

Programme outcome

- Communication is the flow of information and understanding from one person to another at the same level or at different levels.
- It is a process which enables management to allocate and supervise the work of the employees.
- The effectiveness of management largely depends upon the effectiveness of their communication.

Programme learning outcome

- To equip students effectively to acquire skills in reading, writing, comprehension and communication as also to use electronic media for business communication.

Unit I

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

Unit II

Business Correspondence: Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter -office Memo, Notices, Agenda, Minutes.

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

Application Letters: Preparation of Resume – Interview: Meaning – Objectives and Techniques of various types of interviews – public speech – Characteristics of a good Speech- Business Report Presentations.

Unit V

Oral Presentation: Importance, Characteristics, Presentation Plan, Power Point Presentation. Visual aids.

Suggested Readings**Text Book:**

1.Rajendra Pal Korahill. (2013).*Essentials of Business Communication*. New Delhi: Sultan Chand & Sons.

Reference Books:

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



Karpagam Academy of Higher Education
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DEPARTMENT OF COMMERCE

I B.COM CA

BUSINESS COMMUNICATION

Subject Code : 17AEC101

Academic Year: 2017 -2018

Class : I B.Com (CA)

Semester I

LECTURE PLAN -UNIT-1

S. No.	LECTURE DURATION (Periods)	TOPICS TO BE COVERED	SUPPORT MATERIALS
1.	1	Introduction of Communication	R1:1-2
2.	1	Process of Communication	R1:8
3.		Types of Communication(Verbal and non verbal)	T:EC-27-28
4.	1	Importance of Communication	R2:10-14
5.	1	Different Form of communication	R2:14-15
6.	1	Different Form of communication	R2:14-15
7.	1	Barriers of Communication	T:EC-51-59
8.	1	Barriers of Communication	T:EC-51-59
9.	1	Principles of Communication	T:EC-60-65
10.	1	Levels of Communication	R2-15-18
11.	1	Levels of Communication	R2-15-18
12.	1	Recapitulation and discussion of important questions	
Total no. of hours planned for unit-1			12 Hours

Text Books:

T: Rajendra pal, J.S. Korlahalli(2015), Essentials of Business Communication, Sultan Chand And Sons, New Delhi

Reference Books:

R1:Kathiresan and Radha(2012) Business Communication, Prasanna Publishers, Chennai

R2: Varinder kumar & Bodh Raj (2013) Business Communication, Kalyani Publisher, New Delhi

UNIT-2

S. No.	LECTURE DURATION (Periods)	TOPICS TO BE COVERED	SUPPORT MATERIALS
1.	1	Letter Writing , Formal and Informal Letter	W1
2.	1	Presentation	W2
3.	1	Inviting Quotations, sending Quotations	W3
4.	1	Placing orders, Inviting Tenders,	W1
5.	1	Placing orders, Inviting Tenders,	W1
6.	1	Placing orders, Inviting Tenders,	W1
7.	1	Sales letters	T:CC122
8.	1	Sales letters	T:CC122
9.	1	Claim and Adjustment letters	T:CC138
10.	1	Social Correspondence	W4
11.	1	Memorandum – inter Office Memo, Notice, Agenda, Minutes	W5
12.	1	Recapitulation and discussion of important questions	
		Total no. of hours planned for unit-2	12 Hours

Text Books:

T: Rajendra pal, J.S. Korlahalli(2015), Essentials of Business Communication, Sultan Chand And Sons, New Delhi

Websites:

W1:www.letterwritingguide.com

W2:www.monster.com

W3:www.englishforum.com

W4:www.english-for-students.com

W5:www.thebusinesscommunication.com

UNIT-3

S. No.	LECTURE DURATION (Periods)	TOPICS TO BE COVERED	SUPPORT MATERIALS
1.	1	Business Reports Types of Business Reports	R2:211-213
2.	1	Business Reports Types of Business Reports	R2:211-213
3.	1	Characteristics Business Reports	R1:297
4.	1	Characteristics Business Reports	R1:297
5.	1	Importance of Business Reports	R1:297-298
6.	1	Importance of Business Reports	R1:297-298
7.	1	Classification of Business Reports	R1:298-301
8.	1	Elements of Structure	R2:226-230
9.	1	Process of Writing	R1:303-307
10.	1	Oder of Writing the final draft	R1:324-327
11.	1	Checklist for Report	T:WC-113
12.	1	Recapitulation and discussion of important questions	
		Total no. of hours planned for unit-3	12 Hours

Text Books:

T: Rajendra pal, J.S. Korlahalli(2015), Essentials of Business Communication, Sultan Chand And Sons, New Delhi (Under Section 3 of UGC Act 1956)

Reference Books:

R1:Kathiresan and Radha(2012) Business Communication, Prasanna Publishers, Chennai

R2: Varinder kumar & Bodh Raj (2013) Business Communication, Kalyani Publisher, New Delhi

UNIT-4

S. No.	LECTURE DURATION (Periods)	TOPICS TO BE COVERED	SUPPORT MATERIALS
1.	1	Preparation of Resume Interview: meaning	R1:61-66 R1:427-431
2.	1	Objectives and Techniques of Interview Various types of interview	R1:433-440
3.	1	Objectives and Techniques of Interview Various types of interview	R1:433-440
4.	1	Public Speech	R2:314-315
5.	1	Characteristics of good speech	R2:314-319
6.	1	Characteristics of good speech	R2:314-319
7.	1	Business Report Presentation	R2:242-250
8.	1	Business Report Presentation	R2:242-250
9.	1	Characteristics of a Business Report	W6
10.	1	Difference types of Business Reports	R2:250-271
11.	1	Difference types of Business Reports	R2:250-271
12.	1	Recapitulation and discussion of important questions	
		Total no. of hours planned for unit-4	12 Hours

Reference Books:

R1:Kathiresan and Radha(2012) Business Communication, Prasanna Publishers, Chennai

R2: Varinder kumar & Bodh Raj (2013) Business Communication, Kalyani Publisher, New Delhi

Website

W6: <http://bizcommunicationcoach.com/>

(Under Section 3 of UGC Act 1956)

UNIT-5

S.No	LECTURE DURATION (Periods)	TOPICS TO BE COVERED	SUPPORT MATERIALS
1	1	Oral presentation, - Importance	T:OC -1-15
2	1	Oral presentation, - Importance	T:OC -1-15
3	1	Characteristics of oral presentation	W7
4	1	Characteristics of oral presentation	W7
5	1	Presentation plan	W8
6	1	Presentation plan	W8
7.	1	Power point presentation, Visual Aids	W9,W10
8.	1	Power point presentation, Visual Aids	W9,W10
	1	Recapitulation and discussion of important questions	
	1	Revision : Discussion of ESE question papers	
	1	Discussion of ESE question papers	
	1	Discussion of ESE question papers	
		Total no. of hours planned for unit-5 & Question Paper Discussion	12 hours

Text Books:

T: Rajendra pal, J.S. Korlahalli(2015), Essentials of Business Communication, Sultan Chand And Sons, New Delhi

Websites:

W7: [http:// work.chron.com/](http://work.chron.com/)

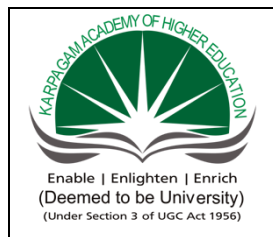
W8: <http://www.aui.ma/personal.com/>

W9: www.instructables.com

W10: <http://www.skillsyouneed.com>

NATURE OF COMMUNICATION:

BUSINESS COMMUNICATION



Communication is defined as “The flow of material information perception, understanding and imagination among various parties”. Business includes those organizations, which are engaged in the production and distribution of goods and services to earn profit. Therefore Business communication means, “Flow of information, perception etc. either within a business organization or outside the organization among different parties”.

We can extract the following points from the above definition; (i) Flow between two or more parties. In business communication the material flows from one person to another person or from many persons to different people. This flow may either be inside the organization or outside the organization.

(ii) Flow of information, perception, imagination etc. Flow of information takes place when a party transfers the material to another mind. For example, when a news caster says, “Pakistan has conducted nuclear test on 28th May 1998”. This is a flow of information from news caster to the listeners. Flow of perception means transfer of different feelings. Finally, flow of imagination that occurs when a painter conveys his/her imaginations through a portrait.

THE PROCESS OF COMMUNICATION

“Communication is a two way process of exchanging ideas or information between two human beings”.

Communication simply means exchange of ideas & information between two persons. A person sends a message to another person and gets the response from the receiver on the message. This whole phenomenon can be explained as under.

1. Sender’s thoughts: - The very first step in the process of communication is generation of thought in the sender’s mind. These thoughts may be about a request, order, inquiry production or any other such activity.

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2. Encoding / Message: - The thought generated in the mind of sender is ambiguous and unable to be communicated unless it is put into a receivable form. This step is known as encoding where the sender converts his thought into a message by means of a language. For example, a sender thinks about having a job. Now, he will put his thought on a paper. That is called job application. In his way, his thought becomes a message.

3. Transmission through media:- Once a thought is converted into message, it should be transmitted to the receiver through a suitable medium. This media might be electronic media as T.V., E-mail, radio etc. or it may be print media like newspaper, magazines, letters or merely sound that is transmitted through the medium of air.

4. Noise and Barriers:- While transmitting the information to the receiver, the sender faces lots of barriers. These noise and barriers are explained as under: (i) On sender's side:- Noise and barriers may take place during the process of encoding. Some of them may be caused by distraction, lack of concentration, typing mistake, poor language etc. (ii) In the medium:- Some barriers are caused by medium such as poor transmission on T.V. and radio misprinting in newspapers etc. (iii) On receiver's side:- The receiver can also create certain barriers to the receiving of message such as poor reading ability, emotions, lack of concentration etc.

5. Decoding by Receiver:- Having received the message from the sender, the receiver attempts to understand and interpret the message. This process of converting the language of message into thoughts is known as decoding. For instance, the receiver, having received job application, reads the application and understands the message conveyed by the applicant.

6. Idea Received:- As soon as the process of decoding is finished, the idea given by the sender is received by the receiver. It means the thought that was generated in the mind of sender has been transmitted to the mind of receiver. In our example, the sender wanted to inform the receiver about his thought of having a job. Now the sender has got this idea.

7. Feed back:- Process of communication is incomplete until the receiver responds to the sender. This response may be negative, positive, or for further enquiry. It means when the receiver of job application welcomes or regrets the sender, the process of communication is deemed to be complete. This whole process can be depicted through the following diagram

FIVE ELEMENTS (FACTORS) OF THE PROCESS OF COMMUNICATION

Communication is the exchange of ideas between two minds. This process of exchanging idea is based on following five factors.

1. Sender: - Sender is the person who initiates the process of communication. He generates an idea in his mind regarding production invention, innovation, request, order, enquiry etc. So, he is the first factor of communication process and his function is to generate an idea. Therefore, it is necessary that the idea should be clear, and convertible into message. For this purpose, the sender needs to apply his knowledge and imaginative power.

2. Message:- The idea in the mind of sender is transformed into words that is called message. The sender decides on the length, style, organization and tone of the message. The message may be presented in many ways, depending on the subject, purpose, audience, personal style, mood and cultural background.

3. Media:- The media of transmission of message are electronic media as T.V., radio, computer and print media as newspapers, letter, magazine etc. media play a very important role in helping the receiver's understand the message. A wrongly chosen medium can interrupt the process of Communication; Selection of medium depends upon message, audience, urgency and situation.

4. Receiver:- Receiver is the person who gets the message from the sender, decodes it, understands it and interprets it.

5. Feed Back:- Having understood the message, the receiver responds to the sender in yes or no or asks further questions. This process is called feedback.

THE VARIOUS TYPES OF COMMUNICATION

1. Formal Communication
2. Vertical :Downward

Upward

3. Horizontal

4. Grapevine
5. Consensus

Informal Communication (Grapevine)

Informal Communication:—

(a) Downward Communication: Downward communication flows from a superior to the subordinate staff. Its objectives are:—

- To give directions about some job.
- To explain policies and procedures.
- To convey assessment of performance.
- To explain the rationale of the job.

Its limitations are:—

- Under communication or over communication.
- Delay.
- Loss of information.
- Distortion.
- Resentment by subordinate staff.

To make it effective:—

- Managers should be adequately informed.
- Managers should be clear how much to communicate.
- Information should be passed on to the correct person.

(b) Upward Communication:

Upward communication moves from the subordinate staff to the superiors.

- Its importance is:—
- Provides feedback to the superiors.

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- Releases the pent up emotions of the subordinate staff.
- Provides the superiors with useful suggestions.
- Promote harmony.

Its limitations are:—

- Employees are reluctant to express themselves.
- Employees fear that their criticism may be interpreted as a sign of their personal weakness.
- Great possibility of distortion.
- Bypassed superiors feel insulted.
- Resentment by subordinate staff.

To make it effective:—

Superiors should take initiative to get close to the subordinate staff. Keep the line of communication short.

(c) Horizontal Communication:—

- It flows between people at the same level.
- It is important for promoting understanding and coordination among various people or departments.
- It is carried on through face to face discussion, telephonic talk, periodical meetings & memos.

(d) Consensus:—

Consensus is the process of arriving at agreement through consultation.

(2) Informal Communication:—

Grapevine: — It is an informal channel of communication.

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Primarily a channel of communication of horizontal communication, it can flow even vertically and diagonally.

It is of 4 types:—

- ☐ Single strand: Flows like a chain.
- ☐ Gossip: One person tells everyone else.
- ☐ Probability: Information may move from anybody to anybody.
- ☐ Cluster: Moves through selected group.

Importance: — Emotional relief.

- ☐ Harmony and cohesiveness in the organization.
- ☐ Fast channel.
- ☐ Provides feedback.

Demerits:— Distortion of information.

- ☐ May transmit incomplete information.
- ☐ Travels with destructive swiftness.
- ☐ Keep an eye on rumor-managers.
- ☐ Use it primarily for feedback.
- ☐ Contradict rumors promptly.

VERBAL AND NON VERBAL COMMUNICATION

Verbal Communication: Verbal communication means such a communication that takes place by means of a language or words”. It includes the following contents.

- a) Oral communication (Speaking & listening)
- b) Written communication (writing & reading)

1. Speaking:- In order to send message in business, speaking plays a vital role. Giving instruction, conducting interviews, attending meetings, sending orders through telephone calls are very common in today’s business.

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2 Writing:- It is used when a complex message is sent. Placing order through letters, informing employees through circulars, sending reports and memos, filling different government forms, keeping records in writing are some examples of this aspect of verbal communication.

3 Listening:- People in business spend more time in obtaining information than transmitting it. Listening is the most important way to receive information: information regarding order of employers, instruction, rules and regulation, customer trend etc, are obtained through listening. But in listening, people generally forget 75% of the message after few days.

4 Reading:- Reading reports, memos, policies, circulars, and different business statements are essential for an organization: Reading involves understanding and interpreting the material.

NON VERBAL COMMUNICATION: It means communication without the use of language or words. It includes appearance, body language, silence, etc. Its explanation is as follows;

1. Facial Expressions:- Face and eyes are helpful means of nonverbal communication. They reveal hidden emotions such as anger, confusion, enthusiasm, fear, joy etc.

2. Gestures, postures & movement:- Postures means the language primarily composed of hand and fingers. Communication of deaf people and signal given by traffic constable are the example of posture. Gestures and body movement also indicate many things. Shaking hand with firmness indicates a warm relationship, moving back and forth reveals nervousness.

BARRIERS IN COMMUNICATION

The various inadequacies that can be identified through communication evaluation are required to be analyzed in terms of various factors - obstructions and barriers - that impede flow communication. Any managerial action in this regard can be effective only when it strikes at the very root of the factors that lie at the very root of the problem. From this viewpoint, identification of different factors is necessary. There might be a number of such barriers impeding the flow of communication in the organization.

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These may be classified as: (i) external (ii) organizational, and (iii) personal factors. However, such a classification does not suggest that these are mutually exclusive. Rather, such a classification is helpful in understanding the nature of communication barriers.

EXTERNAL BARRIERS

Barriers to communication may be either external to the parties involved or they might be internal to them. External barriers may affect communication in any context, whether organizational or otherwise. Such external barriers may be in the following forms:

1. **Semantic Barriers:** Semantic barriers are obstructions causes in the process of receiving or understanding of the message during the process on encoding and decoding ideas and words. These barriers arise from the linguistic capacity of the parties involved. Words are the principal communication instrument but a common difficulty with the words is that each word has several meanings. For example, in English language, the word 'round' has seventy five meanings. The Oxford Dictionary records an average of twenty- eight separate meanings for each of the 500 most used words in the English language. Similar is the position in other languages. Thus, words sometimes fail to convey real meanings. Moreover, they work as barriers in communication in the following manner.

(i) **Badly Expressed Message:** Lack of clarity and precision in a message makes it badly expressed. Poorly chosen and empty words and phrases, careless omission, lack of coherence, bad organization of ideas, awkward sentence structure, inadequate vocabulary, platitudes, numbering repetition jargon, and failure to clarify implications are some common faults found in this case.

(ii) **Faulty Translations:** Every manager receives various types of communications from superiors, peers, subordinates and he must translate information destined for subordinates, peers and superiors into language suitable to each. Hence the message has to be put into words appropriate to the framework in which the receiver operates, or it must be accompanied by an interpretation, which will be understood by the receiver. This needs a high level of linguistic capacity. Approximate understanding of words and the consequent faulty translations lead to impaired efficiency and heavy costs.

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(iii) **Unqualified Assumptions:** There are certain un-communicated assumptions, which underlie practically all messages. Though a message appears to be specific, its underlying assumptions may not be clear to the receiver.

(iv) **Specialist's Language:** It is often found that technical personnel and special groups tend to develop a special, peculiar and technical language of their own. This increases their isolation from others and builds a communication barrier. Whatever be the intention of this special language, it hinders their communication with persons not in their specialty, because of the receiver's ignorance of that type of language.

EMOTIONAL OR PSYCHOLOGICAL BARRIERS: Emotional or psychological factors are the prime barriers in inter-personnel communication. The meaning ascribed to a message depends upon the emotional or psychological status of both the parties involved. In a communication, apart from the message, there is a meta-message, that is, what one gets out of a message when decoding. Meta-message, the emotions of the receiver play a vital role and he may not be at a wavelength as that of the communicator. Keith Davis opines that these "exist in the people's minds or because of their actions, such as being hard to contact or difficult to understand. These barriers to communication are just as effective as an actual physical wall. Often these human barriers are more like filter paper than a brick wall. They let through some communications, but hold back others, thereby making communication inadequate....This 'half-way' communication gets 'half-way' results". Following are some emotional barriers:

(i) **Premature Evaluation:** Rogers and Roethlisberger in 1952, first pointed out this barrier. Premature evaluation is the tendency of prematurely evaluating communications, rather than to keep an un-compromised position during the interchange. Such evaluation stops the transfer of information and begets in the sender a sense of futility. This barrier can be remedied by 'empathy', non-evaluative listening, where the communication is listened to in a non-committal and unprejudiced way, so that sagacious decision and action can follow.

(ii) **Inattention:** The preoccupied mind of a receiver and the resultant non-listening is one of the major chronic psychological barriers. It is a common phenomenon that people simply fail to react to bulletins, notices, minutes and reports.

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(iii) Loss by Transmission and Poor Retention: When communication passes through various levels in the organization, successive transmissions of the same message are decreasingly accurate. It is said that in case of oral communications about 30 percent of the information is lost in each transmission. Even in case of written communication, loss of meaning might occur as far as the appended interpretation, if any, is concerned. Poor retention of the information is again a malady. It is shown that employees retain about 50 percent of information only, whereas supervisors retain about 60 percent of it.

(iv) Undue Reliance on the Written Word: Written word is no substitute for sound face-to-face relationships and that employees cannot be persuaded to accept companies' viewpoint and policies through 'slick', easy to read, well-illustrated publications, unless there is a fair degree of mutual trust and confidence between the organization and its employees. Further, a written communication might fail to explain the purpose of order, procedure or directive. Chester Barnard has laid down that a communication must appeal to the receiver as consonant with the organization's purpose and with his own personal interest. Written communication often tells what is to be done, but not why it should be done, and it lacks the persuasive quality. Moreover, a written communication can be above the level of readership, and failure to ascertain the response to communication is also there. Hence written media must be considered as supplementary to productive face-to-face relationships.

(v) Distrust of Communicator: It arises out of ill-considered judgments or illogical decisions or frequent countermanding of the original communication by the communicator. Repeated experience of this kind gradually conditions the receiver to delay action or act unenthusiastically, hence making the communication unsuccessful, though apparently it is complete.

(vi) Failure to Communicate: It is quite accepted fact that managers often fail to transmit the needed messages. This might be because of laziness on the part of the communicator, or assuming that 'everybody knows', or procrastination or 'hogging' information or deliberately to embarrass.

ORGANIZATIONAL BARRIERS

An organization being a deliberate creation for the attainment of certain specified objectives, day-to-day happenings within it required being regulated in such a manner that they contribute to attain these objectives in the most efficient manner. This is usually attempted through a variety of official measures such as designing the organizational arrangements for performance of various activities, prescribing of various policies, rules, regulations and procedures, laying down of norms of behavior, instituting a reward-and-punishment system, etc. All the inner processes, including communication in different directions, are markedly affected by these prescriptions.

As such major organizational barriers may be as follows:

(i) Organizational Policy: The general organizational policy regarding communication acts as an overall guideline to everyone in the organization regarding how he is normally expected to behave in this matter. The policy might be in the form of explicit declaration in writing, or as is very commonly the case, it has to be interpreted from the behavior of organization members, particularly people at the top. If this policy is not supportive to the flow of communication in different directions, communication flow would not be smooth and adequate.

(ii) Organizational Rules and Regulations: Organizational rules and regulations affect the flow of communication by prescribing the subject-matter to be communicated and also the channel through which these are to be communicated. The rules may restrict the flow of certain messages and may leave many important ones. On the other hand, communication through proper channel in a specified way prescribed by these rules delays it and works against the willingness of persons to convey the message. This barrier is strongly operative in Indian public sector enterprises where observance of rules and regulations is more rigid.

(iii) Status Relationships: The placing of people in superior subordinate capacity in the formal organization structure also blocks the flow of communication and more particularly in upward direction. Greater the difference between hierarchical positions in terms of their status, greater would be the possibility of communication breakdown.

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(iv) **Complexity in Organization Structure:** In an organization where there are a number of managerial levels, communication gets delayed, chances of communication getting distorted are more and the number of filtering points are more. This is more true in case of upward communication, because people generally do not like to pass up the adverse criticism either or themselves or of their superiors.

(v) **Organizational Facilities:** Organizational facilities provided for smooth, adequate, clear and timely flow of communication may take a number of forms. Some of these have been mentioned earlier in the communication media such as meetings, conferences, complaint box, suggestion box, open door system, social and cultural gatherings, etc. If these are not properly emphasized generally people fail to make effective communication.

PERSONAL BARRIERS

While the organizational factors discussed above are, no doubt, important influences operating on communication, a host of factors internal to the two parties-sender and receiver-to this process also exert important influences on its operation, as communication is basically an interpersonal process. Here, for the sake of convenience in the analysis, these barriers have been analyzed separately and these are relevant in the case of downward and upward communication.

Barriers in Superiors The role of superiors in communication is very vital. Because of their hierarchical relationships with subordinates, they act as barriers in a number of ways discussed below:

(i) **Attitude of Superiors:** The attitudes of superiors towards communication in general or in any particular direction affect the flow of messages in different directions. For example, if this attitude is unfavorable, there is a greater possibility that messages would not flow adequately from and / or to superiors.

(ii) **Pear of Challenge to Authority:** A person in the organization always tries to get a higher position and prestige to satisfy his needs. As such, managers in general try to withhold the information coming down the line or going up as frequent passing of information may disclose their weakness.

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(iii) Insistence on Proper Channel: One of the basic features of superiors exercising of the authority is that they wish to remain in communication links and they do not like any type of bypassing in communication. Communication through bypassing may, sometimes, be necessary but a superior treat this as the awarding of their authority and blocks the flow of communication.

(iv) Lack of Confidence in Subordinates: Superiors generally perceive, correct or otherwise, that their subordinates are less competent and capable, they are not able to advise superiors or they may not have some information coming downwards.

(v) Ignoring Communication: Sometimes superiors consciously and deliberately ignore the communication from their subordinates to maintain their importance. This works against the willingness of subordinates to communicate.

(vi) Lack of Time: Superiors feel, whether correct or otherwise, that they are overburdened with the work and they have time to talk to their subordinates.

(vii) Lack of Awareness: Sometimes, superiors may lack the awareness about the significance and usefulness of communication in different directions in general or of particular subject-matter. In such a case, communication flow is blocked.

BARRIERS IN SUBORDINATES

Vertical communication in either direction can take place only when subordinates also actively participate in this process. There are various factors in the subordinates that adversely affect such active participation on their part. Some factors, which have been traced in the case of superiors, are also applicable have such as attitude, time availability, awareness about the significance, etc. Two factors are more important in the case of subordinates and these are responsible for blocking communication in upward direction.

(i) Unwillingness to Communicate: Sometimes, subordinates do not communicate upwards certain information because they are not willing to do so. Thus, if a subordinate feels that he is likely to be adversely affected by a particular piece of information to his superior, he would not be willing to supply it. Information going up is utilized for control purposes and subordinates would not be willing to give any information to their superiors about any unfavourable

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happening and if its supplication is necessary they would modify the information in such a way so as to protect their own interest.

(ii) Lack of Proper Incentive: Lack of motivation to communicate also refrains subordinates to communicate upwards. The reward and punishment system of the organization is more responsible for this.

Thus, if a novel suggestion by a subordinate does not evoke any attention from the organization, he would not convey it.

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Business Communication

Subject Code : 17AEC101 **Academic Year: 2017 -2018**

Class : I B.Com CA **Semester** : I

Possible questions

Unit I

2 Marks Questions

PART B

1. What is meant by communication process?
2. Write two importance of communication.
3. Briefly mention the main objectives of download communication.
4. What are the formal channels of communication?
5. What is written communication?

PART C (6 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?



UNIT – II

BUSINESS CORRESPONDENCE

APPEARANCE OF BUSINESS LETTERS: The criteria for the physical makeup of a business letter relate principally to its (1) Mechanical details and (2) General Appearance.

MECHANICAL DETAILS: The factors of mechanical details of a business letter are its (a) Parts and (b) Layout.

LETTER PARTS

1. Letterhead: Company's letter head is ordinarily printed at the top of the sheet. It should contain the name; address brief description and telephone number of the business. When a printed letterhead is not used, the address of the writer is typewritten on the right-hand corner at the top of the sheet.

2. Date: The date should be placed a few spaces below the letterhead, beginning half way across the page or further to the right of the following correct styles of writing down dates, the American style, is more popular. American Style: August 22, 1988 English Style : 22nd August, 1988 Oxford University Style: 22 August, 1988

3. Inside Address: The inside address consists of the name and address of the addressee. It is placed a few spaces below the date on the left-hand side. The name of an individual is preceded by a title of respect (Mr., Mrs., Dr., Professor etc.)

4. Salutation: The salutation is a friendly greeting placed on the second line below the inside address. It is generally followed by a colon (:) The following salutations are generally used in business letters. For individuals: Dear Sir, Dear Madam, Gentlemen, Ladies, etc.

5. Body: The body of the letter contains the message. It is generally single spaced, with double spacing between paragraphs. When the body of a letter is two or more pages, each page – except the first one should be headed by addressee's name, page number and date as follows: Mr. Riaz Agha – 2 – October, 10, 1988.

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6. Complimentary Close: The complimentary close should begin two spaces below the last line of the body of the letter and half way across the page. It is followed by a comma (.). The most frequently used forms of complimentary close are “Very Truly Yours”. “Sincerely yours”, “Cordially”, “Respectfully” is too formal to suit a business letter.

7. Signature: The signature consists of signature, name and / or designation of the writer. The name of the company should also be written while signing on a sheet without letterhead.

8. Initials: The initials of the typist / secretary should appear below the signature on the left-hand side of the sheet.

OPTIONAL PARTS: In addition to the above-mentioned essential parts of a business letter, the following optional parts may also be included when appropriate.

9. Enclosure notation should be put directly below the initials as follows:

Enclosures: 2 or Enclosures: 4 or Enclosures: Blank Form

10. Attention line, considered part of the inside address, directing a letter to a particular person or department, is usually placed between the inside address and the salutation.

11. Subject line, indicating the message, is usually placed below the salutation, wither including omitting the word “subject”.

12. Copy notation, stating the names of the persons to whom a copy of the letter is sent, should be typed below the initials or the enclosures (if any), arranged in order of importance or alphabetically.

13. Reference number of file, account, or case should be typed above the body of the letter.

14. Mailing notation: Words such as “Registered Mail”, “Book Post”, “Special Delivery” may be typed wither below the last line of the letter or above the inside address.

LETTER FORMATS:

1. Full Block Form: In a full block letter every line begins at the left margin. This is easier to type.

2. Modified Block Form: Modified block form is used frequently in business. All parts except the date, complimentary close and signature sections begin at the left margin. The date, complimentary close and signature area may start at the horizontal center of the page or to the right of center.

3. Modified Block form with Paragraph Indentations: It is like the modified block form except that its paragraphs are indented. The date complimentary close and signature area begin at the horizontal center of the page.

4. ASM simplified form: This form has been recommended by the Administrative Management Society of USA as an important timesaving step. Following are important features. (i) Full block style and open punctuations are used. (ii) Salutation and complimentary close are omitted, but to personalize reader's name is used at least in the first sentence. (iii) Subject line is typed in capital letters and the word "subject" is omitted. (iv) Signer's name and business title are typed in capital letters.

5. Hanging or Inverted Paragraph Form: This form is commonly used in sales and advertising letters. The key words are "hanging" in the left margin at the start of each paragraph with other lines indented. Sometimes the key words are typed in capital letters for more emphasis. The sketched of the above letters are given on the following pages.

THE KINDS OF INQUIRY LETTERS

INQUIRY LETTER:

A letter that asks information about persons, products or services or other matters is an inquiry letter. The questions to be included in a good inquiry letter should be carefully planned.

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Following are the suggestions for making inquiries effective.

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1. Make questions specific, clear and courteous.
2. State each question in a separate paragraph and number the questions if appropriate.
3. Use a separate sheet of paper for listing the questions if they are in large number.
4. Carefully arrange the questions – generally with the easiest to answer sheet.
5. Word the questions in neutral way to that the reader is not influenced.
6. Word the questions to get more than ‘yes’ or ‘no’ answer if details are needed.
7. Word the question to get ‘yes’, ‘no’ or ‘don’t know’ answers, if numerous questions are to be tabulated.
8. Express confidence in the reader.
9. Assure secrecy.

KINDS OF INQUIRY LETTERS:

Inquiry letters fall in three categories:

1. Trade inquiry,
2. Status inquiry and
3. General inquiry.

1. Trade Inquiry:- A trade inquiry (or sales related inquiry) is written with the intention of making business deals with the addressee. Such inquiry letters are written regarding products or services purchased or being considered for purchase. The trade inquiries ask information about the supply of goods, availability of goods, delivery time, leaflet or catalogue, quotations or price, method of transport, insurance, samples and terms and discount, etc.

2 Status Inquiry:- Status inquiry is written to know the financial position of some individual or firm usually perspective buyer. Inquiries about the character, qualifications, experience and performance of the applicant for job or membership may also be termed as status inquiries.

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3. General Inquiries:- General inquiry is made to get information about rules and procedures used in other organizations, government policies, market conditions etc. General inquiry may also seek information for private or business research. For example a firm may receive inquiries for various data from students, teachers or executives of other organizations.

ORDER LETTERS:

An order letter needs to be correct, complete and definite so that the reader may fill it exactly. Incompleteness or errors may mean further correspondence, shipping delays, complicated billing, repacking and reshipping and loss of business. Therefore, a good order letter should:

- Include full details of quantities, prices, colors, sizes etc.
- Quote catalogue number if any.
- State the requirements as to delivery – date, place, mode of transport etc.
- Confirm the terms of payment agreed in preliminary negotiation.
- Refer to the enclosure of cheque, pay order or draft or samples or colour of material if any.

Replying of Orders:

Ordinarily order letters need to reply. But replies should be written under following circumstance.

- When a customer requests for acknowledgement in confirmation of the order.
- When an order is incorrect incomplete or vague.
- When an order cannot be complied with.
- When extra time is needed to fill the order.

SYSTEMS OF SALES LETTERS

(i) USES OF SALES LETTERS:

1. Selling by Mail: Mail-order houses use sales letters for performing the entire selling job. i.e. from producing inquiries to shipping merchandise. The reply cards blanks order forms and other material may be enclosed with a sales letter to make it more effective.

2. Producing Sales Inquiries: Businesses other than mail order houses confine the use of sales letter to soliciting inquiries, which may be followed by letters, telephone or personal calls.

3. Following-Up Sales Inquiries: The inquiries, unsought or produced by sales letters or advertisements may be handled in different ways. Sales letter may be used for this purpose. Printed material may also be enclosed with it.

4. Inducing People to Buy: Sales letters may induce the customers or prospective customers to buy goods / services by arousing their interest and desire.

5. Building-Up Goodwill: Sales letters may also be used to thank the customers for their patronage, extend greetings, and announce new services, for building-up goodwill.

(ii). FUNCTIONS OF SALES LETTERS:

1. Attracting Attention: Attracting Attention of the reader through decent stationery, proper layout, neat typing, paragraphing, etc. further, the opening sentences of the text must make the reader think by means of a slogan or extra-ordinary idea.

2. Arousing Desire: Arousing Desire by appealing to reason (for necessities) and appealing to emotion luxuries). The desire to buy the goods or services must be created in the mind of the reader.

3. Implanting Conviction: Implanting Conviction about the good quality of goods / services so that the reader does hesitate in making the decision desired. This can be achieved by means of logical reasoning moderate claims, and evidence to support the claims.

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4 Stimulating Action: Stimulating Action by not allowing the prospective customer to put off auction. This can be done by offering inducements for quick action, like special discount, gifts, reply cards, etc.

(iii). SALES LETTER SYSTEMS (SERIES):

Sales letters are generally issued in a series to a selected list of prospective customers, to achieve the planned sales targets. Depending upon the nature of the product and the market, one of the following systems is applied.

1. The Wear-Out System: Under this system the total number of letters to be issued for achieving the target and the intervals for which the different letters will be issued are determined in advance. The terms and conditions offered are varied from letter to letter. When all the letters in the series have been issued, the series is automatically terminated.

2. The Continuous System: This system is suitable for those products / services, which are in regular demand; the sales letters are issued for the purpose of gaining the maximum share of the market. At suitable intervals, sale letters in the series continue to be issued as long as the business operates.

3. The Campaign System: The total number of letters to be issued in the series is not determined in advance. Sales letters with varying terms and conditions will continue to be issued until the sales target is achieved therefore the series will be terminated.

Distinguish between solicited sales letter and unsolicited sales letters.

Solicited Sales Letters: Solicited sales letter is reply to sales related inquiry (trade inquiry). Such letters deal with the questions about catalogue, prices, terms, discount, deliveries, manufacturing methods, types of accounts, available sources of supply and similar information. Solicited sales letters are also called invited sales messages. The inquirer is often already customer or a potential buyer, who may become a steady satisfied customer if the reply is sent with favorable impression. Following are the principles of writing impressing solicited sales letter.

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1. Answer promptly, because a prompt answer is more effective and it also gives an impression of attentiveness in other matters.
2. Respond completely, because omissions of certain facts limit the value of the answer and handicap the reader in decision making.
3. Give additional information relating to the inquiry, because some inquiries may not be clear and complete.
4. Reply courteously, because it creates favorable impression even if just a little information is given.
5. Follow-up the reply when desired response does not result within a reasonable time, give some more information or ask if any further information can be given.

Unsolicited Sales Letters: Unsolicited sales letters are not direct answers to inquiries, but they are initiated by the seller for various reason. These letters are also known as “Prospective” and “Cold Turkey” letters. According to Murphy and Peck the success in unsolicited sales letters will depend upon three factor; the mailing list, the right appeals, and the presentation. The first two of these factors are prewriting steps and the last one relates to writing the sales letter.

Prewriting Steps: The prewriting steps are the six planning steps-about purpose, reader, ideas to include, fact gathering, organization and revision. While planning an unsolicited sales letter these steps are taken in the following sequence.

- Gathering facts about the product.
- Knowing the reader and obtaining the mailing list.
- Deciding on purpose.
- Choosing ideas and the main appeal.
- Planning the presentation.
- Making revisions.

Writing unsolicited Sales Letter: The basic structure for unsolicited sales letter usually has four parts, commonly known as the AIDA formula for sales presentation.

A – Attracting the readers’ favorable attention.

I – Arousing the reader’s interest.

D – Creating desire and convincing the reader.

A – Making clear the action the reader needs to take.

These parts (also known as functions of sales letter need not always be in the sequence they are listed above, nor need all parts be in every letter). Distinction between sales and sales promotion letters.

Sales Letter:	Sales Promotion Letter
<ul style="list-style-type: none">• Aims at selling some goods / services.• Has formal style• Generally issued in a series.• Has convincing tone and attitude.• Motivates the reader to buy.	<ul style="list-style-type: none">• Aims at creating good relationships.• Has informal style.• Issued for an important circumstance or event.• Has suggestive tone and attitude.• Expresses desire to serve the reader.

SALES PROMOTION LETTERS:

These letters are issued to supplement the direct sales efforts with a view to develop a favorable foundation and environment for achieving higher sales. In fact, these letters are concerned with building up the good will and reputation of the enterprise. The letters aim at creating a favorable image of the enterprise in the mind of the reader.

Characteristics of Sales Promotion Letters:

1. Timeliness: Sales promotion letters are issued on special occasions, e.g. Eid, Holiday, introduction of a new product, etc.

2. Goodwill: A sales promotion letter is indirect sales invitation. It does not induce the reader to buy but aims at creating an environment helpful for increase in sales in future.

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3. Informal Style: A sales promotion letter is usually written in informal, friendly and personal style, because it aims at establishing and maintaining goodwill and good relations. It may, however, suggest the sales of a service or product.

Uses (Objects) of Sales Promotion Letters: The uses of sales promotion letter may be grouped into following four categories.

1. Maintaining Contacts: In a competitive world it is always possible that some regular customers may withdraw their patronage. It is, therefore, necessary to issue sales promotion letters from time to time carrying announcements of various services, and greetings with a view to maintain contacts with the existing customers.

2. Awakening Inactive Accounts: In spite of the best efforts for maintaining contacts, some of the customers may stop buying for certain reasons. In such circumstances, sales promotion letters are issued inviting complaints (if any) and offering adjustments (if possible).

3. Welcoming New Customers: In addition to handling the existing customers, the new ones should also be entertained. A new customer should be thanked and informed about services available to regular customers, through a sales promotion letter.

JOB APPLICATION LETTER:

A job application letter should be organized like sales letter, because it intends to sell the writer's services to the reader. The immediate purpose of a job letter is to secure an interview and the final goal is to get employment.

Solicited Job Letter: Solicited job letter written in response to an invitation (usually advertisement) has the advantage that a vacancy exists and that the employer is anxious to fill it. Its disadvantage is that it faces competition. Unsolicited job letter, written to an employer who has not invited an application, does not face competition. But, possibility of non-availability of job is its disadvantage. Functions of Job Letters:

1. Attracting Attention: Attracting attention of the employer through appropriate stationery, neat typing, proper layout, paragraphing, etc. further, the opening should not be stereotyped.

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2 Creating Desire: Creating desire to engage the applicant by describing required qualifications, interest in the job and environment, and personal favorable circumstance. Because employers prefer those candidates who have the required qualifications, interest and favorable circumstances.

3 Convincing the Employer: Convincing the employer by giving specific details of qualifications and experience, names of references, and results of aptitude and intelligence tests previously taken. Further, enclosed certificates, recommendation letters from former employers, teachers, etc. and samples of work, e.g. translations, poetry, paintings, etc., may also convince the employer.

4 Stimulating Action: Stimulating action by making courteous, graceful and confident request for interview that may lead to the ultimate goal of the job letter – the employment.

Considerations of Writing Effective Job Letters:

- Using appropriate stationery.
- Neat typing with proper layout.
- Describing qualifications, experience interest, etc.
- Avoiding stereotyped opening.
- Being specific, definite, courteous and graceful.
- Giving names of references.
- Mentioning the results of aptitude and intelligence tests previously taken.
- Making request for interview.
- Explaining reasons for leaving the previous job or for being unemployed, if necessary.
- Enclosing copies of the certificates and recommendation letters.

ADJUSTMENT LETTERS:

An adjustment letter is a reply to a complaint (claim letter). It is better to make adjustment than to risk losing a customer. Complaints should not be discouraged, because (1) they provide a means of discovering and correcting poor service, and (2) They provide an opportunity to win back goodwill.

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Analysis of Complaint: In dealing with a complaint all related facts should be investigated to determine (a) whether the complaint is justified and (b) whether, and how, adjustment is to be effected.

Justification of Complaint: Experience proves that most of the complaints are justified. They are usually a result of fault on the part of the seller or third party (transporter, etc.). A complaint is considered unfair when buyer is at fault and the request is for undue advantage.

Grant of Adjustment: A justified complain needs proper adjustment, e.g., refunding money, replacing merchandise, performing additional service, admitting fault and assuring care in future, and taking rightful action against third party responsible for the damage. Proper explanation is necessary if buyer is at fault or complaint is based on misunderstanding.

Adjustment Principles: 1. Answer promptly to avoid further complaint. When immediate adjustment is not possible, an acknowledgement letter assures that the complaint is being conserved. 2. Give the customer the benefit of doubt by assuming that the customer is right, unless the facts prove him/her wrong. 3. Accept blame gracefully when it is justified: to beg pardon or be unnecessarily humble is considered poor acceptance that may result in loss of goodwill. 4. Be diplomatic, especially when the addressee is at fault or complaint is based on misunderstanding. A diplomatic writer can say anything without insulting the reader.

ORGANIZING THE ADJUSTMENT LETTERS: The ideas in an adjustment letter are ordinarily arranged as follows:

1. Conciliatory Statement: Expression of regret even if the customer is at fault, or appreciation for having been informed is an effective start of an adjustment letter.

2. Explanation of Facts: Explaining the facts relating to complaint, clarifying the position in case of misunderstanding or indicating the customer's fault (if any) should be the next step.

3. Statement of Adjustment: Grant of the adjustment (if any), suggesting a substitute for requested adjustment (when it cannot be granted) or a mere acceptance of fault with assurance of taking care in future, should be stated as the third step.

4. Statement of Goodwill: A last paragraph may be added (if appropriate) for rebuilding of goodwill and renewal of business relations.

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Business Communication

Subject Code : 17AEC101 Academic Year: 2017 -2018

Class : I B.Com CA Semester : I

Possible questions:

Unit II

2 Marks Questions

PART B

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?

PART C (6 Marks)

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.



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U nit III

REPORT WRITING

According to Murphy and Peck a business report is an impartial, objective, planned presentation of facts to one or more persons for a specific, significant business purpose. Reports Travel upwards to supervisors and management policy-makers, downward and horizontally to those who carry out the work and policies, and outward (outside the firm) to stockholders, customers, the general public and government officials. A report may be written or oral, but most significant reports are written. The report facts may be pertained to events, conditions, qualities, progress, results, investigations, or interpretations. They may help the receiver(s) understand a significant business situation, carry out operational or technical assignments, and / or plan procedures, solve problems and make executive decisions. A good business report must satisfy the following criteria: a. Utility b. Persuasiveness c. Reliability d. Readability

A business report's utility, persuasiveness, reliability and readability mainly depend on the application of the communication principles. Called "The Seven C's" they are:

- (1) Completeness,
- (2) Conciseness,
- (3) Consideration,
- (4) Concreteness,
- (5) Clarity,
- (6) Courtesy, and
- (7) Correctness.

Functions of Business Report: A business report is very much useful for the management and also for the others. Its importance is because of the functions it performs. A business report:

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Provides Facts pertaining to events, conditions, qualities, progress, results investigations or interpretations. Measures Progress of employees, departments, and companies. Points Causes of problems e.g., low margins, high rate of staff turnover, accidents in factory etc. Suggests measures to overcome the business problems. Assists Manner in carrying out operational, or technical assignments, planning procedures, solving problems and making decisions.

CLASSIFICATION OF BUSINESS REPORTS: The following are bases of classification of business reports.

1. PURPOSE / FUNCTION: (a) Informational report, giving information on any issue without any analysis, interpretation, conclusions and recommendations of the writer. (b) Analytical report presenting facts along with their analysis and interpretation as well as conclusions and recommendations of the writer. Analytical report may be:

(i) Feasibility report, analyzing a proposal and recommending whether it is to be implemented or not. (ii) Ways and means report, analyzing the causes behind a problem and recommending as to how it may be solved.

2. FORMALITY / APPEARANCE / LENGTH: (a) Formal report, characterized by a cover and binding and other features like covering letter, title page, table of contents and index may be supplemented with charts and statistical tables. (b) Informal report, without cover, table of contents and other editorial trappings, submitted in the form of letter or memorandum.

3. ORIGIN: (a) Authorized report written on someone's request. (b) Voluntary report written on writer's own initiative.

4. CHANNEL: (a) Written report, presented in the form of memorandum, letter or formal report. (b) Oral report, presented in face to face discussion or on telephone.

5. REQUENCY OF ISSUE: (a) Special report, presented on a particular occasion. (b) Periodic

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report, presented periodically, e.g. daily, weekly, monthly, quarterly or annually

PARTS OF FORMAL REPORT:

Parts of a formal report may be grouped into prefatory parts, body parts, and supplemental parts.

Prefatory parts – cover; title fly; title page; letter of authorization; letter of acceptance; letter of approval; letter of transmittal, acknowledgements; table of contents; table of tables; synopsis; abstract or summary. Body Parts – Introduction; text; terminal section – conclusion and recommendations. Supplemental parts appendix, bibliography, index.

PARTS OF THE REPORT BODY: One part that every written report has is the body. This part includes three sections – introduction, text and terminal section.

Introduction: Following are the possible elements of introduction:

- a) Authorization names the person who requested the report.
- b) Problem, also called issue, proposed, matter, etc.
- c) Purpose, also called objective goal, mission, aim, etc.
- d) Scope determines the extent of investigation or coverage and the boundary of the report.
- e) Methodology indicates the methods of data collection, e.g. reading, interviewing, observing, or experimenting.
- f) Sources – primary (unpublished sources) and secondary (Published sources).
- g) Background of the situation being investigated.
- h) Definition of terms that have several possible interpretations.
- i) Limitations refer to restrictions such as time, money, available data, etc.
- j) Brief statement of results suggests the decision to be taken on the recommendations in a few words.
- k) Plan of presentation states the divisions and sub-divisions of the report and the order of the topics.

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- l) Introduction of the company for whom the report is prepared, includes nature, age and size of the business.

The introduction of report needs not include all the elements listed above, but only the desirable and appropriate ones. For example, a voluntary report cannot include authorization, or a periodic report may omit all or many of the elements of introduction. In short reports, the few needed elements may be grouped in a single paragraph without the heading of “Introduction”. Long reports may have introduction of many pages with headings and sub-headings. These elements may be arranged separately and many of them may be stated in parts other than “Introduction” – even outside the body of the report.

TEXT: Text is the largest portion of any report body. This section discusses and develops and develops the necessary details. As with all good business writing only pertinent facts should be included in the text. The text is never labeled Text. Its title should be discussion, finding, date or other meaningful words. Or, instead of one main title for this section, a series of headings, corresponding to the main topics may be used throughout the text. The content, organization, language style should be adopted to the reader’s needs.

TERMINAL SECTION: Terminal section summaries the highlights of the whole report. This section should be based on the text discussion and should include no new material. It summarizes, concludes and / or recommends. A summary condenses the text discussions. The conclusion evaluates discussed facts without including the writer’s personal opinion. Recommendations make suggestions for action based on the conclusions.

PREPARATION BEFORE WRITING REPORT: Following steps are taken before writing a report.

- 1) **DETERMINING THE PROBLEM AND PURPOSE:** Analyzing the problem and knowing the purpose of the report determine the scope and limitations of investigation and the

length, contents and style of the report.

2) VISUALISING THE READER: The reader's view-point, experience, qualification, knowledge, responsibility and status are important factors in planning the language and the organization of the report and the details to be included.

3) DETERMINING THE IDEAS TO BE INCLUDED: For writing a short report only general ideas and main points may be presented, but for a long report detailed working plan containing the relevant factors along with their divisions and sub-division is desirable.

4) COLLECTING NEEDED MATERIAL: For some reports all the data may be in the writer's mind, for others extensive primary and / or secondary research may be needed for collecting the required data.

Primary Research for collecting data involves uses of:

a. Company records b. Letters, diaries, minutes, reports, etc. c. Questionnaires d. Interviews e. Observations, and experiments

Secondary Research is conducted through published material – books, magazines, news paper, pamphlets, government documents, etc.

5) SORTING AND INTERPRETING DATA: The collected data in raw form is of no use. The data should be tabulated and organized in suitable columns and under appropriate headings and sub-headings. The tabulated data should be analyzed in a manner free from personal bias. The use of computer is also helpful.

6) ORGANIZING DATA AND PERFORMING OUTLINE: The analyzed and interpreted data should be properly organized. This organization should be accomplished in the form of a final outline. Plans for Organizing Report Body The body of the report may be

organized in two ways.

Characteristics of A Good Report

- 1. Precision:** In a good report, the writer is very clear about the exact purpose of writing it. His investigation, analysis and recommendations are directed by this central purpose. Precision gives a kind of unity and coherence to the report and makes it a valuable document.
- 2. Accuracy of facts:** The scientific accuracy of facts is very essential to a good report. Since reports invariably lead to decision-making, inaccurate facts may lead to disastrous decisions.
- 3. Relevance:** The facts presented in a report should be not only accurate but relevant also. While it is essential that every fact included in a report has a bearing on the central purpose, it is equally essential to see that nothing relevant has escaped inclusion. Irrelevant facts make a report confusing; exclusion of relevant facts renders it incomplete and likely to mislead.
- 4. Reader-orientation:** A good report is always reader-oriented. While drafting a report, it is necessary to keep in mind the person(s) who is (are) going to read it. A report meant for the layman will be different from another meant for technical experts.
- 5. Objectivity of recommendations:** If recommendations are made at the end of a report, they must be impartial and objective. They should come as logical conclusions to investigation and analysis. They must not reveal any self-interest on the part of the writer.
- 6. Simple and unambiguous:** A good report is written in a simple, unambiguous language. It is a kind of scientific document of practical utility; hence it should be free from various forms of poetic embellishment like figures of speech.
- 7. Clarity: A good report is absolutely clear.** Clarity depends on proper arrangement of facts. The report writer must proceed systematically. He should make his purpose clear, define his sources, state his findings and finally make necessary recommendations. He should divide his

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report into short paragraphs giving them headings, and insert other suitable signposts to achieve greater clarity.

8. Brevity: A report should be brief. It is difficult to define brevity in absolute terms. Nor can brevity be laid down as a rule. All that can be said is that a good report is as brief as possible. Brevity should not be achieved at the cost of clarity. Nor should it be at the cost of completeness. Sometimes the problem being investigated is of such importance that it calls for a detailed discussion of facts. Then this discussion should not be evaded. Brevity in report is the kind of brevity one recommends for a précis. Include everything significant and yet be brief.

9. Grammatical accuracy: The grammatical accuracy of language though listed at number 9 in the characteristics of a good report is of fundamental importance. It is one of the basic requisites of good report as of any other piece of composition. Who is going to read a report if its language is faulty? Besides, faulty construction of sentences makes the meaning obscure and ambiguous.

STRUCTURES OF BUSINESS REPORTS

Business reports are used extensively in organizations, and it is valuable for any executive to develop an effective report writing style. Business reports come in many forms, from lengthy formal reports to the shorter variations used within departments. Therefore, the writing style should reflect the nature of the report content.

A report can be organized in three ways: Letter form; Memorandum form; and Letter text combination form.

1. Letter form: In the case of brief, informal reports, the arrangement followed in business letter is adopted. Its main parts are: heading or the title, date, address, salutation, the body, complimentary close, and signature. It is usually written in the first person- I or we. The body of the letter can be further divided into the following parts:

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• **Introduction:** The introductory paragraphs present the terms of reference and the subject of study. Here the writer states the problem confronting him in the light of the terms of reference and the relevant circumstances. • **Findings:** The next few paragraphs present the finding of the investigation. • **Recommendations:** Recommendations that logically follow the findings are given in the last paragraph of the body.

2. Memorandum form: Adopting the memorandum form is a simpler way of presenting the report, since here the formalities of the letterform are done away with. The data is mentioned at the top. It is followed by the name of the person to whom the report. Next follows the actual text and the conclusion. As in the letterform, the text of the report is divided into paragraphs with headings and sub- headings. Large business houses have different types of printed forms to send reports. This simplifies the procedure and ensures uniformity of style.

3. Letter-text combination form. Long reports are usually written in the letter –text combination form.

Structure of Formal Reports: In general, long formal reports follow a recognized structure, made up of a title page, table of contents, executive summary, and introduction section, the main body of the report, conclusions section, recommendations and appendices.

Title Page: The title page, as its name suggests, identifies the report, so that it can be distributed to those individuals who are authorized to receive it. The title page should also contain sufficient information to enable the report to be retrieved easily once it is in storage. This page should be attractively laid out, as it is the first page that the reader see's, and first impressions are important!

Table of Contents: The table of contents lists the main sections or chapters that appear in the report and the page number for each.

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Executive Summary: The executive summary plays an important role in the business report. Its function is to provide busy individuals with an overview of the report contents. Therefore, the summary should be interesting enough to encourage the executive to return to the report when he/she is less busy! The normal length of the summary is between 350 – 550 words, and the summary should contain the objective(s) of the report, main findings, conclusions or recommendations. However, some extensive reports concentrate on presenting an overview of the conclusions or recommendations.

Introduction Section: The introduction should set out the aims and objectives of the report and provide background information about the matter being investigated or discussed. In addition, the author(s) of the report should explain how the data presented in the report has been gathered, and how the report itself is structured.

Main Body of Report: This section presents the main findings concerning the report's subject matter. These findings should be laid out in a clear and logical fashion, so that it is easy for the reader to follow the author(s) train of thought. It is usual to put the most important findings at the beginning of the section. It is important to use a system of headings, sub-headings and numbers to break large chunks of text down into smaller paragraphs.

Conclusions Section: In the section, the main findings are assessed. Any conclusions presented should be fair and unbiased, and should not be used as a means of highlighting the author's subjective opinions.

Recommendations: Recommendations for further action should only be made when the specific aims of the report, or terms of reference, dictate that recommendations be provided in the final report. Any recommendations made should be presented in order of importance and be written in a very precise manner, so that the readers are clear about the author's intentions.

Bibliography: If the report is based on extensive research, the works consulted by the writer are

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given in the bibliography. The bibliography may also include works recommended for further study.

Appendices: There are times when large amounts of data or statistics cannot be easily inserted into the main findings. Therefore, this information can be placed in an appendix at the end of the report. Clear references should be made to the appendix in the main body of the report. This approach is very valuable where several long tables of data must be contained in the report.

Glossary: It is the list of technical words used in the reports and their explanations. Whether these words are to be given in the beginning or the end or in footnotes is entirely a matter of the writer's choice. Besides, whether the glossary is needed at all depends upon who is going to read the report. If it is going to be read by knowledgeable people who are already familiar with the terms, there is no need to include the glossary in the report.

Signature: A report must be dated and signed by the person(s) who has (have) submitted it. In the case of a report prepared by a committee or a sub-committee, if it is very important, all the members may sign it, otherwise the signature of the Chairman will suffice. If the report is not unanimous, it may be signed only by the assenting members. The dissenting members may submit a separate minority report or they may sign the majority report with a note of dissent

Finally, it is wise to proof-read the report before it is printed to ensure that there are no spelling errors, and that the page numbers indicated in the table of contents match exactly the pages on which headings appear in the report.

ORGANISATION WITHIN EACH SECTION OF THE REPORT

Check that you have used signposting to tell the reader how your text is structured

At the beginning of sections, use forecasting statements which indicate what information follows; use headings in the body of the report which are important in establishing the hierarchy

of ideas in the whole text.

Example 1: 4.3. Vortex Breakdown in Swirling Jet Flows. This section explores some of the theoretical considerations associated with vortex breakdown occurring in swirling jets.

Example 2: 2.1 Advantages of Classifier Systems In this section, the three advantages of classifier systems are described.

Check that the ideas in each section are developed clearly and logically If you write a one-sentence summary of the idea of each paragraph, do these ideas connect?

Check the links between your paragraphs. Is the logical connection clear between each paragraph?

Check that each paragraph • has one main idea • has a clear topic sentence that states the topic of the paragraph • flows well.

1. Writing style, grammar and punctuation For more information about the academic writing style used in Engineering reports, go to the resource on improving scientific writing style available at:

<http://www.eng.monash.edu.au/current-students/download/improving-scientific-writing-style.pdf>

Check that your writing is formal enough Your final report needs to be written in formal academic style. Choose precise scientific expressions, and avoid slang, too many personal pronouns (I/we) and informal contractions (isn't, didn't, they're etc).

Check your sentences

Incomplete sentence Several factors need to be considered. For example, this attributes re Check your sentences

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Incomplete sentence Several factors need to be considered. For example, which attributes relate to the problem?

Run-on sentence The machine ability to replicate the human capacity for understanding is critical to expert systems, however efficiency is lost when responsibility for solving the information bottleneck is shared between human experts and learning algorithms.

Problems of Parallel Structure Inputs into the 1D3 algorithm include: • the goal concept to be learned • how the goal concept and approximations are defined in a data set • measures of uncertainty are used whose local minimal help define the decision tree

Check your verbs Subject-Verb agreement missing: An expert system provide a means of capturing existing expertise. It allows the user to distribute and actively apply the knowledge contained within the system.

Tense/tense sequence incorrect: 1. The company recognized the problem and then it attempts to solve it. (From a Results Section of a thesis) 2. However, in the past, the system achieves poor results.

Verb form incorrect: The eventual conditions in the model have not appeared to be representative of the intended platoon flows in the system.

Check your grammar Article missing or incorrect: Knowledge base stores application-specific reasoning knowledge about a particular domain.

Noun accountability problems: 1. Computers are complex device. 2. Researches (in formations) suggest that the problem cannot be rectified without innovations in technology.

Check your spelling!

Check your punctuation Avoid random apostrophes, commas and dashes!

Karpagam Academy of Higher Education
(Established Under section 3 of the UGC Act, 1956)
I B.Com CA

Business Communication

Subject Code : 17AEC101 **Academic Year: 2017 -2018**

Class : I B.Com CA **Semester** : I

Possible questions:

Unit III

PART B (2 Marks)

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 (6 Marks)

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. In 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



UNIT – IV

APPLICATION LETTERS

TYPES OF INTERVIEWS

Become familiar with various types of interviews, as you may encounter interviewers who blend styles to suit the interview objectives and to test for employment readiness.

The Behavioral Interview

In behavioral interviews, candidates are asked to respond to questions that require examples of previous activities undertaken and behaviors performed. To succeed at this type of interview, be prepared to give accounts of how you have dealt with difficulties on the job. The purpose of this type of interview is to predict future performance based on past experiences.

The Exploratory or Information Interview

The exploratory or information interview is used as a screening and fact-finding tool for you, the candidate. This interview is used to

- find out about a company as a potential place to work, including its corporate culture, organizational structure, and future growth,
- learn about an occupation, including the educational requirements, experience needed, and responsibilities involved in doing a job, and
- find out about the hiring trends, positions available, and application procedures.

The Directed Interview

The directed or directive interview involves the interviewer using an outline and asking specific questions within a certain time frame. The interviewer works from a checklist and takes notes.

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his type of interview is impersonal and seeks to reveal facts.

The Undirected Interview

The undirected or non-directive interview is unstructured and allows candidates to discuss their qualifications openly. This interview gives candidates a measure of control over the interview, providing for an opportunity to concentrate on strengths and to show leadership and organizational abilities.

The Panel Interview

A panel involves a number of interviewers. The composition of this panel could include:

- The supervisor
 - The manager
 - A union representative
 - A human resources officer
 - An employment equity officer
 - Employees from the department that is hiring
- The Group Interview

The group interview is used by some large companies or organizations for graduate intakes when several graduates are interviewed at one time. This interview can last from two hours to a day or longer and usually includes a group problem-solving exercise.

The interviewers may ask questions in an unstructured manner; therefore, the questions and comments may be unrelated to one another. This type of interview is used to:

- Observe how candidates react under pressure
- Evaluate how individuals interact with people with different personalities

- Test for communication skills
- Assess the "fit" with the group

It is wise to seek the advice of someone who has experienced this type of interview before engaging in this process.

The Sequential Interview

Some interviews are sequenced over a longer period, such as a half or full day. These interviews are used as an assessment tool. The first stage may begin with a panel interview, followed by a tour around the company (during which the assessment continues). The interview sequence may then conclude with another interview when you may be asked questions that test your creativity or your "fit" within the organization.

Further, you may be invited to more than one interview; for instance, the first may be an overall screening, followed by some form of assessment, then a post-assessment follow-up.

The Stress Interview

The stress interview intentionally creates and promotes discomfort. The interviewer may have an abrupt or brash attitude. Alternately, the interviewer may stare, be silent, and spend time taking notes. The purpose of this type of interview is to test the candidate's ability to be assertive and handle difficult situations.

The Screening Interview

Companies use screening tools to ensure that candidates meet minimum qualification requirements. Computer programs are among the tools used to weed out unqualified candidates. (This is why you need a digital resume that is screening-friendly. See our resume center for help.) Sometimes human professionals are the gatekeepers. Screening interviewers often have honed skills to determine whether there is anything that might disqualify you for the position.

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Remember-they do not need to know whether you are the best fit for the position, only whether

you are not a match. For this reason, screeners tend to dig for dirt. Screeners will hone in on gaps in your employment history or pieces of information that look inconsistent. They also will want to know from the outset whether you will be too expensive for the company.

Some tips for maintaining confidence during screening interviews:

- Highlight your accomplishments and qualifications.
- Get into the straightforward groove. Personality is not as important to the screener as verifying your qualifications. Answer questions directly and succinctly. Save your winning personality for the person making hiring decisions!
- Be tactful about addressing income requirements. Give a range, and try to avoid giving specifics by replying, "I would be willing to consider your best offer."
- If the interview is conducted by phone, it is helpful to have note cards with your vital information sitting next to the phone. That way, whether the interviewer catches you sleeping or vacuuming the floor, you will be able to switch gears quickly.

The Meandering Style

This interview type, usually used by inexperienced interviewers, relies on you to lead the discussion. It might begin with a statement like "tell me about yourself," which you can use to your advantage. The interviewer might ask you another broad, open-ended question before falling into silence. This interview style allows you tactfully to guide the discussion in a way that best serves you.

The following strategies, which are helpful for any interview, are particularly important when interviewers use a non-directive approach:

- Come to the interview prepared with highlights and anecdotes of your skills, qualities and

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experiences. Do not rely on the interviewer to spark your memory-jot down some notes that you can reference throughout the interview.

- Remain alert to the interviewer. Even if you feel like you can take the driver's seat and go in any direction you wish, remain respectful of the interviewer's role. If he or she becomes more directive during the interview, adjust.
- Ask well-placed questions. Although the open format allows you significantly to shape the interview, running with your own agenda and dominating the conversation means that you run the risk of missing important information about the company and its needs.

The Audition

For some positions, such as computer programmers or trainers, companies want to see you in action before they make their decision. For this reason, they might take you through a simulation or brief exercise in order to evaluate your skills. An audition can be enormously useful to you as well, since it allows you to demonstrate your abilities in interactive ways that are likely familiar to you. The simulations and exercises should also give you a simplified sense of what the job would be like. If you sense that other candidates have an edge on you in terms of experience or other qualifications, requesting an audition can help level the playing field.

To maximize on auditions, remember to:

- Clearly understand the instructions and expectations for the exercise. Communication is half the battle in real life, and you should demonstrate to the prospective employer that you make the effort to do things right the first time by minimizing confusion.
- Treat the situation as if you are a professional with responsibility for the task laid before you. Take ownership of your work.
- Brush up on your skills before an interview if you think they might be tested.

The Tag-Team Interview

Expecting to meet with Ms. Glenn, you might find yourself in a room with four other people: Ms. Glenn, two of her staff, and the Sales Director. Companies often want to gain the insights of various people when interviewing candidates. This method of interviewing is often attractive for companies that rely heavily on team cooperation. Not only does the company want to know whether your skills balance that of the company, but also whether you can get along with the other workers. In some companies, multiple people will interview you simultaneously. In other companies, you will proceed through a series of one-on-one interviews.

Some helpful tips for maximizing on this interview format:

- Treat each person as an important individual. Gain each person's business card at the beginning of the meeting, if possible, and refer to each person by name. If there are several people in the room at once, you might wish to scribble down their names on a sheet of paper according to where each is sitting. Make eye contact with each person and speak directly to the person asking each question.
- Use the opportunity to gain as much information about the company as you can. Just as each interviewer has a different function in the company, they each have a unique perspective. When asking questions, be sensitive not to place anyone in a position that invites him to compromise confidentiality or loyalty.
- Bring at least double the anecdotes and sound-bites to the interview as you would for a traditional one-on-one interview. Be ready to illustrate your main message in a variety of ways to a variety of people.
- Prepare psychologically to expend more energy and be more alert than you would in a one-on-one interview. Stay focused and adjustable.

The Mealtime Interview

For many, interviewing over a meal sounds like a professional and digestive catastrophe in the making. If you have difficulty chewing gum while walking, this could be a challenge. With some preparation and psychological readjustment, you can enjoy the process. Meals often have a cementing social effect-breaking bread together tends to facilitate deals, marriages, friendships, and religious communion. Mealtimes interviews rely on this logic, and expand it.

Particularly when your job requires interpersonal acuity, companies want to know what you are like in a social setting. Are you relaxed and charming or awkward and evasive? Companies want to observe not only how you handle a fork, but also how you treat your host, any other guests, and the serving staff.

Some basic social tips help ease the complexity of mixing food with business:

- Take cues from your interviewer, remembering that you are the guest. Do not sit down until your host does. Order something less extravagant than your interviewer. If he badly wants you to try a particular dish, oblige him. If he recommends an appetizer to you, he likely intends to order one himself. Do not begin eating until he does. If he orders coffee and dessert, do not leave him eating alone.
- If your interviewer wants to talk business, do so. If she and the other guests discuss upcoming travel plans, do not launch into business. Practice eating and discussing something important simultaneously.
- Try to set aside dietary restrictions and preferences. Remember, the interviewer is your host. It is rude to be finicky unless you absolutely must. If you must, be as tactful as you can.
- Choose manageable food items, if possible. Avoid barbeque ribs and spaghetti.
- Find a discrete way to check your teeth after eating. Excuse yourself from the table for a moment.

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- Thank your interviewer for the meal.

The Follow-up Interview

Companies bring candidates back for second and sometimes third or fourth interviews for a number of reasons. Sometimes they just want to confirm that you are the amazing worker they first thought you to be. Sometimes they are having difficulty deciding between a short-list of candidates. Other times, the interviewer's supervisor or other decision makers in the company want to gain a sense of you before signing a hiring decision.

The second interview could go in a variety of directions, and you must prepare for each of them. When meeting with the same person again, you do not need to be as assertive in your communication of your skills. You can focus on cementing rapport, understanding where the company is going and how your skills mesh with the company vision and culture. Still, the interviewer should view you as the answer to their needs. You might find yourself negotiating a compensation package. Alternatively, you might find that you are starting from the beginning with a new person.

Some tips for managing second interviews:

- Be confident. Accentuate what you have to offer and your interest in the position.
- Probe tactfully to discover more information about the internal company dynamics and culture.
- Walk through the front door with a plan for negotiating a salary.
- Be prepared for anything: to relax with an employer or to address the company's qualms about you.

WHAT IS SPEECH DELIVERY

In the context of public speaking, delivery refers to the presentation of the speech you have

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researched, organized, outlined, and practiced. Delivery is important, of course, because it is what is most immediate to the audience. Delivery relies on both verbal communication (see Chapter 3) and nonverbal communication (see Chapter 4). While some rhetoricians separate style from delivery, we have found it useful to discuss the two together, as the style of the speech should be connected to its presentation.

THE IMPORTANCE OF SPEECH DELIVERY

Once you have selected and researched your topic, and prepared and organized your presentation, you will need to work on your delivery. Without diligent work on the initial parts of the speech process, however, even the most impressive delivery has little meaning. On the other hand, combined with a well-prepared and practiced presentation, delivery can be a key to your success as a speaker. Delivery can communicate your confidence and preparedness to your audience. Effective delivery shows your audience that you have researched your topic and understand what you are speaking about. An effective delivery allows you to pull it all together—to showcase your work and to speak with confidence during your delivery. Think about some of the brief courtroom speeches you’ve seen or heard by lawyers on various television shows, such as Law and Order. Think about how they communicate confidence and enthusiasm in their arguments when making a case to the jury. If an attorney does not seem confident in his or her delivery, how might it affect the jury’s decision? In the following section, we focus on eight important aspects of delivery: overcoming anxiety, setting the tone, considering language and style, incorporating visual aids, being aware of time, choosing a delivery method, projecting a speaking persona, and finally, practicing and putting your speech into action.

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Business Communication

Subject Code : 17AEC101 **Academic Year: 2017 -2018**

Class : I B.Com CA **Semester** : I

Possible questions:

UNIT IV
PART B (2 Marks)

1. What do you mean by Public Speech?
2. Mention two characteristics of Good speech.
3. How should a candidate dress himself/herself for an interview?
4. Mention and explain at least two important characteristics of a good speech.
5. Discuss the importance of a selection interview for a candidate
6. Explain the characteristics of a good speech.

PART C (6 Marks)

1. What are the characteristics of a good speech?
2. What are the types of interviews?
3. How should a candidate behave during a selection interview?
4. Discuss the various heads under which information is provided by a resume.
5. What are the various techniques employed for selection interviews? Discuss their relative merits and demerits.
6. "A good speech requires planning." Discuss.
7. Discuss the objectives interview.
8. Briefly explain the differences between formal and informal speeches.
9. Discuss the importance of a selection interview for a candidate
10. Explain the characteristics of a good speech.



UNIT – V

ORAL PRESENTATION

This guide is intended to give some basic guidelines for preparing and giving technical presentations. There are many books and online resources available that go far beyond this basic advice. My intent here is to cover the basics as concisely as possible. If you are giving a presentation in one of my classes, these guidelines also serve to define some of my grading criteria.

1 Characteristics of a successful technical presentation

A successful presentation

1. has a clear purpose;
2. addresses the intended audience at their level;
3. Well-organized, including a clear introduction, which motivates and pre-views the talk, and a summary;
4. avoids unnecessary details;
5. Uses well-designed visual aids (and other) media;
6. engages the audience;
7. Ends on time;

2 Planning your presentation

Before you write your talk you should think about the purpose of your talk, your audience, and the resources you will have available for your talk.

What is the purpose of your talk? Every talk has a purpose:

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- When you give a talk in class, your goals might be to get a good grade and to not look foolish in front of your classmates.
- When you talk at a conference, your goal might be to interest other people in your work, to impress your colleagues, or to stimulate discussions.
- For talks at work, your goal might be to persuade your administration to fund your project.
- For an interview talk, your goal is to get hired.

Whatever your purpose, you will be more likely to achieve it if you

1) Understand what that purpose is, and

2) State your purpose in terms of what you would like your audience to get out of the talk. Here are some examples:

- “The audience should understand the damnations of variation inequalities, complementarily problems, and equilibrium problems and know that these problems are equivalent to each other.”
- “The class should be able to calculate the Eigen values of a 2 by 2 or 3 by 3 matrix by hand”.
- “The audience should understand the main ideas behind my approach and be convinced that my approach is a great new way to analyze microarray data”.
- “I hope to stimulate discussion in the audience to identify potential applications for my research”.
- “I would like to convince the audience that my algorithm is an improvement over the previous state-of-the-art.”
- “I would like my administration to fund my research.” Once you have a clear statement of your purpose in terms of your effect on the audience, you can plan your talk to achieve that purpose.

Analyze your audience the audience you are speaking to can impudence the purpose of

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your talk, the content of the talk, and the organization of the talk. You should think about the following questions:

- What background does your audience have? If you are speaking to a general audience, you will probably need to explain a lot of background material. But for an expert audience, you can leave a lot of that information out. If you have a mixed audience (some expert and some non-expert), you might want to think about different purposes for the two audiences. For example, for an hour-long interview talk, you might have the following goals: For example: – “Non-experts in the audience should enjoy the first 15 minutes of my talk and be impressed with my speaking ability.” – “Experts in the audience should understand the significance of my research, and be impressed by my mathematical abilities.” With such a two-pronged approach, you may then include more background at the beginning of the talk, but then target the second half of your talk mostly to the expert audience.
- What expectations do they have? • What prior beliefs do they have?

3 Organization

The organization of your talk will depend on what you are trying to accomplish. But the following basic outline should serve as a good starting point. Only deviate from this basic outline if you have a good reason.

1. Introduction - Introduce yourself and the topic of your talk, and tell your audience the purpose of your talk. Usually, you will want to include an outline of your talk as well. Explain:
 - Who has done this work?
 - What work has preceded this? What was the context?
 - When was the work done? • But most importantly, why is this work important? (give the audience a reason to listen).

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- Identify who you are/establish your “presence”. Why should they listen to you? • Earn the audience’s attention. What will they get from listening to you?
 - Give a roadmap: Tell them what you’re going to tell them. Explain where you plan to go, set up the story. Explain what the audience can anticipate. (An Outline is not an introduction!)
2. Background - Explain any background material necessary for your audience to understand the main points of your talk and which your audience doesn’t already know.

. Main Body - Describe your results

- Create main points to express key ideas and claims.
 - Present points as declarative statements
 - Reelect point back to thesis.
 - Verbalize connections between points.
 - Use transitions between points.
4. Summary/Conclusions - Summarize the main points of your talk and state any conclusions. • Tell them what you told them. • Reinforce thesis

Visual aids:

- ◆ An appeal to a variety of senses
- ◆ A focus of attention
- ◆ A change of pace
- ◆ A simplified explanation to help understanding

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- ◆ A more vivid and lasting impression
- ◆ A consolidation of learning
- ◆ Reference material for later use
- ◆ Help in relating or transferring learning to the real situation

Barriers to effective visual communication

Although visual aids help communication, there is also evidence to show that they can create barriers to effective communication. Usually we create these barriers when we give insufficient thought to the planning and use of the visual aids for promoting better communication and more effective learning.

How can we create visual aids that promote communication rather than impede it? The following points outline some important factors to be kept in mind.

Decide what we require of the visual aid Aids should be used as an important and integral part of the learning process. They should be used to create interest; to help learners understand the information being given; to help them recall major points that they must remember; and to help them develop a mental perception of the information.

Plan the visual aid carefully Good visual aids do not appear by chance - or rarely so. Usually a great deal of thought goes into their creation. It is advisable to prepare a rough sketch and ask the following questions:

- ◆ Is it what is really wanted?
- ◆ Is it as simple and bold as we can make it?

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◆ Can they build the information step-by-step to control what the audience is looking at?

◆ Is it as interesting as we can make it?

◆ Is the visual neat in appearance?

GUIDE FOR TRAINERS

Using a visual aid if much effort has been used to produce good visual aids, then we should use them to their best advantage. The following points are well worth remembering:

◆ Do not obstruct the view of the audience.

◆ The visual must be well placed.

◆ Do not read a visual word by word to the audience.

◆ Do not wave a pointer in front of the visual

. ◆ Do not talk to the visual.

Visibility With all visual aids it is vital that everyone should see it. Adopting the Rule of Seven ensures this viz.,

◆ Not more than seven lines on an acetate sheet

◆ Not more than seven words in a line; and

◆ Size of letters 7 mm

◆ In addition, color can be used to highlight various parts of the aid

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Business Communication

Subject Code : 17AEC101 **Academic Year: 2017 -2018**

Class : I B.Com CA **Semester** : I

Possible questions:

UNIT V

PART B (2 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?

PART C (6 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 on presentation plan.
10. Briefly explain on oral presentation.

S,No	Questions
1	Which among the following is (are) non-verbal
2	The handshake that conveys confidence is _____
3	Communication is the task of imparting _____
4	Which of the following is (are) the most effective ways of
5	Communication is _____ of facts, ideas, opinions by two or
6	_____ channel of communication is called the grapevine.
7	The downward communication flow from _____
8	Examples of oral communication _____
9	Written communication includes _____
10	Communication saves time in _____
11	Internal communication is a communication between _____
12	Telephonic conversation is a _____
13	In the communication cycle, the process of retranslation of
14	Reports from the subordinates to the superiors take the form of
15	Gestures is an example for _____
16	Grapevine communication is associated with _____
17	Communication problems otherwise known as _____
18	Informal communication is otherwise known as _____
19	Horizontal communication flows through _____
20	Face-to-face communication means _____
21	Physical Barriers to communication are _____
22	_____ is the process of arriving at agreement through
23	Information must be _____
24	Effective advice _____
25	The possibility of misunderstanding at any step is _____
26	The information the receiver gets is called _____
27	Information about its products is _____ information.
28	_____ is the essential aspect of communication.
29	Communication is the _____ of business.
30	The aim of _____ should be the organization's
31	Warning can be _____
32	Motivation should be achieved through _____
33	The ability to communicate effectively _____
34	_____ are welcome, for it is not obligatory to accept them.
35	_____ Communication is unsuitable for lengthy message.
36	_____ Communication is the most popular means of
37	_____ is a more powerful agent of persuasion and control.
38	_____ is quite often a physical barrier to communication.
39	_____ is the process of arriving at agreement through
40	Employees should encourage giving _____

41	Interpretation of data is followed by _____
42	Communication network in any organization is _____
43	Empathy leads to _____
44	Colours also have a _____ effect.
45	Blue colour refers _____
46	When the words spoken or written in the communication are
47	Informal communication is otherwise known as _____
48	Facial expressions and gestures are known as _____
49	Listening helps to make _____ effective.
50	Communication in an organization should ideally flow
51	_____ is a communication which contains the decision of
52	The value mail, e-mail, video conferencing etc., some of the
53	Exit communication takes place when an employee
54	Internal communication is necessary because _____
55	Unsolicited communication is a _____
56	_____ stands for mental health
57	_____ is a very conscious process of communication
58	The effort to influence the attitudes, feeling or beliefs is
59	_____ depends on the proper arrangement of fact
60	_____ of information subsystems provides more meaningful

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opt1	opt2	opt3
Facial expression	Face - face	Oral
Limp	Firm	Loose
Training	Information	Knowledge
Verbal	Non verbal	Written
exchange.	foreign exchange.	control.
formal.	informal.	horizontal .
a subordinate to a superior.	a subordinate to a subordinate.	a superior to a superior.
letter.	e-mail.	telephone.
reports & forms.	interviews.	film.
internal communication.	interview.	oral communication.
banker and customer.	superiors and subordinate.	salesman and buyer.
verbal communication.	non-verbal communication.	visual communication.
encoding.	decoding.	response.
upward communication.	downward communication.	face-to-face communication.
body language.	grammar.	speeches .
formal	informal	horizontal
enquire.	barriers.	encoding
grapevine .	lateral .	visual.
face-to-face discussion.	business letters	orders
visual communication.	direct conversation.	oral communication.
time and distance.	interpretation of words.	denotations.
consensus.	horizontal .	vertical .
accurate, complete, recent.	inaccurate, incomplete.	irregular.
is only man-oriented	is given in the workers interest.	is only work oriented
brain drain.	output.	channel.
message.	output.	input.
external.	internal .	planning .
enclosure.	letter.	telephone .
Backbone.	life blood .	nervous system .
order.	warning .	suggestion.
general or specific.	specific.	particular.
monetary incentives.	making the workers participate	making achievement goals
is a natural talent that cannot be	depends on the education level	can be learned.
suggestions	orders .	courtesy .
oral .	written.	vertical .
written .	oral .	visual .
speaker .	receiver	speech.
noise .	interpretation of words .	by passed instruction.
consensus .	horizontal .	vertical .
information.	guidelines.	suggestion.

recommendation.	suggestion.	conclusion
internal & external.	verbal & written.	oral & non-verbal.
greater receptivity.	more involvement.	greater focus.
psychological.	physiological.	sociological.
sincerity.	traditional.	danger.
semantic barrier.	physical barrier.	socio-psychological.
person to person	internal communication.	external communication.
face to face communication.	oral communication.	Face to Face and oral
communication	oral communication	written and oral
from top to bottom.	from bottom to top.	vertically
amendment.	resolution.	debate .
computer	traditional	science
enter into.	learning from.	enter into and learning from
business activities are easy.	business has grown in size.	government needs certain
physical barrier.	semantic barrier.	social barrier.
morale.	motivation.	co-operation.
warning.	order.	action.
instruction.	persuasion.	suggestion.
precision.	completeness.	clarity.
co-ordination.	integration.	direction.

opt4	
Audio-visual	
Double	
Message	
Oral	
understanding.	
vertical.	
a superior to a subordinate.	
fax.	
speaking.	
schedule.	
insurance company and its customer.	
written.	
feedback.	
visual communication.	
written.	
vertical.	
decoding.	
horizontal.	
circulars	
written.	
connotations.	
meaning.	
clear.	
is formal.	
medium.	
source.	
deciding.	
feedback.	
both backbone & lifeblood	
Counseling.	
Completely general.	
recognising the work of the employee	
depends on not using technology to send	
complaints.	
audio visual.	
face-to-face.	
decoder	
wrong pronunciation	
upward.	
order.	

complaint.	
feedback.	
causality.	
socio psychological.	
faith.	
psychological.	
Authoritative communication.	
Multimedia communication.	
report	
horizontally.	
minutes.	
rules	
leave .	
employees expects some information.	
socio-psychological barrier.	
coordination.	
education.	
motivation.	
coherence.	
planning.	

Answer
Facial expression
Firm
Information
Written
exchange.
informal.
a superior to a subordinate.
telephone.
reports & forms.
oral communication.
superiors and subordinate.
non-verbal communication.
decoding.
upward communication.
body language.
informal
barriers.
grapevine .
face-to-face discussion.
direct conversation.
time and distance.
consensus.
accurate, complete, recent.
is given in the workers
brain drain.
message.
internal .
feedback.
life blood .
order.
general or specific.
recognising the work of the
can be learned.
suggestions
oral .
oral .
speaker .
noise .
consensus .
suggestion.

suggestion.
internal & external.
greater focus.
psychological.
sincerity.
semantic barrier.
internal communication.
oral communication.
communication
from top to bottom.
resolution.
science
enter into.
business has grown in size.
socio-psychological barrier.
morale.
education.
persuasion.
clarity.
integration.

S.No	Questions
1	The _____ is the permanent records for business
2	Body of a letter is divided into _____ parts
3	_____ of the letter consists of main message.
4	The _____ of business letter is called layout.
5	In claim letter the initial statement should contain _____
6	Sales letters start with _____
7	Complaint letter should be called _____.
8	Which writing style characterizes the memos?
9	_____ letter is the reply to complaint.
10	Minutes, which tell more of the 'story of what happened and
11	Solicited Sales letters are written _____
12	There are _____ kinds of Sales letters.
13	Written summary of a meeting's business is
14	Collection letter are usually written in _____
15	Memorandum is used to _____
16	A memo is an example for _____
17	When- Respected Sir- is the salutation, the appropriate
18	Appropriate salutation for an application is _____
19	Subscription of a letter _____
20	Post script appears in a letter _____
21	Complementary close or subscription always be _____ with
22	A business letter serves as a record for _____ reference.
23	Contents of offers and quotation are _____
24	The letter should be based on _____
25	_____ are the official records of the proceeding of
26	Minutes of resolutions is only resolutions _____
27	A collection letter is associate with _____
28	The minute books are the _____ book of the company.
29	A circular is a form of _____
30	Dunning letters are also called _____
31	Circular letter is meant for _____
32	A _____ is a specific offer for sale.
33	Business letter must possess the quality of _____
34	_____ means the right use of putting in points or stops in
35	_____ is usually indicated if anything is to be attached to a
36	_____ is an important element in all business letters.
37	_____ is something written after the letter is closed.

38	Status enquiries are made for the following purpose _____
39	An offer to sell goods at a price and conditions specified is
40	The minimum number of members necessary for a meeting is
41	Letter announcing reduction of prices is called _____
42	Bio-data is enclosed with the following letter _____
43	The words CIF are used in the following letters _____
44	Which of the following is NOT an external business written
45	Which of the following information should be included in
46	What should not be avoided when engaging in business
47	Which of the following is NOT a problem when calling for a
48	Which of the following is an internal business written
49	Which of the following are examples of oral communication?
50	Writing style can be improved through use of _____
51	The most challenging type of meeting is _____
52	All the following are characteristics of meetings,
53	A meeting called to discuss arrangements for a specific event is
54	The word “memo” is a short form for _____
55	Memo is derived from a Latin word which means _____
56	One characteristic of a memo is _____
57	All the following are principles of business letter writing,
58	Which of the following is not a compulsory part of a business
59	_____ are meant to convey the same information to a large number of people
60	Circulars can be used to _____

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opt1	opt2	opt3
Business letters	Ledgers	Production reports
1	2	3
Heading	Body	Greeting
Body	Content	Pattern
Good news.	Bad news.	Mixed news
An easy and effective way	An attention-getting device.	A smooth story.
Persuasive letters	Claim letter	Inquiry letters
Informal	Formal	Impersonal tone.
Adjustment	An inquiry	Collection
Resolution minutes	Narrative minutes	Formal minutes
In response to an inquiry.	To sell a product or service.	To persuade buyer to buy a
Two	Three	Four
Minutes	Motion	Agenda
Serial	Line	Steps
Inform someone not related	Communicate to someone	Communicate to other company.
internal communication.	external communication.	lateral communication.
Yours sincerely.	Yours faithfully.	Yours affectionately.
My Dear Sir.	Sir.	Dear Sir.
contains principal message.	contains name and address of	contains name and address of the
in the beginning.	in the middle.	in the end.
different.	consistent .	opposite .
past .	present .	future .
details of product.	pleasing tone.	request for price.
attitude.	you attitude.	we attitude.
Agenda	Minutes	Notice
recorded.	development.	decision-making.
debtors .	creditors .	company.
subsidiary.	statutory .	obligatory.
written communication.	face-to-face communication.	group communication.
collection letters.	letter of credit.	compliant letters.
mass communication.	personal communication.	secret communication.
enquiry.	quotation.	reply.
coherence.	incompleteness.	faultiness.
exclamation.	semi colon.	comma.
appendix.	annexures.	index.
signature.	letter head.	salutation.
copy distribution.	enclosures.	postscripts.

for complaint.	for job.	for credit sales.
prospectus.	resolution.	quotation.
quorum.	resolution.	proxy.
sales letter.	circular letter.	collection letter.
sales letter.	application letter.	complaint letter.
circular letters.	complaint letter.	export business letter.
complaint letter.	curriculum vitae.	memo.
Date and venue of the	name of the members	discussion of the previous
Choppy sentences	Passive sentences	Bias-free language
Personal agenda	Team spirit	Interpersonal conflicts
Complaint letter	Curriculum Vitae	Memo
Meetings, memos and	Meetings, memos and	Meetings, presentations and
Jargon	Slang	Simple words
Task oriented meeting	Information sharing meeting	Progress meeting
Focused	Planned	Highly formal
Progress meeting	Task oriented meeting	Decision making meeting
Memory	Memorizing	Memorandum
A thing which must be	A thing which must be	A thing which must be written
Formal	Tool for external	Concise
Consideration	Directness	Precision
Salutation	Close	Attention line
Circulars	Memo	Notices
emphasize certain aspects of office conduct	announce social events of interest to the staff	inform the staff of any changes in procedures

opt4		Answer
Graphs		Business letters
4		3
Closing		Body
Title		Pattern
Ambiguous		Good news.
Buffer		An attention-getting device.
Sales letters		Claim letter
Neutral		Informal
Sales		Adjustment
Informal minutes		Narrative minutes
To increase marketing of a product.		In response to an inquiry.
Five		Two
Circular		Minutes
Series		Series
Communicate to the general public		Communicate to someone within
Written communication.		internal communication.
Yours lovingly.		Yours sincerely.
Sir Mr. X.		Sir.
Place and date.		contains name and address of the
never appears.		never appears.
parallel.		consistent .
both present & future.		both present & future.
request for traders information		details of product.
my attitude.		you attitude.
notes		Agenda
authenticated.		recorded.
customers.		debtors .
secondary.		statutory .
visual communication.		written communication.
Suggestion letters.		collection letters.
Informal communication .		mass communication.
statement.		quotation.
jargons.		coherence.
full stop.		full stop.
enclosures.		enclosures.
complimentary close.		salutation.
reference.		postscripts.

for knowing the status.		for credit sales.
offer.		quotation.
prospectus.		quorum.
offer letter.		offer letter.
collection letter.		application letter.
agency letter.		export business letter.
enquiries letter.		memo.
prelude of the meeting		Date and venue of the meeting
Cliches		Bias-free language
Cultural differences		Team spirit
Enquiries letter		Memo
Reports, presentations and performance		Meetings, presentations and
Metaphors		Simple words
Problem solving meeting		Problem solving meeting
Structured		Highly formal
Information sharing meeting		Task oriented meeting
Memoirs		Memorandum
A thing which must be communicated		A thing which must be remembered
Pretentious		Concise
Ambiguity		Ambiguity
Body		Attention line
Agenda		Circulars
report other matters of interest		emphasize certain aspects of office conduct

S.No	Questions
1	Classification of Report is _____
2	_____ are usually short messages with natural, casual
3	Another name of a synopsis is _____
4	_____ are routine reports prepared at regular time
5	Reports, which show “progress,” accomplishments, or activities
6	Letter reports are of _____ types
7	_____ include investigation of an issue or problem
8	A report is a basic management tool used in _____
9	Press reports refers to _____
10	_____ reports are usually a simple affair
11	A concise and accurate record of the proceedings at a meeting is
12	List of items of business to be considered at a meeting is called
13	An Agenda prepared in connection with _____
14	Minutes of a meeting are usually prepared by _____
15	A report prepared in a prescribed form and presented according
16	Statutory Report is _____
17	A report prepared and presented according to the form and
18	An informal report is usually in the form of a
19	A report as per law and procedure is called _____
20	_____ reports are prepared and presented at regular and
21	_____ is a basic management tool used in decision-
22	_____ is the list of words used in the reports.
23	_____ is the main part of the report.
24	_____ is the first part of the body of the report.
25	_____ are related to a single occasion or situation.
26	An. _____ report can be denied at any time
27	A. _____ report is one which is prepared in a prescribed
28	Reports submitted by the branch manager is a . _____
29	Report in the form of a person-to-person communication
30	The report published through newspaper is called as _____
31	Which of the following sentences about reports is NOT true?
32	Which of the following are examples of written
33	Which of the following does not describe a report?
34	The quality of a report is determined mainly by: _____
35	Reports that will be read at later dates by people from different
36	Which of the following is a formal report?
37	Which of the following types of reports does NOT provide a

38	A proposal for a student report will include a section on
39	A good report problem in business meets all EXCEPT which of
40	Which of the following is NOT needed in the purpose statement
41	What type of progress report would you write if you want to
42	Which of the following is MOST likely to evaluate several
43	If you want to recommend that your company upgrade its
44	Which of the following is appropriate for reports?
45	Which of the following is likely to help readers follow your
46	Which of the following parts of the formal report would be the
47	You have finished a report that you prepared as an outside
48	Which of the following parts of the formal report would be
49	A report discusses _____ that is already over
50	A report is usually a _____ document
51	A report is usually _____ communication
52	A report has conclusion in the form of _____
53	_____ report is usually in the form of a person to person
54	_____ report is one which is prepared in a prescribed
55	Report prepared and presented according to the form and
56	Report which are prepared to help the management In framing
57	A _____ is a basic management tool used in decision
58	A _____ helps to create a data base for the future
59	In _____ report we ry to determine the causes underlying
60	In _____ report we present data on a specialised subject

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opt1	opt2	opt3
Informal reports, Short reports	Formal reports ,Long reports	Formal or Informal reports ,
Formal reports	Informal reports	Short reports
Report	Letter	Abstract
Periodic Reports	Formal Reports	Progress Reports
Periodic Reports	Conference Reports	Progress Reports
Two	Three	Four
Formal report	Analytical Reports	Scientific Reports
personality development.	decision - making.	individual development.
reports in newspapers.	reports through letters.	oral communication.
Oral	Written	Short
resolution.	minutes.	invoice.
agenda.	dividend.	prospectus.
meeting.	business tours.	exhibition.
secretary.	chairman.	shareholder.
formal.	informal .	statutory.
an informal report.	not having legal sanction.	always a statistical report.
law report.	procedure report.	company report.
person to person.	many to one.	one to many.
formal report.	statutory report.	non statutory report.
periodic reports.	special reports.	informal reports.
business letter.	report.	document.
conclusion.	glossary.	index.
conclusion.	recommendations.	description.
contents.	introduction.	conclusion.
non-recurrent reports.	investigative reports.	special reports.
oral.	written.	special.
oral.	written.	informal.
technical.	logical.	individual.
formal report.	informal report.	statutory report.
annual report.	business report.	budget report.
A short report is meant to convey	An annual report is usually	A recommendation report
Letters and voicemail	Reports and email	Circulars and voicemail
Orderly	Subjective	Helps decision making
The language of the report	The visual aspects	The length of the report
be written very informally	use personal pronouns	use contractions
A two-page document justifying why	A long document with a title	A three-page document that
A justification report	A feasibility report	A problem-solving report

How will you get answers to your	Are you sure that a solution	What organizational problem
The audience for the report able to	It is narrow, yet challenging.	The data, evidence and facts
The problem that the organization is	The specific technical	The rhetorical purpose of the
Recommendation progress report	Final progress report	Chronological progress report
Feasibility report	Annual report	Closure report
feasibility report.	closure report.	justification report.
Avoid using headings and	Introduce the visuals in the	Use a very formal style to
Contractions	Repetition	Topic sentences
Body	Methods	Conclusion
an e-mail acknowledgement.	a letter of transmittal.	a self-addressed, stamped
Abstract	Title	Methods
Event	Communication	Agenda
Unsolicited	Solicited	Certified
Downward	Upward	Horizontal
Suggestion	Order	Request
Formal	Informal	Statutory
Formal	Informal	Statutory
Formal	Informal	Statutory
Formal	Informal	Statutory
Report	Proposal	Minute
Report	Proposal	Minute
Fact Finding	Performance	Problem Determining
Fact Finding	Performance	Problem Determining

opt4		Answer
Informal reports, Long reports		Formal or Informal reports ,
Progress report		Informal reports
Text		Abstract
Conference Reports		Periodic Reports
Feasibility report		Progress Reports
Five		Two
Informational Letter Reports		Analytical Reports
Self motivation.		personality development.
written communication.		reports through letters.
Long		Short
agenda		resolution.
reports.		prospectus.
personal notes.		meeting.
laymen.		laymen.
general.		formal.
Formal report.		an informal report.
statutory report.		law report.
company to company.		person to person.
informal report.		statutory report.
non-periodical reports.		periodic reports.
specific reports.		report.
reference.		glossary.
references.		description.
abstract.		introduction.
formal reports.		special reports.
informal.		oral.
formal.		formal.
special.		individual.
non-statutory report.		informal report.
press report.		press report.
A proposal is a report written to		An annual report is usually
Presentations and email		Reports and email
Helps in problem solving		Subjective
The accuracy of the data		The accuracy of the data
spell out acronyms the first time		spell out acronyms the first
PowerPoint slides printed out and		A long document with a title
An annual report		An annual report

Who in the organization would		Are you sure that a solution
The facts are sufficient to show		The data, evidence and facts
The conclusion that will be		The conclusion that will be
Task progress report		Recommendation progress
Sales report		Feasibility report
formal proposal.		justification report.
Use slang and contractions.		Introduce the visuals in the
Prepositions		Topic sentences
Purpose		Body
a thank-you letter.		a letter of transmittal.
Transmittal		Transmittal
Process		Event
Printed		Solicited
Grapewine		Downward
abstract.		Suggestion
Non Statutory		Informal
Non Statutory		Formal
Non Statutory		Statutory
Non Statutory		Non Statutory
Document		Report
Document		Report
Technical		Problem Determining
Technical		Technical

S.No
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Questions
The primary purpose of speechmaking is to_____
Audience analysis is an important factor in which of the following_____
Audience adaptation is an important factor in which of the following?
Audience adaptation is an important factor in which of the following steps of the speechmaking process?
The fact that audiences are egocentric means that
Which of the following is a demographic characteristic of a speech audience?
The will usually dictate how long a speech should be.
According to your textbook, what are the three primary factors to consider when assessing an audience's dispo
Which of the following elements usually has the greatest impact on the length a speech should be?
A questionnaire item that gives the respondent the widest freedom in answering is called a(n)
The method of science requires that independent observers must:
When analyzing a past president to describe his personality by coding letters or speeches he has written, you
The _____ body of the presentation should be broken into short and clear units
are usually short messages with natural, casual use of language.
are ____ basic parts of a formal report.
Classification of Report is:
Which writing style characterizes the memos?
-----are routine reports prepared at regular time interval-daily, weekly, monthly quarterly or annually.
What are the three general purposes for giving speeches?
What kind of topics are important for a speech?
What does a successful speech require?
The proper use of sounds to form words clearly and acculately
All of the following are dimensions of the speaking situation that a speaker should analyze <i>except</i> :
The following are all generic speaking skills that are taught and practiced in introductory speech classes <i>exce</i>
In educational presentations, a "deliverable" is:
All of the following are typical presentations in a business and professional context <i>except</i> :
What is the purpose of a ceremonial speech?
All of the following are typical speaking situations in the social and ceremonial context <i>except</i> :
All of the following are typical speaking situations in the civic and political context <i>except</i> :
According to your text, a series of short speeches that are informative and on various aspects of the same ger
A skill resume
Which of the following should NOT be included in a professional resume?
A chronological resume is appropriate when
Employers will be most likely to reject resumes that:
Which of the following is a techniques for emphasizing material in a resume:
Which of the following should NOT be included in a resume:
Which of the following is not appropriate for the layout of a resume:
Mr.John is involved in some capacity with working with computer hard ware, choose the appropriate resume
The kind of information should be include in resume:
Which one of the following is NOT one of the basic components of a resume?

The best way to apply for a job is to submit a resume that is:
The application letter and the resume performs
A summary placed at the beginning of the CV acts as a:
The application letter is:
The chances that an interview will be successful, if you do all of the following EXCEPT:
All of the following are recommended in the job interview process EXCEPT:
A job applicant should prepare a list of questions to ask during the interview. Which of the following is an ap
All of the following are examples of traditional interview questions EXCEPT:
The best time to begin discussing salary and benefits is
If you have more than one job offer, all of the following are good questions to ask yourself EXCEPT:
Which is NOT typical behavior of a successful interviewee?
Tease or stress questions are intended to judge:
In an interview, if you do not know an answer, you should:
Which of the following is a good interview strategy?
The word interview comes from:
The person who answers the questions in the interview is called:
The person who asks the questions in the interview is called:
Which type of interview follow formal procedures:
Which type of interview does not follow formal procedures:
It is designed to place the interviewee in a stress situation:

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opt1	opt2	opt3
gain a desired response from	learn more about the speaker	gain experience as a speaker
selecting a topic	organizing the speech	choosing supporting material
choosing the speech topic	preparing the speech	presenting the speech
formulating a specific purpose	writing an introduction and conclusion	choosing visual aids
listeners believe their cultural	listeners are concerned about	listeners interpret the speech
interest	attitude	size
size of the audience	occasion	physical setting
gender, knowledge, and opinion	interest, background, and attitude	size, occasion, and group membership
the audience's disposition toward	the physical setting for the speech	the audience's attitudes toward
inductive question.	open-ended question.	leading question.
verify data.	state a hypothesis in a formal	derive a hypothesis from the
Big Five	content analysis	personality assumptions
Main	Middle	Upper
Formal reports	Informal reports	Short reports
Prefatory Parts	Text Parts	Supplementary Parts
Informal reports, Short reports	Formal reports, Long reports	Formal or Informal reports
Informal	Formal	Impersonal tone.
Periodic Reports	Formal Reports	Progress Reports
To persuade, act, & adjust your	To inform, make people laugh	To inform, persuade, & entertain
Any kind of topics	Topics that only you find interesting	Topics that matter to your listeners
Knowledge of both sources and	To write about Skills and Abilities	Talk about a subject with which
Pitch	Personification	Pronunciation
Public or private sphere	Formal or informal demeanor	Monologic or dialogic
Analysis	Style	Organization
The speech outline	A PowerPoint slideshow	The speech
Marketing presentations	Employment interviews	Project proposals
to meet a need	to transmit ideas	to evoke emotion
Presenting the Woman of the Year	Proposing a toast at a wedding	Telling a joke
Talk shows	Public debates	Community forums
symposium	panel	forum
Summarizes what a person did	Can showcase abilities and	Emphasizes degrees, job titles
Technical jargon	Marital Status	Names of honor societies
You want to emphasize degrees	You are changing fields	you want to show competence
are more than one page long	do not include the name if	Contain grammatical or spelling
Presenting it in vertical lists	Including it as part of a letter	Using very little white space
Complete sentence	The word "I"	Sentence fragments
Additional white space to offset	Placing the education section	Using several colors to design
Chronological resumes	Skill resume	resume
Work experience	Education	Affiliation and membership
Contact Information	Objectives	Work experience

Specifically written for that pa	Full of personal informatio	Suitable for any job
The same task	over lapping task	Two different task
Statement of objectives	Preface	Synopsis
Description of your core stren	a summary of your qualific	a foreward
prepare by researching compa	Learn about the process of	Wait for the interviewer to c
bringing a notebook and pen	preparing a practice video	bringing extra copies of resu
Salary details	Profitability of the compar	Training opportunities for er
Where do you see yourself in	What have you red recentl	how do you fit to this job?
during the job interview	after you get the job offer	In the follow-up letter after t
Am I willing to take work hon	Am I willing to travel?	Where do I need to stay?
having eye-contact with the in	Using technical jargon	Asking questions about who
the candidate's technical skill	The candidate's intelligenc	The candidate's stress level
Bluff	Keep guessing	Remain quiet
Do not bring anything into the	criticie your former emplo	Remember to smile often
French	Germany	Latin
Interviewer	Interviewee	Panel member
Interviewer	Interviewee	Panel member
Structured interview	Un Structured interview	Stress interview
Structured interview	Un Structured interview	Stress interview
Structured interview	Un Structured interview	Stress interview

opt4		Answer
knowledge.		listeners
choosing supporting		supporting materials and selecting
topic, preparing the		preparing the speech and
purpose, writing an		writing an introduction and
speech		with how a speech will affect
gender		gender
topic		occasion
and attitude		knowledge, interest, and attitude
speech		the occasion for the speech
informal question.		open-ended question.
hypothesis in a form		form that can be tested and derive
Theory		content analysis
Lower		Main
Progress report		Informal reports
Body parts		Supplementary Parts
repots		or Long Reports
Neutral		Informal
Conference Reports		Periodic Reports
Reports		have fun
your listeners, as well		listeners, as well as to yourself and
Speak		the types of supporting material
Pronunciation		Pitch
Monologic and dialogic		Formal or informal demeanor
Research		Analysis
assigned to accompany		accompany the presentation
Training sessions		Training sessions
to swaying opinions		to meet a need
Nominating a candidate		Nominating a candidate
Rallies		Community forums
debate		debate
person's education and		strengths through a series of
Personality traits		Marital Status
experience are not the		You want to emphasize degrees
credentials in reverse		errors
middle of a page		Presenting it in vertical lists
verbs that end with 'ing'		The word "I"
Including bullets		Using several color to design
Gender		Skill resume
Education and		Affiliation and membership
Religious background		Religious background

Self-recommending		particular job
Two opposite task		Two different task
recommendation		Preface
objective		and suitability for the job
interviewer		you with a decision
employees wear at		yourself and handing over to the
Casual leave details		employees
weakness?		thirty years?
letter		after you get the job offer
time to look for another		for another job?
questions asked		competitors
handles them		How the candidate handles them
the answer		answer
answer		Remember to smile often
Italic		Latin
Manager		Interviewee
Manager		Interviewer
Appraisal interview		Structured interview
Appraisal interview		Un Structured interview
Appraisal interview		Stress interview

S.No	Questions	opt1
1	Audio Visual communication combines _____	auditory only.
2	Pictures, slides, films fall under _____	body languages.
3	Posters fall under _____ communication.	oral.
4	Audio-Visual communication is most suitable for mass _____	publicity & education.
5	One advantage of telephone communication is : _____	Good for problem
6	Teleconferencing is not suitable for : _____	Meetings
7	One advantage of telephone communication is : _____	Good for problem
8	All the following types of information can be posted on the	Employee benefits
9	One advantage of the intranet is : _____	Easy to develop and
10	One disadvantage of the intranet is : _____	Large investment in
11	A company's total budget is allocated among six departments in	table
12	When you are presenting a series of numbers in a business	line graph
13	For which situation would a bar chart NOT be an appropriate	Presenting the sum of
14	Which is appropriate for an e-mail message?	A somewhat degrading
15	Which is NOT one of the three purposes for giving oral	To persuade
16	Which of the following is an informative presentation?	Promoting a new
17	A presentation designed to entertain and validate the audience is	persuasive presentation.
18	All of the following would be examples of persuasive	selling a company's
19	Which of the following is recommended for an effective	Make seven to ten
20	It is possible to learn how to make good presentations with a	Simple Affair
21	The first step towards planning the presentation is acquiring a	Audience
22	The _____ should be short but capable of catching the	Introduction
23	_____ briefly and clearly mention the main themes of the	Development of the
24	_____ is the main part of the presentation	Development of the
25	All the themes that have been developed earlier are pulled	Development of the
26	A clear picture of the presentation is given in the _____	Development of the
27	In _____ the main points are highlighted in order to create an	Development of the
28	The first step in preparing the presentation is to collect all	Relevant objectives
29	In a presentation the selected information should be arranged in	Logical
30	_____ and _____ are indispensable to a good	Reading, Writing
31	_____ should be loud enough to be audible to the people	Speech
32	Maintain _____ with the audience throughout the	Eye Contact
33	_____ should be natural and congruent with the message	Postures
34	_____ is a very reliable index of a speaker's confidence	Postures
35	Which of the following are commonly used audio visual aids?	Flip Chart
36	_____ can enhance the effectiveness of the presentation	Animation
37	There should be _____ between the spoken words and the	Perfect Correspondence

38	Showing _____ is an insult to the audience	Nice visual
39	In a presentation the speaker should not be _____	Interrupted
40	_____ conclusion prompts immediate action	Sharp and Meaningful
41	_____ while making a presentation is not a good move	Talking
42	Presentation should not begin with _____ unless you have a	Audio on Speaker
43	Too many _____ in a presentation prove to be a	Audio
44	Stress the _____ words properly	Important
45	Give a _____ before and after your important points	Pause
46	_____ will project you as a confident speaker	Postures
47	_____ should be neither exaggerated nor stiff	Postures
48	_____ should be removed the moment its relevance is	Audio
49	There must be sufficeint _____ between one visual and the	Time Gap
50	The speaker must be proficient in using _____ of the aids	Audio
51	_____ number of video clips and charts should be used	Maximum
52	The speaker of the presentation should be dressed _____	Formally
53	Make a clear statement of the _____ of the presentation	Subjectives
54	The success of the presentaion will depend upon the kind of	Rapport
55	_____ is an important aspect of preparation	Viewing the
56	The opening of the presentation should be _____	Enduring
57	The introduction of the preaentation should not take more than	10
58	A clear picture of the _____ should emerge and get	Audio
59	Introduction of the main themes should take about _____	10
60	Development of the main themes should take about	10

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opt2	opt3
visual only.	both auditory &
audio-visual	reporting.
visual.	written.
policies & political.	save & store.
Permits use of some	Conveying large
Interviews	Problem solving
Permits use of some	Conveying large
Declared holidays	Company policies
Easy to get started	Avoids information
Encourages	Is inferior to email
bar chart	line graph
table	pie chart
Comparing a	Comparing items
An urgent notice to	Sarcasm because
To debate	To build goodwill
Convincing	Demonstrating three
informative	oral presentation.
changing an	stroking the
Use a light	Customize your
Lack-lusture	Concious effort
Employees	Customers
Preface	Abstract
Introduction of the	Integeration of the
Introduction of the	Integeration of the
Introduction of the	Integeration of the
Introduction of the	Integeration of the
Introduction of the	Integeration of the
Main themes	Relevant
Chronological	Objective
Practice,Rehersal	Preparation,Getting
Tone	Microphone
Relationship	Friendship
Gestures	Eye Contact
Gestures	Eye Contact
Flow Chart	Bar Chart
Audio-Visual	Recitation
Relevant	Opposite

Irrelevant visual	Orderly prepared
Questioned	Disturbed
Precise and Forceful	Short and Sweet
Walking	Standing behind the
Visual on OHP	Animation on
Visual	Animation
Jargon	Key
Hint	Example
Gestures	Eye Contact
Gestures	Eye Contact
Visual	Animation
Break	Interval
Visual	Audio-Visuals
Minimum	Limited
Casually	Traditionally
Objectives	Directives
Report	Relationship
Listening the	Briefing the
Pleasing	Commanding
15	20
Presentation	Video
15	20
20	30

UNICATION

opt4	
written.	
visual communication.	
spoken.	
Publicity & policies.	
Keeping a permanent record	
Keeping in touch with country offices	
Keeping a permanent record	
Performance appraisals	
Will be readily used by all employees	
Not suited for small organizations	
pie chart	
bar chart	
Comparing a segment of a whole to the whole	
Gossip that your friend at another company would love to hear	
To inform	
Entertaining the audience to stroke the customers' egos	
goodwill presentation	
convincing upper management to accept a proposal for hiring additional	
Use a different background design for each slide in the presentation	
Complex Affair	
Stakeholders	
Conclusion	
Statement of the objective	
Statement of the objective	
Statement of the objective	
Statement of the objective	
Summary/Conclusion	
Subject matter	
Descriptive	
Summary, Conclusion	
Voice	
Morale	
Voice	
Voice	
Pie Chart	
Dictation	
Simple Correspondence	

Badly prepared visual	
Distracted	
Lengthy and Depth	
Questioning	
Questioning Audience	
Questions	
Hint	
Gesture	
Voice	
Voice	
Questions	
Correspondence	
Controls	
Unlimited	
Informally	
Descriptives	
Friendship	
Recording the Presentation	
Striking	
25	
Voice	
25	
40	

Answer
both auditory & visual.
audio-visual communication.
visual.
publicity & education.
Permits use of some non-
Problem solving
Permits use of some non-
Performance appraisals
Avoids information overload
Large investment in time and
pie chart
table
Comparing a segment of a
An urgent notice to committee
To debate
Demonstrating three
goodwill presentation
changing an audience's
Use a light background if the
Concious effort
Audience
Introduction
Introduction of the main
Development of the main
Integetation of the themes
Integetation of the themes
Summary/Conclusion
Relevant Information
Logical
Practice,Rehersal
Voice
Eye Contact
Gestures
Postures
Flip Chart
Audio-Visual
Perfect Correspondence

Badly prepared visual
Interrupted
Precise and Forceful
Standing behind the podium
Visual on OHP
Visual
Key
Pause
Eye Contact
Gestures
Visual
Time Gap
Controls
Limited
Formally
Objectives
Rapport
Briefing the Presentation
Striking
10
Presentation
20
40