

### **Types of Interview Techniques**

Formal? Informal? Panel? Telephone? .... Getting ready for an interview? Take a read of these different types of interviews and make sure you're ready for you're next time to impress. He more you know about the style of the interview, the better you can prepare.

#### **The Telephone Interview**

Often companies request an initial telephone interview before inviting you in for a face to face meeting in order to get a better understanding of the type of candidate you are. The one benefit of this is that you can have your notes out in front of you. You should do just as much preparation as you would for a face to face interview, and remember that your first impression is vital. Some people are better meeting in person than on the phone, so make sure that you speak confidently, with good pace and try to answer all the questions that are asked.

#### **The Face-to-Face Interview**

This can be a meeting between you and one member of staff or even two members.

#### **The Panel Interview**

These interviews involve a number of people sitting as a panel with one as chairperson. This type of interview is popular within the public sector.

#### **The Group Interview**

Several candidates are present at this type of interview. You will be asked to interact with each other by usually a group discussion. You might even be given a task to do as a team, so make sure you speak up and give your opinion.



**The Sequential Interview**

These are several interviews in turn with a different interviewer each time. Usually, each interviewer asks questions to test different sets of competencies. However, if you are asked the same questions, just make sure you answer each one as fully as the previous time.

**The Lunch / Dinner Interview**

This type of interview gives the employer a chance to assess your communication and interpersonal skills as well as your table manners! So make sure you order wisely (no spaghetti Bolognese) and make sure you don't spill your drink (non-alcoholic of course!).

All these types of interviews can take on different question formats, so once you've checked with your potential employer which type of interview you'll be attending, get preparing!

**Public Speech**

**Public speaking** (also called **oratory** or **oration**) is the process or act of performing a speech to a live audience. This type of speech is deliberately structured with three general purposes: to inform, to persuade and to entertain. Public speaking is commonly understood as formal, face-to-face speaking of a single person to a group of listeners.

There are five basic elements of public speaking that are described in Lasswell's model of communication: the communicator, message, medium, audience and effect. In short, the speaker should be answering the question "*who says what in which channel to whom with what effect?*"

Public speaking can serve the purpose of transmitting information, telling a story, motivating people to act or some combination of those. Public speaking can also take the form of a discourse community, in which the audience and speaker use discourse to achieve a common goal.

Public speaking for business and commercial events is often done by professionals. These speakers can be contracted independently, through representation by a speakers bureau, or by

other means. Public speaking plays a large role in the professional world; in fact, it is believed that 70 percent of all jobs involve some form of public speaking.

There are few skills that will bring more opportunity into your life than the ability to speak well in public. Below are 12 tips that can make the difference between those speakers who leave a powerful, positive impression and those that are quickly forgotten.

1. **Speak with an intent to move people to action.** Know what you want your audience to do immediately after hearing your speech. If nobody does anything different than they would have done before you spoke – the value of your speech is zero.
2. **Start strong with a “grabber”.** A personal story, a quote from an expert or a shocking statistic – something that takes a hold of your audience and gets them hooked and opens their mind to your message. Give the audience a chance to see your personal connection to the topic.
3. **Structure your material in three sections**– grabber, middle, close. Know your material. Get really interested in the topic. Find good stories.
4. **Practice.** Rehearse out loud with all equipment you plan on using. Work to control filler words; Practice, pause and breathe. Use a clock to check your timings and allow time for the unexpected.
5. **Know the audience.** Try to speak to one or two people in the audience as they arrive – they will be your allies in the audience – it is easier to speak to friends than to strangers.
6. **Know the setup.** Arrive in good time to check out the speaking area and get practice using the microphone and any visual aids.

7. **Relax.** Begin with a well prepared grabber. A relevant personal story is a great start. It establishes your credibility. It connects you to the audience and creates the right emotional atmosphere (and calms your nerves).
8. **Visualize yourself successful.** See yourself at the end of the speech surrounded by people asking questions, visualize the applause.
9. **Pauses.** Include 3-8 second pauses at key moments – just before key statements or just after a story – this really brings the audience into the speech.
10. **Don't apologize**– the audience probably never noticed it.
11. **Smile.** Look like the content matters to you – if the audience don't feel that it is important to you, it will be really hard for them to feel that it should be important for them.
12. **Get experience.** Take every opportunity you can get to speak (and listen to other speakers). Prepare well ahead of time. Experience builds confidence, which is the key to effective speaking.

### Characteristics or Qualities of a Good Speech

Speech is one of the major medium of oral communication. We find different speeches in different situations but good speeches are not always found. A **good speech** is really enjoyable and informative. But it is very tough to deliver a speech that can enthrall the audience. A good speech has following characteristics or qualities-

- **Dynamic:** Dynamism is an important quality of a good speech. There must be variation in style, tone, voice, approach depending on the situation and timing otherwise audience will lose their attention and will suffer from monotonous presentation.
- **Informal Talk:** Speech should be like an informal talk. A good speech is closer to a personal and informal chat between two intimate friends. When you speak there should be a perfect rapport between you and your audience.

- **Clear:** Clarity is the first major characteristic of a good speech. A speech must be successful in conveying the (message) ideas or emotions, facts or arguments to the audience that the speaker wants to express. If the audience does not instantly grasp your point, you have failed as a speaker.
- **Vivid and Concrete:** A good speech is vivid and concrete in nature. Include facts in a concrete and comprehensive way. No irrelevant or in comprehensive matter should be included in a speech. For example, the population of India is growing at an accelerating rate of 2.3% is a vivid statement.
- **Brevity:** Brevity is an important characteristic of a good speech. Speech should be shorter and concrete but comprehensive. The concentration of average audience does not last more than fifteen to twenty minutes. So, it is better to wrap up your speech within five to twenty minutes.
- **Interesting:** A good speech is always interesting. Quotations, anecdotes and humors make a speech vivid and interesting. An interesting speech always wins the attention of the audience.
- **Audience Oriented:** A good speech is always audience oriented. The speaker must deliver the speech in such a way as desired by the audience. The speaker should consider the age, education, social and economic condition, number etc. of audience to prepare his speech accordingly.
- **Free From Error:** A good speech is always free from error. Error in speech can make the audience confused and lose the personality of the speaker.
- **Authentic:** The facts and figures presented in a speech must be authentic and true. False statement or information misleads the audience and hampers the acceptability of speech.
- **Well Organized:** A good speech is always well organized and well arranged. The parts or points of a speech should be organized in logical sequence to attract and retain the attention of the audience.

**Business report presentation**

The best way to start that process is to go first to the end of your report. That's where your conclusions and recommendations are to be found—and where you're likely to find the most salient parts of your report. Work to pare down the report's most essential findings. Keep these to as few points as possible.

**Your objective**

Start by being clear about your goals. Was your report designed primarily to pass along information—perhaps to bring your audience up-to-date or make them aware of some business issues? Or was it intended as a call to action? What specific response do you want from your audience? The answers to those questions will help shape your presentation. Write down your objective. Make it as clear and concise as you can. Keep it to a few sentences, at most.

**Your audience**

Know your audience thoroughly. Check for anything that can affect how they're likely to respond. Find out also what they may be expecting from your report. You'll have to address in your presentation whatever expectations or preconceived notions your audience may have.

**Your road map.**

Your best bet is to begin by mapping out the logic underlying the presentation, especially when dealing with extensive and detailed material. Think of this as your road map. It'll help you stay focused on the key elements of your report—the main ideas and messages, the conclusions, and recommendations. List those points from your report that best support your key messages. You don't want to get bogged down in more detail than you'll need in your presentation, so be ruthless in cutting out what you don't need. Remember: you are not presenting the report; you're creating a presentation based on the report.

**Structure your talk.**

When you're dealing with a lengthy report that later will become an oral presentation, it helps to break the material into several distinct parts, based on the structure you've defined in your road map. That way, you can address each main idea as an entity, before moving on to the next idea. That'll help your listeners better comprehend and remember each key idea. Pay attention here to transitions; these should provide a natural link from one idea or section to another. Your transitions can also serve both as a summary of each section and a glimpse of what's coming next. With a well-thought-out outline, building the body of your presentation should not pose a great challenge. You should now be able to move on logically, step-by-step, to your conclusion.

**Create a strong opener.**

It's essential that you begin any presentation with a strong opener. It's even more essential when your audience thinks it's about to sit through what could be a long, tedious exposition. You can quickly dispel any such notion with an opener that immediately grabs everyone's attention. So plan your opening comments carefully. Find something in the report—a statement, a claim, a conclusion—that's likely to have a particular impact on this audience. That may require no more than going straight to the report's key conclusion, and stating it as concisely as you can. You may want to think of an elevator speech. Imagine you've got 10 seconds to make your pitch. What would you say? Once you've got the opener down cold, you can move on smoothly to the body of your presentation.

**Keep those visuals lean and mean.**

Chances are your report contains lots of detailed data. Be on the alert to include only the most essential data in your visuals. As you create your visuals, keep in mind the fundamental rules. Use only at-a-glance visuals that support your key messages. As much as possible, avoid visuals crowded with lots of data, charts, and graphs that add nothing of real

value. Here again, you'll need to be somewhat ruthless in cutting out all but the most essential material.

**POSSIBLE QUESTIONS**

**PART – A (ONE MARK)**

(Online Examination)

**PART B (TWO MARKS)**

1. What do you mean by presentation?
2. Define Visual Aids.
3. How should visual aids be used while making a presentation?
4. Write any two points that denote the significance of oral presentation.
5. What is known as oral presentation and power point presentation?
6. What do you mean by Public Speech?
7. Mention two characteristics of Good speech.
8. How should a candidate dress himself/herself for an interview?
9. Mention and explain at least two important characteristics of a good speech.
10. Discuss the importance of a selection interview for a candidate
11. Explain the characteristics of a good speech.

**PART C (SIX MARKS)**

1. Discuss the importance of power-point presentation.
2. Express the need of Visual Aids.
3. Discuss the importance of power-point presentation.
4. Express the need of Visual Aids.
5. How can power point be used to enhance a person's presentation skills?
6. "Practice and rehearsal are indispensable for a good presentation." Discuss.
7. What does planning for a presentation include?
8. Describe the characteristics of oral presentation.
9. Comment of presentation plan.

10. Briefly explain on oral presentation.
11. What are the characteristics of a good speech?
12. What are the types of interviews?
13. How should a candidate behave during a selection interview?
14. Discuss the various heads under which information is provided by a resume.
15. What are the various techniques employed for selection interviews? Discuss their relative merits and demerits.
16. "A good speech requires planning." Discuss.
17. Discuss the objectives interview.
18. Briefly explain the differences between formal and informal speeches.
19. Discuss the importance of a selection interview for a candidate
20. Explain the characteristics of a good speech.



**KARPAGAM ACADEMY OF HIGHER EDUCATION****CLASS: I B.Com/ B.Com(BPS)/ B.Com(PA)****COURSE NAME: BUSINESS COMMUNICATION****COURSE CODE: 18AEC101****UNIT: V****BATCH-2017-2020**

S.No	Questions	option A	option B	option C	option D	Answer
	<b>UNIT V</b>					
1	What are the purposes of an oral presentation?	Only for fun	To entertain and instruct	To inform, instruct or persuade	Just to talk and show some images	To inform, instruct or persuade
2	What you have to do to get prepared for an oral report	Research, research, and more research	Do nothing, just read	Plan the details of your talk and get at least one visual ready	Stand in front of the mirror	Plan the details of your talk and get at least one visual ready
3	What we need to avoid while delivering an oral report?	Movement and gestures	Verbal crutches	Timing	A loud voice	Verbal crutches
4	Which of the following statements identify advantages of oral presentations over written reports?	They limit the amount and complexity of information that can be presented.	They are truly interactive.	They allow adjustment of one's presentation according to audience reactions.	D. B and C only.	They limit the amount and complexity of information that can be presented.
5	_____ is typically the preferred method for oral presentations in the workplace.	Memorized delivery	Extemporaneous delivery	Impromptu delivery	Scripted delivery	Memorized delivery
6	To motivate people to take action, give _____.	a training presentation.	a persuasive presentation.	an action plan presentation.	an informative presentation.	an informative presentation.

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BATCH-2017-2020

7	PowerPoint presentations are widely used as	note outlines for teachers	project presentations by students	communication of planning	All of above	note outlines for teachers
8	A new presentation can be created from	Blank Presentation	From Existing Presentation	From Design Template	All of above	Blank Presentation
9	Emotional Adjustment of students is effective in-	Personality formation	Class-teaching	Discipline	All of the above	All of the above
10	Black-board in which group/category of teaching-aids ? teaching-aids ?	Audio-aids	Visual•aids	Audio-visual aids	Above all are incorrect	Visual•aids
11	A presentation is a form of oral communication in which a person shares factual information with an audience that is:	mixed	large	small	specific	specific
12	The presenter acts as the:	deliverer of the information	medium of the information	advocate of the information	supporter of the information	deliverer of the information
13	The audience for a presentation consists of people who:	are uniform in their level of information and purpose				are uniform in their level of information and purpose
14	are uninformed and lack a purpose	vary in their level of information and purpose	are uninformed and lack a purpose	vary in their level of information and purpose	are confused in their purpose	vary in their level of information and purpose
15	To be able to give a good presentation, a full rehearsal is:	useless	necessary	audience based	optional	necessary
16	Reading out a presentation is:	dull	not allowed	helpful	allowed	helpful

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17	Oral communication is the interchange of _____ between the sender and receiver.	written messages	signs and gestures	verbal messages	cues and clues	verbal messages
18	Body talk is also known as:	physical communication	leakage	overflow	noise	physical communication
19	The limitation of oral communication is that:	it is easy to be aware of our body language	it is not affected by the speaker's feelings or stress or excitement levels	it is irreversible—what is said cannot be taken back	it does not require on-the-spot thinking	it is irreversible—what is said cannot be taken back
20	The term “troublesome t’s” refers to	abdominal tightness during breathing.	characteristics associated with the tone of a message.	the causes of muffled, mumbled speech sounds.	the tension and trembling associated with stage fright.	the causes of muffled, mumbled speech sounds.
21	If you exhibit too little confidence when you speak, your listener(s) will	feel discomfort.	feel negative toward you	reject you.	reject your message.	feel discomfort.
22	What is a motion path?	A type of animation entrance effect	A method of advancing slides	A method of moving items on a slide	All of the above	A method of moving items on a slide
23	Which option on the custom animation task pane allows you to apply a preset or custom motion path?	Add effect	Emphasis	Animate now	All of the above	Add effect
24	Which of the following provides a printed copy of your presentation?	Outline	Speaker notes	Audience handouts	All of the above	Audience handouts

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25	. Oral communication is also known as	Verbal communication	Non verbal	Formal	Exit	Verbal communication
26	.Those who listen to a speaker are:	audience	Listeners	addressees	All of them	Listeners
27	If a speaker must test a microphone before beginning a presentation, he or she should	ask, "Can you hear me?"	ask those who cannot hear him or her well to raise their hand.	blow into the microphone.	tap on the microphone.	ask those who cannot hear him or her well to raise their hand.
28	In oral interpretation, a slow tempo to suggest a serious idea may be created with	a pitch change	greater vocal resonance	sustained vowel or certain other sounds such as "m" or "ng"	an increase in the frequency of words spoken during a specified time	sustained vowel or certain other sounds such as "m" or "ng"
29	One way to make a PowerPoint slide display animations is to:	Select the slide in normal view; and click Format, Animation	Click the PowerPoint window and move it around vigorously with the mouse for a manual animation effect	Select the slide in slide sorter view, right click and choose preset animations from the shortcut menu	PowerPoint does not have an animation feature	Select the slide in slide sorter view, right click and choose preset animations from the shortcut menu
30	Which of the following is not one of PowerPoint's views?	Slide show view	Slide view	Presentation view	Outline view	Presentation view
31	The quickest way to create a PowerPoint presentation is to use the	Word for windows templates	Auto creation wizard	Auto content	Presentation wizard	Auto content wizard

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				wizard		
32	Which of the following terms is used to refer to students with visual impairments?	educationally blind	low vision	functionally blind	All these terms are used.	low vision
33	One's visual field refers to	how much one can see without turning one's head or moving one's eyes.	how much one can see while turning one's head and/or moving one's eyes.	how high and low one can see while looking directly forward and only moving one's eyes.	the range a person can see clearly in their periphery without correction.	the range a person can see clearly in their periphery without correction.
34	36. While talking to friends you do not pay attention to the skills of ____ Communication.	Written	Oral	audio	visual	Oral
35	In oral presentation outside your organisation you must first give the audience a ____ of your organization.	Flash back	Background	Front view	Forword view	Background
36	33. In oral communication there is a possibility of immediate ____	Reaction	Response	Refecation	Reset	Response
37	In oral communication the speaker can observe the listener's ____ to what is being elated.	Reaction	Response	Rejection	Reset	Reaction
38	Conversation, in general, differs from other forms of oral communication with respect to its:	informality	purpose	structure	technique	purpose

**KARPAGAM ACADEMY OF HIGHER EDUCATION****CLASS: I B.Com/ B.Com(BPS)/ B.Com(PA)****COURSE NAME: BUSINESS COMMUNICATION****COURSE CODE: 18AEC101****UNIT: V****BATCH-2017-2020**

39	Which file format can be added to a PowerPoint show?	.jpg	.giv	.wav	All of the above	All of the above
40	In Microsoft PowerPoint two kind of sound effects files that can be added to the presentation are	wav files and .mid files	.wav files and .gif files	.wav files and .jpg files	jpg files and .gif files	wav files and .mid files
41	Material consisting of text and numbers is best presented as	A table slide	A bullet slide	A title slide	All of the above	A table slide
42	What is a motion path?	A type of animation entrance effect	A method of advancing slides	A method of moving items on a slide	All of the above	A method of moving items on a slide
43	Which of the following should you use if you want all the slide in the presentation to have the same “look”?	the slide layout option	add a slide option	outline view	a presentation design template	a presentation design template
44	If you have a PowerPoint show you created and want to send using email to another teacher you can add the show to your email message as a (an)	Inclusion	Attachment	Reply	Forward	Attachment
45	special effects used to introduce slides in a presentation are called	effects	custom animations	transitions	present animations	transitions
46	What is a slide-title master pair?	The title area and text area of a specific slide	a slide master and title master merged into a single slide	A slide master and title master for a specific design template	All of the above	A slide master and title master for a specific design template

**KARPAGAM ACADEMY OF HIGHER EDUCATION****CLASS: I B.Com/ B.Com(BPS)/ B.Com(PA)****COURSE NAME: BUSINESS COMMUNICATION****COURSE CODE: 18AEC101****UNIT: V****BATCH-2017-2020**

47	in the context of animations, what is a trigger?	An action button that advances to the next slide	An action button that advances to the next slide	The name of a motion path	All of the above	An action button that advances to the next slide
48	In order to edit a chart, you can	Triple click the chart object	Click and drag the chart object	Double click the chart object	Click the chart object	Double click the chart object
49	the slide that is used to introduce a topic and set the tone for the presentation is called the	table slide	graph slide	bullet slide	title slide	title slide
50	Which of the following should be used when you want to add a slide to an existing presentation?	File, add a new slide	Insert, New slide	File Open	File, New	Insert, New slide
51	Which command brings you to the first slide in your presentation?	Next slide button	Page up	Ctrl + Home	Ctrl + End	Ctrl + Home
52	Auto clipart is a feature that	Automatically places clipart in your presentation	Scans your presentation for incorrect spelling in your words on each slide	Scans your presentation for incorrect spelling in Word Arts objects	All of above	All of above
53	The PowerPoint view that displays only text (title and bullets) is	Slide show	Slide sorter view	Notes page view	Outline view	Outline view
54	Which of the following provides a printed copy of your presentation?	Outline	Speaker notes	Audience handouts	All of the above	Audience handouts
55	Presentation designs regulate the formatting and layout for the slide and are commonly called	Design plates	Templates	Placeholder s	Blueprints	Templates
56	When using PowerPoint, to play a PowerPoint	View, slide sorter	View, slide	View, slide	View outline	View, slide show

## KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: I B.Com/ B.Com(BPS)/ B.Com(PA)

COURSE NAME: BUSINESS COMMUNICATION

COURSE CODE: 18AEC101

UNIT: V

BATCH-2017-2020

	show for previewing the show, select			show		
57	Which of the following is the default page setup orientation for slides in PowerPoint?	Vertical	Landscape	. Portrait	All the above are incorrect	Landscape
58	What are symbols used to identify items in a list?	Icons	Markers	Bullets	Graphics	Bullets
59	Good design determines	Credibility	Readability	First impression	All of above	All of above
60	Line spacing refers to	The space between the lines of text	The height of the line	The length of the line	a and c	The space between the lines of text



**Karpagam Academy of Higher Education**  
**(Deemed to be University)**  
**(Established Under section 3 of UGC Act 1956)**  
**FIRST INTERNAL EXAMINATION – AUGUST 2018**  
**I BBA, B. Com., B. Com. (PA), B. Com.(BPS), B. Com.(CA) , – I SEMESTER**  
**BUSINESS COMMUNICATION**

**Date:**  
**Session:**

**Time : 2 Hours**  
**Maximum: 50 Marks**

**PART –A (20x1=20 Marks)**  
**ANSWER ALL THE QUESTIONS**

1. Communication is \_\_\_\_\_ of facts, ideas, opinions by two or more persons.  
a. Exchange    b. Foreign exchange    c. Control    d. Understanding
2. Written communication includes \_\_\_\_\_  
a. Reports and form                      b. Interviews              c. Film              d. Speaking
3. The downward communication flow from \_\_\_\_\_  
a. A subordinate to a superior    b. A subordinate to a subordinate    c. A superior to a superior  
d. A superior to a subordinate
4. \_\_\_\_\_ channel of communication called the grapevine  
a. Formal              b. Informal              c. Horizontal              d. Vertical
5. Example of oral communication \_\_\_\_\_  
a. Letter              b. e-mail              c. Telephone              d. Fax
6. Internal communication is a communication between \_\_\_\_\_  
a. Banker and customer    b. Superiors and subordinate    c. Salesman and buyer  
d. Insurance company and its customer
7. Telephonic conversation is a \_\_\_\_\_  
a. Verbal communication              b. Non-verbal communication    c. Visual communication  
d. Written
8. Horizontal communication flows through \_\_\_\_\_  
a. face-to-face discussion              b. telephonic talk              c. periodical meeting  
d. face-to-face discussion, telecommunication and periodical meeting
9. Physical Barriers to communication are \_\_\_\_\_  
a. time and distance              b. interpretation of words              c. denotations    d. connotations

10. A memo is an example for \_\_\_\_\_  
a. Internal communication    b. External communication    c. Lateral communication  
d. Written communication
11. Communication interruption otherwise known as \_\_\_\_\_  
a. Enquire    b. Barriers    c. Encoding    d. Decoding
12. Posters fall under \_\_\_\_\_ communication.  
a. Oral    b. Visual    c. Written    d. Spoken
13. In the communication cycle, the process of retranslation of signals into ideas is called \_\_\_\_\_  
a. Encoding    b. Decoding    c. Response    d. Feedback
14. If each line in the inside address is started after leaving a small gap, it is known as \_\_\_\_\_  
a. Block form    b. Correct form    c. Indented form    d. Address form
15. The inside address should be written \_\_\_\_\_  
a. Below the salutation    b. Above the heading    c. Above the salutation  
d. Above the date
16. Dunning letters are also called \_\_\_\_\_  
a. Collection Letters    b. Letter of credit    c. Compliant letters    d. Suggestion letters
17. Press reports refers to \_\_\_\_\_  
a. Reports in newspapers    b. Reports through letters    c. Oral communication  
d. Written communication
18. An Agenda prepared in connection with \_\_\_\_\_  
a. Meeting    b. Business tours    c. Exhibition    d. Personal notes
19. The minute books are the \_\_\_\_\_ book of the company.  
a. Subsidiary    b. Statutory    c. Obligatory    d. Secondary
20. A collection letter is associate with \_\_\_\_\_  
a. Debtors    b. Creditors    c. Company    d. Customers

**PART – B (3 x 2= 6 Marks)**  
**ANSWER ALL THE QUESTIONS**

21. Define Communication
22. Mention the main objectives of downward communication.
23. List out the types of letters.

**PART – C (3 x 8= 24 Marks)**  
**ANSWER ALL THE QUESTIONS**

24. a. Define communication and explain the importance of business communication.

(or)

b. Elucidate the different types of communication with suitable examples.

25. a. Elucidate the physical and semantic barriers for effective communication.

(or)

b. Elaborate the various types of media in business communication.

26. a. Elucidate the essentials of effective business letter.

(or)

b. Draft a letter to place an order with Asian paints & Co., for the requirement of paints, varnish and mixers. Place an order, mentioning all the details.

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**SECOND INTERNAL EXAMINATION – AUGUST 2018**  
**I BBA – I SEMESTER**  
**BUSINESS COMMUNICATION**

**Date:**  
**Session:**

**Time : 2 Hours**  
**Maximum : 50 Marks**

**PART –A (20x1=20 Marks)**  
**ANSWER ALL THE QUESTIONS**

1. Report in the form of a person-to-person communication is \_\_\_\_\_  
a. Formal report   b. Informal report   c. Statutory report   d. Non-statutory report
2. Bio-data is enclosed with the following letter \_\_\_\_\_  
a. Sales letter   b. Application letter   c. complaint letter   d. collection letter
3. The words CIF are used in the following letters \_\_\_\_\_  
a. Circular letters   b. Complaint letter   c. Export business letter   d. Agency letter
4. The report published through newspaper is called as \_\_\_\_\_  
a. Annual report   b. Business report   c. Budget report   d. Press report
5. Report can be \_\_\_\_\_  
a. Oral   b. Written   c. Oral as well as Written   d. Only Written
6. A forceful means of communication which demands immediate action is \_\_\_\_\_  
a. warning   b. motivation   c. persuasion   d. advice
7. A report prepared and presented according to the form and procedure laid down law is called a \_\_\_\_\_  
a. Law report   b. Procedure report   c. Company report   d. Statutory report
8. \_\_\_\_\_ reports are prepared and presented at regular and prescribed intervals periodic reports  
a. Special reports   b. Informal reports   c. Non-periodical reports   d. Periodic Reports
9. Report writing style should \_\_\_\_\_  
a. Contain personal pronouns   b. Use the 'you' approach"   c. Avoid emotional language  
d. personal approach
10. A \_\_\_\_\_ report is one which is prepared in a prescribed form  
a. Oral   b. Written   c. Informal   d. Formal

11. \_\_\_\_\_ is usually indicated if anything is to be attached to a letter
- a. Appendix      b. Annexure      c. Index      d. Enclosures
12. Which of the following is a demographic characteristic of a speech audience?
- a. Interest      b. Attitude      c. Size      d. Gender
13. The \_\_\_\_\_ will usually dictate how long a speech should be \_\_\_\_\_
- a. Size of the audience      b. Occasion      c. Physical setting      d. Topic
14. The \_\_\_\_\_ body of the presentation should be broken into short and clear units
- a. Main      b. Middle      c. Upper      d. Lower
15. \_\_\_\_\_ are usually short messages with natural, casual use of language.
- a. Formal reports      b. Informal reports      c. Short reports      d. Progress report
16. The proper use of sounds to form words clearly and accurately
- a. Pitch      b. Personification      c. Pronunciation      d. Pronouncation
17. The following are all generic speaking skills that are taught and practiced in introductory speech classes except \_\_\_\_\_
- a. Analysis      b. Style      c. Organization      d. Research
18. According to your text, a series of short speeches that are informative and on various aspects of the same general topic is called \_\_\_\_\_
- a. symposium      b. panel      c. forum      d. debate
19. Which of the following should NOT be included in a professional resume?
- a. Technical jargon      b. Marital Status      c. Names of honor societies
- d. Personality traits
20. The person who answers the questions in the interview is called \_\_\_\_\_
- a. Interviewer      b. Interviewee      c. Panel member      d. Manager

**PART – B (3 x 2= 6 Marks)**  
**ANSWER ALL THE QUESTIONS**

- 21. Write a short notes on informal report
- 22. List out any two merits in telephone mean of communication.
- 23. Explain the importance of oral communication.

**PART – C (3 x 8= 24 Marks)**  
**ANSWER ALL THE QUESTIONS**

- 24. a. Describe the process of selecting a suitable type of report?  
(or)  
b. Elucidate the characteristics of a good report.
- 25. a. Prepare an analytical report in the letter form, in aspect of identifying the causes of brain drain in communication.  
(or)  
b. Illustrate the functions of Business Report.
- 26. a. ” A tactfully written letter of complaint will alone bring a proper adjustment”. Illustrate the truth of his statement.  
(or)  
b. Explain in detail on social correspondence.

**No. of Copies : 75**

**Class : I BBA**

**Subject : Business Communication**

**Subject Code : 18AEC101**

**Name of the Staff : Padmaavathy.PA.**

Reg. No

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[18AEC101]

**KARPAGAM ACADEMY OF HIGHER EDUCATION**

**( Deemed to be University )**

**(Established Under section 3 of UGC Act 1956)**

**Coimbatore – 641021**

**(For the candidates admitted from 2018 onwards)**

**Third Internal Examination – September 2018**

**Common Paper for B.B.A & All B.Com Courses**

**First Semester**

**BUSINESS COMMUNICATION**

**Time duration : 2 Hrs**

**Maximum : 50 Marks**

**PART –A (20x1=20 Marks)**

**CHOOSE THE CORRECT ANSWER**

1. The primary purpose of speechmaking is to \_\_\_\_\_
  - a) gain a desired response from listeners.
  - b) learn more about the speech topic.
  - c) gain experience as a speaker.
  - d) display the speaker's knowledge
2. The \_\_\_\_\_ will usually dictate how long a speech should be.
  - a) size of the audience
  - b) physical setting
  - c) occasion
  - d) topic
3. A questionnaire item that gives the respondent the widest freedom in answering is called an \_\_\_\_\_.
  - a) inductive question.
  - b) informal question
  - c) leading question.
  - d) open ended
4. The \_\_\_\_\_ body of the presentation should be broken into short and clear units
  - a) Main
  - b) Middle
  - c) upper
  - d) lower
5. \_\_\_\_\_ are usually short messages with natural, casual use of language.
  - a) Formal report
  - b) Informal report
  - c) progress report
  - d) short report
6. \_\_\_\_\_ are basic parts of a formal report.
  - a) Prefatory Parts
  - b) Body part
  - c) Supplementary Part s
  - d) Text Parts
7. Which writing style characterizes the memos?
  - a) Informal
  - b) Formal
  - c) Impersonal tone.
  - d) Neutral
8. ----- are routine reports prepared at regular time interval daily, weekly, monthly quarterly or annually.
  - a) Periodic Reports
  - b) Progress Reports
  - c) Formal Reports
  - d) Conference report
9. \_\_\_\_\_ is the proper use of sounds to form words clearly and accurately
  - a) Pitch
  - b) Pronunciation
  - b) Personification
  - d) Modulation
10. The following are all generic speaking skills that are taught and practiced in introductory speech classes except:
  - a) Analysis
  - b) Organization
  - c) Style
  - d) Research
11. Which one of the following is correct
  - a) cause for anxiety
  - b) cause to anxiety
  - c) cause with anxiety
  - d) cause in anxiety
12. The biggest difference between speech and writing is that speech consists of \_\_\_\_\_.
  - a) reading
  - b) writing



- c) words                                      d) sounds
13. \_\_\_\_ language tends to be more conservative and old-fashioned  
 a) Spoken                                      b) Written  
 b) Listened                                      d) Read
14. Speech sounds can be classified into \_\_\_\_ types  
 a) three                                      b) four  
 c) six                                      d) two
15. Presentation can be \_\_\_\_  
 a) individual                                      b) individual and group  
 c) only individual                                      d) group
16. Pictures, slides, films fall under \_\_\_\_  
 a) body languages                                      b) audio-visual communication  
 c) reporting                                      d) visual communication
17. Teleconferencing is not suitable for \_\_\_\_  
 a) Meetings                                      b) Interviews  
 c) Problem solving                                      d) Keeping in touch with country offices
18. When you are presenting a series of numbers in a business document, you should use a \_\_\_\_  
 a) line graph                                      b) table  
 c) pie chart                                      d) bar chart
19. Which is NOT one of the three purposes for giving oral presentations \_\_\_\_  
 a) To persuade                                      b) To debate  
 b) To build goodwill                                      d) To inform
20. The first step towards planning the presentation is acquiring a sound knowledge of \_\_\_\_  
 a) Audience                                      b) Employees  
 c) Customers                                      d) Stakeholders

**PART – B (3 x 2= 6 Marks)**  
**ANSWER ALL THE QUESTIONS**

21. Bring out any two advantages in enriching the vocabulary.
22. Frame two sentences using the word write and right.
23. What do you mean by E-mail?

**PART – C (3 x 8= 24 Marks)**  
**ANSWER ALL THE QUESTIONS**

24. a. Explain in detail about the various media used in Communication.  
 (OR)  
 b. What are the strategies to avoid commonly confused words?
25. a. Using the words given below frame a short passage for each word:  
 i) Principle ii) Principal iii) Knew iv) new  
 (OR)  
 b. Describe the advantages and disadvantages of the telephone mean of communication?
26. a. Describe the importance for choosing power point presentation.  
 (OR)  
 b. Elaborate the essentials, merits and demerits in oral presentation.