17AEC101   **BUSINESS COMMUNICATION**

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

(Established Under section 3 of the UGC Act,1956
Pollachi Main Road, Eachanari (Post),
Coimbatore – 641 021

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

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/

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/
W8: http://www.aui.ma/personal.com/
W9:www.instructables.com
W10: http://www.skillsyouneed.com

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

APPREARANCE 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 he 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.

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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 injuries 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 inquires, 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.

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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 pats be in every letter).Distinction between sales and sales promotion letters.

Sales Letter:	Sales Promotion Letter
• Aims at selling some goods / services. • Has formal style • Generally issued in a series. • Has convincing tone and attitude. • Motivates the reader to buy.	• 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.

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 if 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 simples 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.

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.

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

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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 on 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 basis. 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

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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 invariable lead to decision-making, inaccurate facts may lend 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 tile 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 al 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 be 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

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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!

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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

I B.Com CA

(2017 – 2020 Batch)

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.

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.

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

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. Mealtime 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.

• 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

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.

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 dine 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:

• 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

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 gen- earl 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 deterrent 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 back- ground at the beginning of the talk, but then target he 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).

• 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

✦ 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?

✦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

Prepared by J.Suganya, Dr.J.Arul, V.Jamuna, Assistant Professors, Department of Commerce, KAHE

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 of presentation plan.

10. Briefly explain on oral presentation.

KARPAGAM ACADEMY OF HIGHER EDUCATION
(Established Under Section 3 of UGC Act 1956)
COIMBATORE-21
(For the candidate admitted from 2017 onwards)
First Internal Examination-July 2017
I B.COM (CA) A,B & C
First Semester
BUSINESS COMMUNICATION

TIME: 2 HOURS   Maximum: 50 marks
                                                                              Date :_____

PART-A (20*1=20 Marks)
Answer All the Questions

1._____refers to the understanding and interpretation of the message received.

      A. Encoding   B. Reading   C. Channeling D. **Decoding**

2. Feedback is the response or reaction from the_____

      A. Sender   B. third-party   C. **receiver**   D. officer

3. The word Para means_____

      A. **length**   B. like   C. life   D. real

4. An idea is_____and it includes facts and emotions

      A. symbolic   B. actual   C. **abstract**   D. reasonable

5. Choice of channel by the sender does not depend upon the _____

      A. goal of communication   B. receiver   C. facilities available   D. **retailers**

6. Verbal communication refers to the use of _____

      A. signs   B. words   C. symbols   D. **signals**

7. _____communication flows between employees of equal or comparable status

      A. vertical   B**. horizontal** C. downward D. diagonal

8. The _____chain is like a wheel where a person is at the center and the information passes along the spokes of the wheel to others stationed on the rim

      A. **cluster**   B. probability C. gossip   D. single strand

9. _____communication is often marred by either under-communication or over-communication

      A. downward B. upward   C. horizontal   D. **diagonal**

10. Downward communication flows from a superior to_____

      A. inferior   B. clerk   C. **subordinate**   D. laborer

11. _____communication includes reporting job progress to superiors by subordinates

      A. upward   B. downward   C. horizontal   D. **diagonal**

12. _____is communication between two individuals at different levels belonging to different departments

      A. horizontal communication   B. upward communication

      C. **diagonal communication**   D. downward communication

13. The grapevine acts as a kind of safety-valve for the pent-up emotions of the _____
      A. superiors   B. authorities   C. subordinates   D. **officials**

14. The grapevine provides _____to the management

      A. **feedback**   B. finance   C. authority   D. solidarity

15. In _____chain, the information may move from anybody to anybody

      A. **cluster**   B. probability   C. gossip   D. single strand

16. _____can be both involuntary and conscious movements   .

      A. posture   B. haptics   C. emblems   D. **gestures**

17. _____makes use of telecasts, short films, video tapes and is a powerful medium of communication

      A. visual signs   B. **audio-visual communication**   C. facial expression D. audio signs

18. Absence of eye contact suggests _____

      A. **openness**   B. inattentiveness   C. interest   D. self-confidence

19. The receiver interprets and understands the message sent by the sender. This is called _____

      A. Encoding   B. **Decoding**   C. receiving   D. noticing

20. The sender giving a form to an idea is called _____

      A. **Encoding**   B. Decoding   C. channeling   D. feedback

PART – B (3 X 2 = 6 Marks)
Answer All the Questions

21. What is communication?

     Communication is the act of conveying intended meanings from one entity or group to another through the use of mutually understood signs and semiotic rules.

22. Communication is a two way process. Explain.

Two-way communication is a form of transmission in which both parties involved transmit information. Two-way communication has also been referred to as interpersonal communication

23. What is downward communication?

In a workplace environment, orders' being given from superiors to subordinates is the most basic form of downward communication. These are usually done via manuals and handbooks, oral communication, and/or written orders. Two other forms of downward communication are when a customer gives orders to a supplier and when shareholders instruct management to do certain things.

PART – C (3 X 8 = 24 Marks)
Answer All the Questions

24. a) Explain the importance of business communication.

1. Acts as Basis of Coordination:

2. Helps in Smooth Working of an Enterprise:

3. Acts as Basis of Decision Making:

4. Increases Managerial Efficiency:

5. Promotes Cooperation and Industrial Peace:

6. Establishes Effective Leadership:

7. Boosts Morale and Provides Motivation:

(OR)

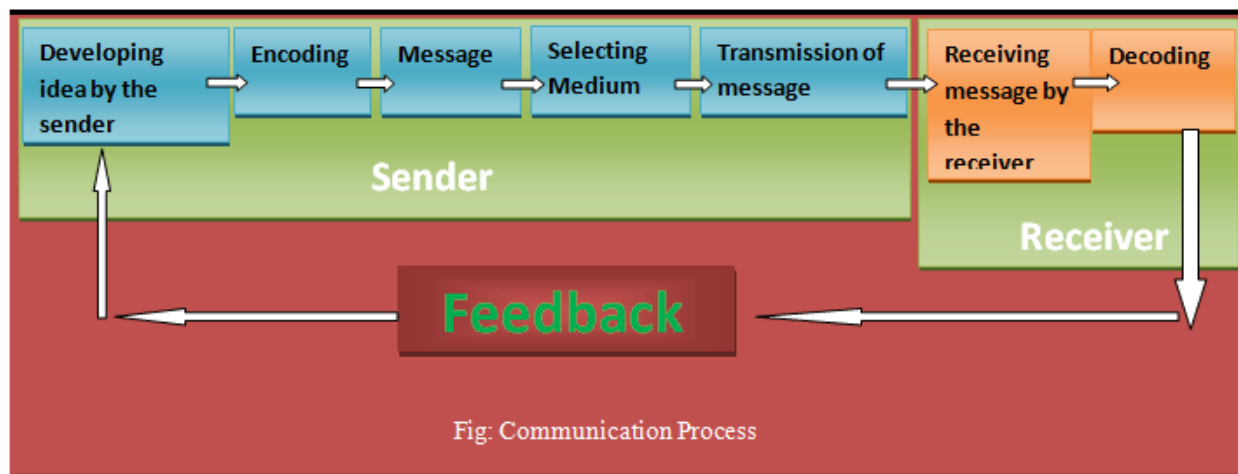b) Explain the different types of communication

1. On the basis of organization structure:

    1) Formal Communication, and

    2) Informal Communication.

2. On the basis of media used:

    1) Written Communication, and

    2) Oral Communication.

25. a) Explain the process of communication.

Fig: Communication Process

(OR)

b) Write a short note on Informal Communication.

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

26. a) What is a barrier? Explain the barriers to communication.

Linguistic Barrier
Psychological barriers
Interpersonal Barriers
Cultural barrier
Physical Barriers
Organizational Barriers

(OR)

b) What is Horizontal communication? Explain the methods and limitations of horizontal Communication.

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

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COIMBATORE-21
(For the candidate admitted from 2017 onwards)
Second Internal Examination-August 2017
I B.COM (CA) A, B & C
First Semester
BUSINESS COMMUNICATION

TIME: 2 HOURS   Maximum: 50 marks
                                                                                          Date :_____

PART-A (20*1=20 Marks)
Multiple choice questions

1. The _____ is the permanent records for business
      a. **Business letters**   b. Ledgers
      c. Production reports   d. Graphs
2. Body of a letter is divided into _____ parts
      a. 1   b. 2
      c**. 3**   d. 4
3. _____ of the letter consists of main message.
      a. Heading   **b. Body**
      c. Greeting   d. Closing
4. The _____ of business letter is called layout.
      a. Body   b. Content
      c. Pattern   d. Title
5. _____ includes investigation of an issue or problem or Calculation of financial ratios
of a company.
      a. Formal report   b. **Analytical Reports**
      c. Scientific Reports   d. Informational Letter Reports
6. A report is a basic management tool used in _____
      a. **Personality development.**   b. Decision - making.
      c. Individual development.   d. Self motivation.
7. Press reports refer to _____
      a. Reports in newspapers.   b. **Reports through letters.**
      c. Oral communication.   d. Written Communication.
8. A business letter serves as a record for _____ reference.
    a. Past.   b. Present.
    c. Future.   **d. Both present & future.**
9. Contents of offers and quotation are _____
      a. Details of product.   b. Pleasing tone.
      c. Request for price.   d. Request for traders information
10. The letter should be based on _____
    a. Attitude.   **b. You attitude**.
    c. We attitude.   d. My attitude.
11. _____ is a basic management tool used in decision-making.
    a. Business letter.   **b. Report**.
    c. Document.   d. Specific reports.
13. _____is the list of words used in the reports.
    a. Conclusion.   **b. Glossary**.
    c. Index.   d. Reference.

14. _____ is the main part of the report.
   a. Conclusion.   b. Recommendations.
   c. Description.   d. References.
15. _____ is the first part of the body of the report.
   a. Contents.   **b. Introduction**.
   c. Conclusion.   d. Abstract.
16. These are ___ basic parts of a formal report.
   a. Prefatory Parts   b. Text Parts
   c. Supplementary Parts   d. Body parts
17. Solicited Sales letters are written_____
   a. **In response to an inquiry**.   b. To sell a product or service.
   c. To persuade buyer   d. to buy a product.
18. There are _____ kinds of Sales letters.
   a**. Two.**   b. Three.
   c. Four.   d. Five.
19. Written summary of a meeting's business is called_____
   a. **Minutes**   b. Motion
   c. Agenda   d. Circular.
20. Letter reports are of _____ types
   a. **Two**   b. Three
   c. Four   d. five

PART – B (3 X 2 = 6 Marks)
Answer All the Questions

21. What is the use of including reference initials in a letter?

   A **business letter** is usually a letter from one company to another, or between such organizations and their customers, clients and other external parties. The overall style of letter depends on the relationship between the parties concerned.

22. What is a performance report?

   Business reporting or enterprise reporting is "the public reporting of operating and financial data by a business enterprise,"[1] or "the regular provision of information to decision-makers within an organization to support them in their work

23. Mention and explain at least two important characteristics of a good speech.

   Public speaking (also called **oratory** or **oration**) is the process or act of performing a speech to a live audience. This type of speech is deliberately structured with three general purposes: to inform, to persuade and to entertain. Public speaking is commonly understood as formal, face-to-face speaking of a single person to a group of listeners

PART – C (3 X 8 = 24 Marks)
Answer All the Questions

24. a). Show how the success of a sales letter depends upon the effectiveness of its

   opening and closing paragraphs. Give suitable examples.

A sales letter is a piece of direct mail which is designed to persuade the reader to purchase a particular product or service in the absence of a salesman. It has been defined as "A form of direct mail in which an advertiser sends a letter to a potential customer. It is distinct from

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

(Or)

b). Enumerate the characteristics of oral presentation.

25. a). Define reports. What are the characteristics of a good report?

- Pre Planned
- Certainty
- Conciseness
- Attractive presentation
- Neutrality
- Free from error
- Patience
- Free from emotion

(Or)

b) Discuss on what basis the reports are classified.

- Informal reports

- Analytical reports

- Research reports

26. a). Describe with illustrations the different parts of a letter.

- Address the concerned person, along with his/her full address

- Write the present date

- Give a Subject Line that should briefly talk about the purpose of the letter

- Address the person with salutation

- Body of the letter

- Sign off with your signature, name, designation, phone number

(Or)

b). Mention the various details to be included by organizations while inviting

tenders?

A **request for tenders** (**RFT**) is a formal, structured invitation to suppliers to submit a bid to supply products or services. In the public sector an official fee is needed to fortify and secure the tender bid engagement/win documents, such a process may be

required and determined in detail by law to ensure that such competition for the use of public fund is open, fair and free from bribery and nepotism. For example, a government may put a building project 'out to tender'; that is, publish an invitation for other parties to make a proposal for the building's construction, on the understanding that any competition for the relevant government contract must be conducted in response to the tender, no parties having the unfair advantage of separate, prior, closed-door negotiations for the contract. An evaluation team will go through the tenders and decide who will get the contractAs a consequence of the scale of the tender process the majority of RFTs are published by the government sector, but companies in the infrastructure and utilities sectors may also publish RFTs.RFTs may be distributed to potential bidders through a tender service, allowing businesses to receive and search live tenders from a range of public and private sources. These alerts are most commonly sent daily and can be filtered down by geographical area, or by business sector. Some tendering services even divide types of business very finely in their own way, by CPV (Common Procurement Vocabulary) codes.[1] This enables a business to find RFTs specific to what that business can supply.

The closest equivalent to an RFT in the mainstream private sector is a request for proposal (RFP), which, since public money is not involved, typically has a less rigid structure.

An RFT is usually an open invitation for suppliers to respond to a *defined* need as opposed to a request being sent to selected potential suppliers. The RFT often requests information following on from other information gathered previously from responses to a Request for information (RFI). This will usually not only cover product and service requirements, but will also ask for information about the suitability of the business

Karpagam Academy of Higher Education
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COIMBATORE-21
(For the candidate admitted from 2017 onwards)
Third Internal Examination-September 2017
B.COM (CA)
First Semester

BUSINESS COMMUNICATION

TIME: 2 HOURS   **Maximum: 50 marks**
Date : 20.09.2017

PART-A (20*1=20 Marks)
Multiple choice questions

1. The following are all generic speaking skills that are taught and practiced in introductory speech classes except:
   a. **Analysis**   b. Style
   c. Organization   d. Research

2. The first step towards planning the presentation is acquiring a sound knowledge of _____
   a. **Audience**   b. Employees
   c. Customers   d. Stakeholders

3. The _____ should be short but capable of catching the audience's attention
   a. **Introduction**   b. Preface
   c. Abstract   d. Conclusion

4. _____ briefly and clearly mention the main themes of the presentation
   a. Development of the main themes   b. **Introduction of the main themes**
   c. Integration of the themes   d. Statement of the objective

5. _____ is the main part of the presentation
   a. Development of the main themes   b. Introduction of the main themes
   c. Integration of the themes   d. **Statement of the objective**

6. Mr. John is involved in some capacity with working with computer hard ware, choose the appropriate resume for him
   a. Chronological resumes   b. **Skill resume**
   c. Resume   d. Gender

7. Audio Visual communication combines _____
   a. Auditory only.   b. Visual only.
   c. **Both auditory & visual.**   d. Written.

8. Pictures, slides, films fall under _____
   a. body languages.   b. **Audio-visual communication.**
   c. Reporting.   d. Visual communication.

9. Posters fall under _____ communication.
    a. Oral.   b. **visual.**
    c. Written.   d. Spoken.

10. Audio-Visual communication is most suitable for mass _____ and mass _____
    a. publicity & education.   b. Policies & political.
    c. Save & store.   d. **Publicity & policies.**

11. Teleconferencing is not suitable for :_____
    a. Meetings   b. Interviews
    c. **Problem solving**   d. Keeping in touch with country offices

12. One advantage of telephone communication is :_____
    a. Good for problem solving   b. Permits use of some non-verbal cues
    c. **Conveying large amount of information**   d. Keeping a permanent record

13. All the following types of information can be posted on the intranet, except:_____
    a. Employee benefits   b. Declared holidays
    c. **Company policies**   d. Performance appraisals

14. One advantage of the intranet is :_____
    a. **Easy to develop and maintain**   b. Easy to get started
    c. Avoids information overload   d. Will be readily used by all employees

15. -----------are routine reports prepared at regular time interval-daily, weekly, monthly
   quarterly or annually.
    a. **Periodic Reports**   b. Formal Reports
    c. Progress Reports   d. Conference Reports

16. There are _____ kinds of Sales letters.
    a. **Two.**   b. Three.
    c. Four.   d. Five.

17. A presentation designed to entertain and validate the audience is a(n)_____
    a. Persuasive presentation.   b. Informative presentation.
    c. Oral presentation.   d. **Goodwill presentation**

18. All of the following would be examples of persuasive presentations EXCEPT_____
    a. **Selling a company's service to a new client.**
    b. Changing an audience's opinion to secure enough votes for an innovative new policy.
    c. Stroking the audience's egos to validate their commitment to the organization.
    d. Convincing upper management to accept a proposal for hiring additional personnel

19. Which of the following is recommended for an effective PowerPoint presentation?
    a. Make seven to ten points on each slide.
    b. Use a light background if the lights will be turned on during the presentation.
    c. **Customize your slides with your organization's logo.**
    d. Use a different background design for each slide in the presentation

20. It is possible to learn how to make good presentations with a _____
    a. Simple Affair   b. Lack-lustre
    c. **Conscious effort**   d. Complex Affair

21. What do you mean by resume?

A **résumé** also spelled **resume**, and known as **bio-data**, is a document used by a person to present their backgrounds and skills. Résumés can be used for a variety of reasons, but most often they are used to secure new employment

22. What is known as oral presentation and power point presentation?

A **presentation** is the process of presenting a topic to an audience. It is typically a demonstration, introduction, lecture, or speech meant to inform, persuade, or build good will. The term can also be used for a formal or ritualized introduction or offering, as with the presentation of a debutante

23. How should visual aids be used while making a presentation?

It   includes: signs, typography, drawing, graphic   design, illustration, industrial design, advertising, animation color and electronic resources

PART- C (3x8=24)

ANSWER ALL THE QUESTIONS

24. a). How should a candidate behave during a selection interview?
- Employment.
- Psychology
- Research.
- Journalism and other media.
- Other situations

(or)

b). Describe the various heads under which information is provided by a resume.
- Name
- Email
- Contact no
- Objective
- Educational Qualification
- Degree University/Board Year
- Computer knowledge:
- Interests & Activities
- Self Assessment

- Personal Information
  Name
  D.O.B:
  Father's Name:
  Mother's Name:
  Present address:
  Martial Status:
  Languages:
  DECLARATION:

25. a). How can power point be used to enhance a person's presentation skills?

1) Adding Smart Art

2) Inserting Shapes

3) Inserting an Image

4) Slide Transitions

5) Adding Animations

(or)

b). "Practice and rehearsal are indispensable for a good presentation." Discuss.

- Discover awkward phrases
- Gauge your energy level.
- Gauge your timing.
- Reduce nervousness.
- Re-create the speech setting
- Practice in the room where you'll be speaking, if you can.
- Stand up. You get more realistic voice projection.
- Rehearse with props and visual aids.
- Arrange an audience.
- Consider what you will wear
- Take notes
- Experiment
- Time yourself
- Use all that you learn

26 a). What does planning for a presentation include?

- Make your speech more interesting

- Enhance your credibility as a speaker

- Serve as guides to transitions, helping the audience stay on track

- Communicate complex or intriguing information in a short period of time

- Reinforce your verbal message

- Help the audience use and retain the information

(or)

 b). Describe the characteristics of oral presentation.

- Dynamic:
- Informal Talk:
- Clear:
- Vivid and Concrete:
- Brevity
- Interesting:
- Audience Oriented
- Free From Error:
- Authentic:
- Well Organized:

Karpagam Academy of Higher Education
(Established Under Section 3 of UGC Act 1956)
COIMBATORE-21
(For the candidate admitted from 2017 onwards)
Third Internal Examination-September 2017
B.COM (CA)
First Semester

BUSINESS COMMUNICATION

TIME: 2 HOURS   **Maximum: 50 marks**
Date : 20.09.2017

PART-A (20*1=20 Marks)
Multiple choice questions

1. The following are all generic speaking skills that are taught and practiced in introductory speech classes except:
   a. **Analysis**   b. Style
   c. Organization   d. Research

2. The first step towards planning the presentation is acquiring a sound knowledge of _____
   a. **Audience**   b. Employees
   c. Customers   d. Stakeholders

3. The _____ should be short but capable of catching the audience's attention
   a. **Introduction**   b. Preface
   c. Abstract   d. Conclusion

4. _____ briefly and clearly mention the main themes of the presentation
   a. Development of the main themes   b. **Introduction of the main themes**
   c. Integration of the themes   d. Statement of the objective

5. _____ is the main part of the presentation
   a. Development of the main themes   b. Introduction of the main themes
   c. Integration of the themes   d. **Statement of the objective**

6. Mr. John is involved in some capacity with working with computer hard ware, choose the appropriate resume for him
   a. Chronological resumes   b. **Skill resume**
   c. Resume   d. Gender

7. Audio Visual communication combines _____
   a. Auditory only.   b. Visual only.
   c. **Both auditory & visual.**   d. Written.

8. Pictures, slides, films fall under _____
   a. body languages.   b. **Audio-visual communication.**
   c. Reporting.   d. Visual communication.

9. Posters fall under _____ communication.
    a. Oral.   b. **visual.**
    c. Written.   d. Spoken.

10. Audio-Visual communication is most suitable for mass _____ and mass _____
    a. publicity & education.   b. Policies & political.
    c. Save & store.   d. **Publicity & policies.**

11. Teleconferencing is not suitable for :_____
    a. Meetings   b. Interviews
    c. **Problem solving**   d. Keeping in touch with country offices

12.One advantage of telephone communication is :_____
    a. Good for problem solving   b. Permits use of some non-verbal cues
    c. **Conveying large amount of information**   d. Keeping a permanent record

13. All the following types of information can be posted on the intranet, except:_____
    a. Employee benefits   b. Declared holidays
    c. **Company policies**   d. Performance appraisals

14. One advantage of the intranet is :_____
    a. **Easy to develop and maintain**   b. Easy to get started
    c. Avoids information overload   d. Will be readily used by all employees

15. -----------are routine reports prepared at regular time interval-daily, weekly, monthly quarterly or annually.
    a. **Periodic Reports**   b. Formal Reports
    c. Progress Reports   d. Conference Reports

16. There are _____ kinds of Sales letters.
    a. **Two.**   b. Three.
    c. Four.   d. Five.

17. A presentation designed to entertain and validate the audience is a(n)_____
    a. Persuasive presentation.   b. Informative presentation.
    c. Oral presentation.   d. **Goodwill presentation**

18. All of the following would be examples of persuasive presentations EXCEPT_____
    a. **Selling a company's service to a new client.**
    b. Changing an audience's opinion to secure enough votes for an innovative new policy.
    c. Stroking the audience's egos to validate their commitment to the organization.
    d. Convincing upper management to accept a proposal for hiring additional personnel

19. Which of the following is recommended for an effective PowerPoint presentation?
    a. Make seven to ten points on each slide.
    b. Use a light background if the lights will be turned on during the presentation.
    c. **Customize your slides with your organization's logo.**
    d. Use a different background design for each slide in the presentation

20. It is possible to learn how to make good presentations with a _____
    a. Simple Affair   b. Lack-lustre
    c. **Conscious effort**   d. Complex Affair

PART- B (3x2=6)

ANSWER ALL THE QUESTIONS

21. What do you mean by resume?

A **résumé** also spelled **resume**, and known as **bio-data**, is a document used by a person to present their backgrounds and skills. Résumés can be used for a variety of reasons, but most often they are used to secure new employment

22. What is known as oral presentation and power point presentation?

A **presentation** is the process of presenting a topic to an audience. It is typically a demonstration, introduction, lecture, or speech meant to inform, persuade, or build good will. The term can also be used for a formal or ritualized introduction or offering, as with the presentation of a debutante

23. How should visual aids be used while making a presentation?

It includes: signs, typography, drawing, graphic design, illustration, industrial design, advertising, animation color and electronic resources

PART- C (3x8=24)

ANSWER ALL THE QUESTIONS

24. a). How should a candidate behave during a selection interview?
   - Employment.
   - Psychology
   - Research.
   - Journalism and other media.
   - Other situations

(or)

b). Describe the various heads under which information is provided by a resume.
   - Name
   - Email
   - Contact no
   - Objective
   - Educational Qualification
   - Degree University/Board Year
   - Computer knowledge:
   - Interests & Activities
   - Self Assessment

- Personal Information
  Name
  D.O.B:
  Father's Name:
  Mother's Name:
  Present address:
  Martial Status:
  Languages:
  DECLARATION:

25. a). How can power point be used to enhance a person's presentation skills?

1) Adding Smart Art

2) Inserting Shapes

3) Inserting an Image

4) Slide Transitions

5) Adding Animations

(or)

b). "Practice and rehearsal are indispensable for a good presentation." Discuss.

- Discover awkward phrases
- Gauge your energy level.
- Gauge your timing.
- Reduce nervousness.
- Re-create the speech setting
- Practice in the room where you'll be speaking, if you can.
- Stand up. You get more realistic voice projection.
- Rehearse with props and visual aids.
- Arrange an audience.
- Consider what you will wear
- Take notes
- Experiment
- Time yourself
- Use all that you learn

26 a). What does planning for a presentation include?

- Make your speech more interesting

- Enhance your credibility as a speaker

- Serve as guides to transitions, helping the audience stay on track

- Communicate complex or intriguing information in a short period of time

- Reinforce your verbal message

- Help the audience use and retain the information

(or)

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[12CMU202]

KARPAGAM UNIVERSITY

(Under Section 3 of UGC Act 1956)

COIMBATORE – 641 021

(For the candidates admitted from 2012 onwards)

B.Com. DEGREE EXAMINATION, APRIL 2014

Second Semester

COMMERCE

EXECUTIVE BUSINESS COMMUNICATION

3 hours   Maximum: 100 marks

PART A (15 X 2 = 30 Marks)

Answer ALL the Questions

1. Explain about the Lateral Communication.
2. Explain about the Semantic Barriers.
3. What are the classifications of Business Enquiry Letter?
4. Explain the types of Application Letters?
5. Briefly explain the Forms of Agency.
6. Explain about the FOLLOW – UP – Sales letter.
7. Explain the importance of Statutory Duties of the Secretary.
8. What are the Classification of Secretarial Correspondence?
9. What are the duties of the Secretarial Correspondence?
10. Define the term "Statutory Meeting" Explain.
11. Explain about the "Contents of the Notice".
12. Define the Minutes.
13. Explain about the Meaning of "Agenda Paper".
14. Define the term "Formal Report".
15. What are the structures of chairman speech?

PART B (5 x 14=70 Marks)

Answer ALL the Questions

16. a. Define communication? State its list out the various objectives of communications?

Or

b. State the different type of channel of communication.

17. a. What is sales letter and explain the structure of sales letter?

Or

b. Draft an application to Universal Agency Ltd., Coimbatore for the post of an Accountant incorporating your Bio-Data.

18. a. Your Company has recently been permitted by the Government to issue Bonus shares. A share holder has asked for details of the issue. As secretary of the company, write a reply to the share holder advising him to wait for details to be announced soon.

Or

b. Draft a letter As a secretary of a public limited company, issue Notice of a Board Meeting to its Directors.

19. a. Draft a specimen minutes of Hindustan Paints ltd an Annual General Meeting of a company.

Or

b. Write a letter to editor of Hindu paper about a bad road which needs an urgent repair.

20. a. As chairman speech of Hindustan Photo Film ltd., Ooty draft your speech for the Annual General Meeting to be held on 15th Dec. 2012.

Or

b. Enumerate the various parts of a report along with the contents in a detailed manner.

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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

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 pronounciation	
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.