



KARPAGAM ACADEMY OF HIGHER EDUCATION

(Deemed to be University)

(Established Under Section 3 of UGC Act 1956)

Coimbatore – 641 021.

Syllabus

Semester I

18AEC101

BUSINESS COMMUNICATION

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OBJECTIVES

To make the students

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

Course Outcomes:

Learners should be able to

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

UNIT I

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

UNIT II

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

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

UNIT III

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

UNIT IV

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

UNIT V

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

Suggested Readings

Text Book:

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

Reference Books:

1. Bovee, & Thill, (2015), “*Business Communication Today*”, 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****(Deemed to be University)****(Established Under Section 3 of UGC Act 1956)****Coimbatore – 641 021.****DEPARTMENT OF COMMERCE**

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

Dr. SHANKAR GANESH/ Ms. SUDHAMA HESHWARI/ Ms. ISWARIYA

LAKSHMI/ R. SUBASREE SUBJECT NAME: BUSINESS COMMUNICATION

SUB.CODE: 18AEC101

SEMESTER: I

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

LECTURE PLAN - UNIT – I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

UNIT-V

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

Suggested Readings**Text Book:**

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

Reference Books:

1. Bovee, & Thill, (2015),”*Business Communication Today*”, 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.

Web sites

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

SYLLABUS

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

INTRODUCTION

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

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

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

MEANING & DEFINITION OF BUSINESS COMMUNICATION

Communication is the act of influencing and inducing others to interpret an idea in the manner intended by the speaker or writer. Communication is an exchange of facts, ideas, opinions or emotions by two or more persons. It is the process by which information is transmitted between individuals and /or organization. So that, an understanding response

results. We shall now see some of the important definition given by eminent authorities on the subject.

Definition given in the Oxford English Dictionary:

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

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

Communication Process

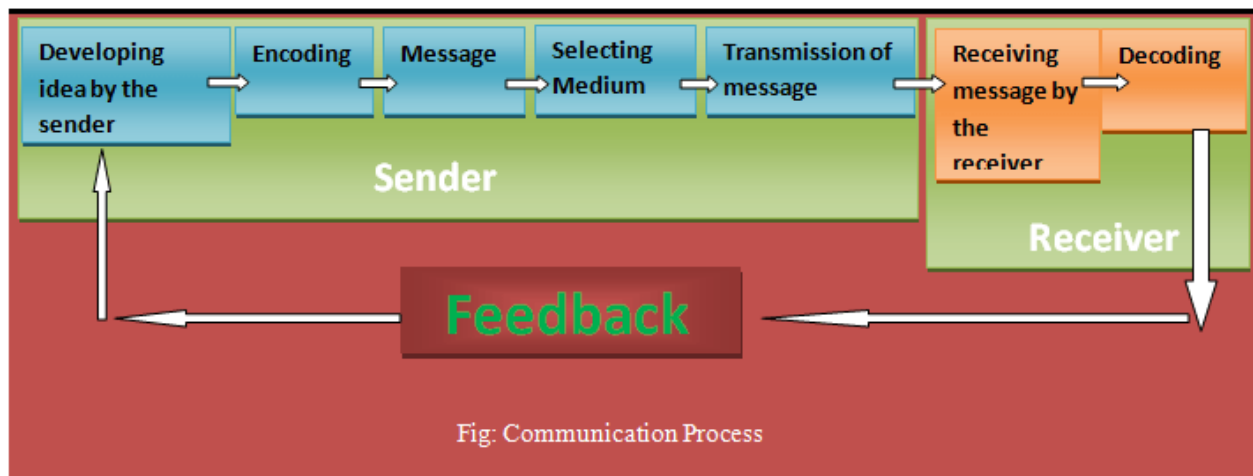
Communication process consists of some interrelated steps or parts through which messages are sent from sender to receiver. The process of communication begins when the sender wants to transmit a fact, idea, opinion or other information to the receiver and ends with receiver’s feedback to the sender.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

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

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

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

The following diagram represents the communication process



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

Steps or elements of communication process

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

1. **Developing idea by the sender:** In the first step, the communicator develops or conceptualizes an idea to be sent. It is also known as the planning stage since in this stage the communicator plans the subject matter of communication.
2. **Encoding:** Encoding means converting or translation the idea into a perceivable form that can be communicated to others.
3. **Developing the message:** After encoding the sender gets a message that can be transmitted to the receiver. The message can be oral, written, symbolic or nonverbal. For example, when people talk, speech is the message; when people write a letter, the words and sentences are the message; when people cry, the crying is the message.
4. **Selecting the medium:** Medium is the channel or means of transmitting the message to the receiver. Once the sender has encoded his into a message, the next step is to

select a suitable medium for transmitting it to the receiver. The medium of communication can be speaking, writing, signalling, gesturing etc.

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

CHANNEL OR TYPES OF COMMUNICATION

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

1. On the basis of organization structure:

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

2. On the basis of media used:

- 1) Written Communication, and
- 2) Oral Communication.

I. Organizational Structure

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

1. Formal communication, and
2. Informal communication.

We shall now describe them *briefly*.

1. Formal Communication

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

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

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

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

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

However, downward communication suffers from certain drawbacks.

They are –

1. It develops an authoritative atmosphere that might be detrimental to morale.

2. As information passes through the various levels of hierarchy, it might be distorted, misinterpreted etc.

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

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

2. Informal Communication

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

Informal communications are made by members of the organization to transfer information both on the matters of task related and non-task related. These communications are free from any trappings of authority and status differentials. Informal communications often serve as supplement to formal communications.

II. MEDIA USED

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

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

1. Oral Communication

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

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

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

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

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

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

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

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

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

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

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

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

1. It is economical when compared to written communication.
2. It is more flexible and can be effectively combined with gesture and other expressions.
3. It is more effective on account of direct contact between the communicator and communicate.
4. It leads to better understanding because response to the message can be obtained on the spot, and doubts, clarifications etc. can also be removed quickly.
5. It is faster and saves time.

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

1. It is not suitable in cases where the message is long and complicated, When the audience is large and when there is no need for interaction.

2. It does not provide any record for future reference.
3. It is time consuming and costly.
4. It cannot be used as a communication media where people scattered over a wide area.
5. It can be irritating and wasteful when the persons involved are poor in talking skills.

2. Written Communication

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

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

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

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

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

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

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

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

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

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

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

1. Letters or written communications can be kept as a legal record.
2. They can be retained for purpose of future reference.
3. They are formulated more carefully than oral communication.
4. They can save money and time.
5. The written communication is used for all practical purposes in every Organization.

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

1. Complicated Matters: Complicated or difficult matters cannot be handled through written communication.

2. Confidential Matters: Confidential matters cannot be reduced to writing.

3. Instructions and Clarifications: Instructions to a subordinate can be best given orally than in writing. If the subordinate seeks any clarification, he can get it at once.

4. Assessing the Reaction: The reaction of the receiver can be best assessed only in a face to face communication.

5. For Expressing the Feelings: When two persons are talking, many matters can be said expressly. But many matters are left unsaid or said by implication i.e. understood. This is impossible through a written communication.

3. Non-verbal Communication

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

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

- 1) **Facial Expression:** Successful communicators use facial expression as a very effective media of communication. The most expressive part of human body is face – especially eyes. Eye contact and eye movements tell a lot about a person. Hence, normally receiver of oral communication gives much attention to facial expression while receiving the message.
- 2) **Gestures:** Gesture is a motion of the body or limbs. It is an action intended to express the idea of feeling or to enforce an argument. Gesture includes hand and upper body movements which are used to reinforce verbal message.
- 3) **Body stance:** Body stance is another form of non-verbal communication. It includes posture of standing, placement of arms and legs, distribution of weight etc. By seeing

the standing position of a person, one can understand whether he is interested in the talk or feel very bore etc.

2. Physical Appearance: Physical appearance of a person is important for creating a good impression. This is because attractive people tend to be seen as more intelligent and more likeable than unattractive people are. So they can earn more. One can not change all of his physical features. Some are changeable and others not. However, understanding the importance of physical appearance can help any body to emphasize their strong points.

3. Voice Qualities: No one speaks in single tone i.e. in an unvaried pitch of the voice. Voice qualities include volume, speed, pitch, tone, and accent. They carry both intentional as well as unintentional messages.

4. Space and Territory: Different types of communication occur at different distances. Competent communicators determine their own personal space needs and those of others. They make the necessary adjustments to facilitate achieving his objective while communicating with people who prefer more or less space.

4. Audio-Visual Communication

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

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

Importance of Communication:

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

Significance of communication can be understood from the following points:

1. Acts as Basis of Coordination:

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

2. Helps in Smooth Working of an Enterprise:

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

3. Acts as Basis of Decision Making:

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

4. Increases Managerial Efficiency:

The various functions of the manager involve:

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

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

5. Promotes Cooperation and Industrial Peace:

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

6. Establishes Effective Leadership:

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

7. Boosts Morale and Provides Motivation:

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

FORMS OF COMMUNICATION

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

Verbal

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

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

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

Oral Communication

The other form of verbal communication is the spoken word, either face-to-face or through phone, voice chat, video conferencing or any other medium. Various forms of informal communications such as the grapevine or informal rumor mill, and formal communications such as lectures, conferences are forms of oral communication. Oral communication finds use in discussions and causal and informal conversations. The effectiveness of oral conversations

depends on the clarity of speech, voice modulation, pitch, volume, speed, and even non-verbal communications such as body language and visual cues.

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

Nonverbal Communication

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

Barriers of Communication Causes

BARRIERS TO COMMUNICATION

Linguistic Barrier

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

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

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

Psychological barriers

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

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

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

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

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

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

Interpersonal Barriers

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

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

communication do so from across many different research paradigms and theoretical traditions.

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

The study of interpersonal communication looks at a variety of elements that contribute to the interpersonal communication experience. Both quantitative/social scientific methods and qualitative methods are used to explore interpersonal communication. Additionally, a biological and physiological perspective on interpersonal communication is a growing field. Within the study of interpersonal communication, some of the concepts explored include the following: personality, knowledge structures and social interaction, language, nonverbal signals, emotion experience and expression, supportive communication, social networks and the life of relationships, influence, conflict, computer-mediated communication, interpersonal skills, interpersonal communication in the workplace, intercultural perspectives on interpersonal communication, escalation and de-escalation of romantic relationships, interpersonal communication and healthcare, family relationships, and communication across the life span.

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

Cultural barrier

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

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

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

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

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

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

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

Physical Barriers

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

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

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

Types of Physical Barriers

Distortion

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

Noise

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

Causes of Physical Barrier

Environment or Climate

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

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

barrier to communication. Similar is the case of improper lightening which impairs proper visual communication.

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

Time and Distance

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

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

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

Medium Disturbance or Technical Problem

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

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

Workspace Design

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

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

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

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

Noise

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

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

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

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

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

Information Overflow

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

The receiver does not have the capacity to get all the information and can miss some important points or misinterpret the meaning of the whole message altogether. The message will not get the desired outcome causing the communication to not be effective and act as a barrier. Work overload and information duplication also help to cause physical communication barrier.

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

Organisational Barriers

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

(i) Lack of communication policy:

Very few organizations have a clear and explicit communication policy for inter organization and intra-organizational interaction. A well-defined communication policy helps in the creation of a climate that is conducive to effective communication. It is also an adequate

proof of the earnest desire of the management to improve the flow of information. To create such a climate free exchange of ideas and information in all directions – downward, upward and horizontal, should be promoted.

(ii) Authoritarian attitude of management:

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

(iii) Poorly Defined Authority and Responsibility:

Many a times, it is seen that the organization chart does not show where true authority and responsibility is vested. In the absence of this knowledge, the communications may by-pass individuals or certain levels. This by-pass may be by design or may just be an act of omission. Such a situation leads to the emergence of power of communication centers, due to leadership qualities, access to information or technical knowledge of some people in the organization.

(iv) Too Many Levels in Organization Structure:

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

(v) Insufficient Communication Training:

Communication Training, apart from being important for managerial purposes, is also morale-builder. Yet only a few firms have a formal communication training program. It is a

sadly neglected area, some techniques which can help gain insight into communication problems are human relation programmes and such exercises as Sensitivity Training, T-group sessions and Transactional Analysis.

Grapevine Communication

Grapevine communication is the **informal communication** network within an organization. The grapevine is used to spread information bypassing the formal communication structure. Just like the grapevine plant: it spreads in random ways and it goes where it can. The grapevine is formed by individuals and groups in an organization. The people in the groups have something in common that links them together.

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

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

Advantages of Grapevine Communication

- Grapevine communication creates a social bond where none existed. People like to talk to one another; whether they talk about work or family, or anything. Teams become more cohesive when members talk to one another outside of the project or assignment they may be working on. Informal communication lends itself to bonding.
- The grapevine fills in a gap that is left when official information is missing, especially in chaotic or changing times. Even in organizations where management is very proactive about communicating change and keeping employees informed, the grapevine helps to fill in the blanks.

- The grapevine in many ways helps keep people honest; it can dissuade people from engaging on behaviour that they don't want others to know about. This is a two edge sword. On one hand, people will think twice about taking what they know is a wrong course of action. On the other hand, they may also think twice about taking a necessary risk and doing the right thing, fearful that appearance that may give rise to rumours.

Disadvantages of Grapevine Communication

- There are some intrinsic dangers in bypassing the organizational channels to get to the facts of the matter. The main danger is that much of the information that gets spread through the grapevine is not verified. Some of the information is likely false and difficult, if not impossible, to verify.
- We discount information when the source is a known gossip. But not completely... Even when the source is someone known to spread rumours, we believe that where there's smoke... Since we don't know what part is fire and what smoke is, we accept the whole rumour. To justify our participation in spreading the rumour, we tell ourselves that part of it must be true.
- The main reason why we give credence to a rumour is that it seems to match what we think about the situation or person that the rumour is about. We also tend to believe the person sharing the rumour with us.
- Another main disadvantage of grapevine communication is that it's often used to spread more than rumours; it's used to spread gossip.

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COURSE CODE: 18AEC101

UNIT: I

BATCH-2018-2021

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

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

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

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

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

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

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

Business Correspondence

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

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

Business correspondence include:

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

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



Letter Writing

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

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

- Types of Letters
- Formal Letters
- Informal Letters
- Differences between Formal and Informal Letters

- Letter Types based on purpose

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

Types of Letters

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

The most widely acceptable types of letters are:

Formal Letters

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

Informal Letters

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

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

Formal Letters	Informal Letters
Acceptance Letter	Address Change Letter
Address Change Letter	Announcement Letter
Adjustment Letter	Acknowledgement Letter
Announcement Letter	Cancellation Letter
Acknowledgement Letter	Condolence Letter
Business Letter	Confirmation Letter
Cancellation Letter	Farewell Letter
Complaint Letter	Friendly Letter
Condolence Letter	Holiday Letter
Confirmation Letter	Invitation Letter
Cover Letter	Love Letter

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

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

Differences between Formal and Informal Letters

Formal Letters	Informal Letters
Formal letters follow fixed pattern of styles	Informal letters have varied patterns of styles
Formal letters are mostly used in working environments like offices	Informal letters have very limited usage in working environments
The language of the letter in formal letters is by and large impersonal or work related	The language of the letter in informal letters is by and large personal or related to social aspects
Formal letters can have informal tone whilst writing under certain circumstances	Informal letters do not have a formal tone as they are meant to express emotions and social communication
Informal words like 'Gonna', 'Wanna', 'Dude', 'Bro' etc. cannot be used in formal letters	Informal letters are not restricted in language. Slang words and non conventional terminology is acceptable in these letters
A lot of care is taken to write the appropriate	2-3 types of salutations are acceptable for informal letters as there is not much need of

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Salutations in formal letters	formality
Length of the letter is very important and it shouldn't be too long	Length of the informal letters varies depending upon the subject matter
Closing or Complimentary gestures vary in formal letters	Closing or Complimentary gestures don't vary as much in informal letters
Letter Head is a conventional practice in formal letters	Letter Head is not a conventional practice in informal letters

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

Formal Letters:

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

Example:

To

The Manager

Canara Bank

Gole Market

New Delhi- (Pincode)

Date:

Subject

Dear Sir/Madam

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

Yours sincerely,

(Signature)

Name

Phone Number

2) Informal Letters

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

Example:-

XYZ Block

ABC Colony

new york- (Pin Code)

Dear (Friend/Person's Name)

Body of the text (Here too, you can write a sentence saying- I have attached my resume

for your consideration/reference)

Yours faithfully,

Name

Address

Inviting Quotations

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

Star Internet Service Providers,

Hebbal Road,

Bangalore

29th September, 2013

Subject: Letter for quotation

Dear Sir,

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

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

Looking forward to hear from you,

Yours Sincerely,

Narendra Kumar

Sending Quotations

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

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

Quotation Letter Sample

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

Help line communication

2nd line road, Bijoy Nagar, Dhaka-1100

1st August, 04

Sales Manager

Tele-Communication Ltd.

25, Gulshan, Dhaka-1212

Ref; An inquiry for price of Mobile sets

Dear Sir,

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

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

Yours faithfully

M. A. Karim

Purchase Manager,

Helpline Communication

Quotation Letter Sample / Format / Example / Template

Tele Communication Ltd.
25, Gulshan Dhaka-1212

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

Ref: Terms and Quotations for Nokia "2100"

Dear Sir

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

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

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

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

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

Yours faithfully
Aslam Ahmed
Sales Manager,
Tele communication Ltd.

Placing Orders

From :

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

May 23 - 2006

To :

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

Dear Sir,

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

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

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

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Yours faithfully,

Ketan Darshan

Director

Inviting Tender

To,

_____ (employee's name)

_____ (employee's address)

From:

_____ (Your name)

_____ (Your address)

Date _____ (date of writing letter)

Dear Sir,

Subject: _____
—

Reference:(fill in the ref.no.)

Dear Sir,

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

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

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

Yours Sincerely,

_____ **(Your name)**

Sales Letter

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

Sample Letter

A sales letter about steel tables.

From,

Anil Rishi

Manager Comfort Furniture

M.G Road

Bangalore

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20-7-2017

To,

Mr. Rochak Arora

Century Furniture Mart

DB Road

Mumbai

Dear Sir,

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

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

Stainless Steel Table has several benefits, like -

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

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

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

Best Wishes

Sincerely yours,

Anil Rishi

Claim and adjustment letter

[Your Name]

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[Your Job Title]

[Your Address]

[Your Contact Information]

[Date]

[Recipient's Name]

[Recipient's Job Title]

[Recipient's Company Name]

[Recipient's Address]

Dear [Name],

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

[The Claim Part]

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

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

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

[The Adjustment Part]

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

Sincerely,

Name

Social correspondence

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

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

Dear Rakesh

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

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

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

With regards,

Yours sincerely

P.K. . Sood

Memos or Memorandum

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

Memo Purpose

A memo’s purpose is often to inform, but it occasionally includes an element of persuasion or a call to action. All organizations have informal and formal communication networks. The unofficial, informal communication network within an organization is often called the grapevine, and it is often characterized by rumour, gossip, and innuendo. On the grapevine, one person may hear that someone else is going to be laid off and start passing the news around. Rumours change and transform as they are passed from person to person, and before you know it, the word is that they are shutting down your entire department.

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

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

From:

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

To:

This is for whom the memorandum is written for.

Date:

Subject:

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

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

Interoffice memo

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**Los Angeles Community College District
Interoffice Memorandum**

HUMAN RESOURCES DIVISION

Date: May 21, 2010

To: Presidents
Vice Presidents Administration
Vice Presidents Academic Affairs
SPOCS

From: Michael Shanahan 
Associate Vice Chancellor
Employer-Employee Relations

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

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

NEW PROCESS

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

Notice, Agenda and meeting

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

Notice of a Meeting:

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

It should satisfy these conditions:

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

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

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

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Specimen notices

1.

Seven Hills Housing Cooperative Society

Sundar Nagar, New Delhi

NOTICE OF MEETING

11th September 2011

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

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

You are requested to attend the meet.

Rajnath Mistry
Executive Secretary

cc: To all members

2.

Itwari Kirana Dealers Association

Resham Oli, Nagpur
NOTICE OF MEETING

To: All members

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

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

By order of the Executive Committee

Nagpur
20th October 2011

Arun Maloo
Honorary Secretary

*Nagour Municipal Corporation

Agenda:

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

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

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

The items may be devised from:

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

The agenda contains routine items as well as special ones.

Here are some guidelines for listing the items:

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

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

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

Minutes of the Meeting:

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

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

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

- (a) The motions and amendments thereto
- (b) The proposer and seconded of motions
- (c) The details of voting, if any
- (d) Recommendations
- (e) Decisions/ resolutions
- (f) Tasks assigned to individuals, sub-committees

The overall minutes should give:

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

Tips for writing minutes:

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

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

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

Style wise, they use one of these constructions:

- a. It was resolved that the minutes of the previous meeting be approved.
- b. It was decided that a sub-committee be set up to consider

c. Resolved that a blood donation camp be held on 15th August. (The verb is used in the subjunctive mood: “be done, be appointed”, etc.)

POSSIBLE QUESTIONS

PART – A (ONE MARK)

1. Executives, professionals and politicians are difficult to be approached in person. But a _____ can find easy access to all.
a) gesture b) signature c) letter d) call
2. A business letter serves as a record for _____ reference
a) current b) previous c) future d) day-to-day
3. Personal letters are _____ and are written to exchange news or to seek favours.
a) formal b) informal c) official d) unfriendly
4. Form letters are also known as:
a) Bad news letter b) Circular letters c) Formal letters d) Persuasive Letters
5. Good business letters are characterized by the following personal quality of the matter:
a) Sincerity b) Formality c) Seriousness d) Humour
6. Modern business letters are usually written in:
a) Semi-block style b) Full-block style c) Simplified style d) Indented style
7. The ----- of business letter is called layout.
a) body b) Content c) Pattern d) All of the above
8. Which of the following comes under social correspondence:
a) Personal letters b) Business letters c) Letter of application d) Resume
9. The simplified style business letter has:
a) A salutation b) A subject line c) Intention d) Complimentary close
10. Which of the following can be parts of sales letter
a) Introductory paragraph b) The body c) Concluding paragraph d) All of the above

PART B (TWO MARK)

11. Give out the types of letter writing.
12. What do you mean by Minutes?
13. Write a short note on 'Placing Orders?'
14. What is the use of including reference initials in a letter?
15. What is office memo?

PART C (SIX MARK)

16. Write a letter to the transport company asking for the compensation of loss sustained due to the negligence of the transport company.
17. Enumerate the legal notice of the meeting.
18. "The success of a letter depends upon the effectiveness of its opening and closing paragraphs". Discuss and explain why it is so.
19. What do you mean by enquiries? Mention the different types of enquiries and their functions.
20. Draft a sales letter introducing a new model scooter.
21. "A tactfully written letter of complaint will alone bring a proper adjustment". Illustrate the truth of his statement.
22. Describe with illustrations the different parts of a letter.
23. Mention the various details to be included by organizations while inviting tenders?
24. Discuss the importance of a effective business letter.
25. Show how the success of a sales letter depends upon the effectiveness of its opening and closing paragraphs. Give suitable examples.

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

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

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

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UNIT: II

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

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

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

SYLLABUS

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

Report

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

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

Characteristics of Business Report

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

- **Specific Issue:** Every report, including business one, is written on specific subject. It is written to fulfil certain need.
- **Pre-Specified Audience:** An important characteristic of report is that it has a pre-specified audience. Usually a report is written for a limited number of audiences and the need of the audience is always kept in mind.
- **Specific Structure or Layout:** In preparing report, certain structure or layout or format is followed. The layout or structure of report is almost same in every case.
- **Written on Past Events:** In most of the cases, the reports are written on past events. Most of the business reports carry the reasons of happening the incident, the ways of recovery etc. Reports are also written in past forms.

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

Types of Business Report

Business reports allow you to present pertinent facts, figures and information for analysis. This allows companies to create business plans and budgets, and make marketing and advertising decisions as well as purchasing and human resources decisions. It is important to format information in a business report so it can be read quickly and easily.

Informational Reports

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

Analytical Reports

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

Research Reports

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

Importance of Business Report

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

Purpose

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

Problem Solving

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

Financial Reporting

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

Marketing Reports

A business report can be important when setting up marketing strategies. Before entering a new market or targeting consumers, a company may write a business report that an advertising agency can use to help devise a marketing strategy. There may also be a separate report written to help obtain financing for a media push.

Business Communication

While some smaller companies may not find themselves writing a great deal of business reports, larger companies use business reports throughout the year. A business report can be the best way a company has to communicate vital financial and background information to

others. Many larger companies that write business reports throughout the year to employees and for board members hire a staff who do nothing but keep abreast of company changes and write current business reports. Depending on the situation, failing to have a well-written business report to present when you need one can make it difficult to acquire funding, cause company turmoil or may make it difficult to achieve company goals.

Elements of Structure of Business report

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

Cover Page

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

Contents Page

Depending on the length of the report and its shelf life, include a contents page. This helps readers quickly find information they want before they dive into the whole document and makes it easy to go back to find something they read earlier. If the report is long but has only several sections, the contents page can be just a few lines that help readers find the page numbers of each section's beginning. A longer document might require a contents page with section headings and sub-headings under each.

Executive Summary

Let readers know why they should read your report by including an executive summary at the beginning of the document, after the contents page and before the rest of the report begins. The executive summary is a brief description of the reason for the report and bottom-line

findings, recommendations or conclusions. The summary is usually a half-page or less and includes no documentation or support.

Sections

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

Supporting Information

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

Process of Writing Business Report

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

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

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

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

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

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

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

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

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

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

Writing and submitting the report: The process of writing a report ends with writing and submitting the report. Before drafting the final report, the writer develops rough copy for checking, editing and revision. In the rough copy, the writer checks the accuracy of

information, formation of sentences, grammatical accuracy, and style of presentation, sequence of the contents etc. after all these checking and corrections, the final draft is prepared and submitted to the concerned authority.

Order of writing Business Report

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

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

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

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

4. Develop the final recommendations section. Recommendations are more subjective in nature and are one of the most important parts when writing a business report to an executive.

Expand on the key findings and conclusions by offering your recommendations for solutions. Showcase your ideas and explain why you think these ideas can solve the problem. If possible, link your recommendations to potential benefits, including an increase in sales, a boost in employee morale or an increase in productivity.

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

Final draft of Business Report

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

Steps for Crafting the Final Draft of an Essay

1. Take a break after writing your second draft. You will have to revise your second draft at least three more times until it is put in order—have a rest before starting the final copy of your paper.
2. Do a spellcheck of your second draft. You should revise your paper in terms of misspelled words, typos, and accidental word repetitions; you could also perform a punctuation check at this interval.
3. Do a grammar check. It is a process that requires extreme caution, because grammatical mistakes may be far less obvious than spelling errors. This check implies correcting faulty parallelisms, problems with noun-verb agreement, dangling participles, improper usage of passive voice, and so on.
4. After you've checked the language of your paper, it is time to pay attention to its technical aspects. This includes the formatting style, your reference list, in-text citations, and the title page. Make sure all of these correspond with the requirements of your teacher or the publication you are submitting your essay to.

5. Revise the whole piece of writing once again. Since it is the last time you will read through it with an intention to make corrections, be extra-attentive and check every little detail in the text. Evaluate the structure of your essay, the way your arguments are organized, and the credibility of these arguments. Check for poor or non-existent transitions between paragraphs, pay attention to grammar, stylistics, syntax, and punctuation.

Report Writing Checklist

Format	
physical presentation, legibility, layout	stapled or comb-bound, folders should not be used
heading and sub headings	developed logically and consistently at each level (eg. size and style of headings)
decimal numbering system	used accurately and consistently, fourth level avoided
Tables and figures	
key tables/figures	uses in text (others, if required, in appendix)
zeros and rounded numbers	used for clarity sometimes
captions of tables/figures	selected for specific differences between tables/figure
caption information	consistent with text information
data in tables/figures	consistent with data in report
symbols/labels/signs	explained clearly
asterisks	added explanatory notes of further information, abbreviations, sources etc. that do not fit into rows or

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	columns
Structure	
names/titles of people etc	spelt correctly & acknowledged fully
executive summary	written to highlight and summarise significant information
table of contents	matched exactly to text (e.g. titles of headings with decimal and pages numbering)
numbered sections with headings	introduction, body (divided clearly and developed logically) and conclusions
definitions of new terms	expressed accurately and clearly
abbreviations & acronyms	written in full when first used
report self-contained	include all relevant information
appendices	each referred to in the text of the report
Content	
information content	depth & appropriateness, use of sufficient reference material, author's opinion/key finding clearly stated
quality of discussion, conclusions	relationship to content, summative quality
Referencing	
acknowledges all sources of information (other than your own)	includes sources for diagrams and tables and wherever information is paraphrased or quoted in the text of the report. Referenced correctly twice, both in text and in

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	reference list
fully documented reference list	only one reference system used: author-date or numerical system-all elements included
punctuation and elements	standardised exactly (e.g. order of elements, punctuation, capitals/case, formatting)
Technical	
	the report has been adequately proof-read
wordiness	redundant or unnecessary words and phrases omitted
sentences	complete, tight, focused and varied in length
passive voice	used appropriately to emphasise the object of action rather than the agent Passive: A large deviation was observed (object is large deviation - agent is unknown) Active: I observed a large deviation (agent is I - object is large deviation)
parallel construction in lists	Where practical, begin each point in a list with similar grammatical pattern. <ul style="list-style-type: none">▪ Density is reported in ...▪ Blast-hole diameter is usually reported in ...▪ Rock strength is reported in ...
agreement	Subjects and verbs are related in number and person e.g. She does/we do/it does
other expression	gender inclusive language, grammar, spelling, punctuation,

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	consistent and appropriate tenses, fluency, correct word choice, conciseness, avoids cliches
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KAHE

POSSIBLE QUESTIONS PART – A (ONE MARK)

1. An account given or opinion formally expressed for specific purpose after proper inquiry, investigation and consideration

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- a) Agenda b) Recommendations c) Conclusion d) None of the above
2. Which type of reports facilitate solving complex and complicated problems through the combined judgement of expert members?
- a) Committee report b) Investigational report c) Directors report d) Progress report
3. Number of stages in business report writing-
- a) 3 b) 4 c) 5 d) 2
4. Which of the following is likely to help readers to follow your report easily?
- a) Contractions b) Repetition c) Topic sentences d) preposition
5. Which of the following parts of the formal report would be the BEST place to include proof for the recommendations
- a) Body b) Methods c) Conclusion d) Purpose
6. You are writing a report that recommends renovation projects at each of your three locations in the city appropriate pattern will be
- a) Geographic b) Pro and Con c) Functional d) Chronological
7. Which of the following report does not provide recommendation?
- a) Annual report b) Investigational report c) Directors report d) Progress report
8. Reports present conclusions based on
- a) Intuition b) Investigation c) Belief d) Impression
9. The terms of reference for producing a specific report are given by the
- a) Writer b) Expert c) Organization d) Chairman
10. The index forms a part of the
- a) Main body b) Front matter c) End matter d) Glossary

PART B (TWO MARK)

11. What is meant by Business Report?
12. Give out the importance of business reports.
13. Write a short note on 'Agenda'?
14. What is a performance report?
15. What is called as a report?

PART-C (SIX MARK)

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

17. Discuss on what basis the reports are classified.
18. Outline the steps to be taken while preparing a report.
19. Describe the ways in which a report can be organised.
20. Distinguish between a letter report and a memo report.
21. Express your views on different types of reports.
22. In how many ways can a report be organised?
23. Explain the importance of 'Introduction' as a part of the body of the report.
24. Comment on process of writing.
25. Discuss the significance of Business report

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

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

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

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

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

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

SYLLABUS

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

Report

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

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

Characteristics of Business Report

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

- **Specific Issue:** Every report, including business one, is written on specific subject. It is written to fulfil certain need.
- **Pre-Specified Audience:** An important characteristic of report is that it has a pre-specified audience. Usually a report is written for a limited number of audiences and the need of the audience is always kept in mind.
- **Specific Structure or Layout:** In preparing report, certain structure or layout or format is followed. The layout or structure of report is almost same in every case.
- **Written on Past Events:** In most of the cases, the reports are written on past events. Most of the business reports carry the reasons of happening the incident, the ways of recovery etc. Reports are also written in past forms.

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

Types of Business Report

Business reports allow you to present pertinent facts, figures and information for analysis. This allows companies to create business plans and budgets, and make marketing and advertising decisions as well as purchasing and human resources decisions. It is important to format information in a business report so it can be read quickly and easily.

Informational Reports

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

Analytical Reports

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

Research Reports

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

Importance of Business Report

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

Purpose

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

Problem Solving

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

Financial Reporting

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

Marketing Reports

A business report can be important when setting up marketing strategies. Before entering a new market or targeting consumers, a company may write a business report that an advertising agency can use to help devise a marketing strategy. There may also be a separate report written to help obtain financing for a media push.

Business Communication

While some smaller companies may not find themselves writing a great deal of business reports, larger companies use business reports throughout the year. A business report can be the best way a company has to communicate vital financial and background information to

others. Many larger companies that write business reports throughout the year to employees and for board members hire a staff who do nothing but keep abreast of company changes and write current business reports. Depending on the situation, failing to have a well-written business report to present when you need one can make it difficult to acquire funding, cause company turmoil or may make it difficult to achieve company goals.

Elements of Structure of Business report

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

Cover Page

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

Contents Page

Depending on the length of the report and its shelf life, include a contents page. This helps readers quickly find information they want before they dive into the whole document and makes it easy to go back to find something they read earlier. If the report is long but has only several sections, the contents page can be just a few lines that help readers find the page numbers of each section's beginning. A longer document might require a contents page with section headings and sub-headings under each.

Executive Summary

Let readers know why they should read your report by including an executive summary at the beginning of the document, after the contents page and before the rest of the report begins. The executive summary is a brief description of the reason for the report and bottom-line

findings, recommendations or conclusions. The summary is usually a half-page or less and includes no documentation or support.

Sections

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

Supporting Information

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

Process of Writing Business Report

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

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

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

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

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

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

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

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

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

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

Writing and submitting the report: The process of writing a report ends with writing and submitting the report. Before drafting the final report, the writer develops rough copy for checking, editing and revision. In the rough copy, the writer checks the accuracy of

information, formation of sentences, grammatical accuracy, and style of presentation, sequence of the contents etc. after all these checking and corrections, the final draft is prepared and submitted to the concerned authority.

Order of writing Business Report

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

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

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

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

4. Develop the final recommendations section. Recommendations are more subjective in nature and are one of the most important parts when writing a business report to an executive.

Expand on the key findings and conclusions by offering your recommendations for solutions. Showcase your ideas and explain why you think these ideas can solve the problem. If possible, link your recommendations to potential benefits, including an increase in sales, a boost in employee morale or an increase in productivity.

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

Final draft of Business Report

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

Steps for Crafting the Final Draft of an Essay

1. Take a break after writing your second draft. You will have to revise your second draft at least three more times until it is put in order—have a rest before starting the final copy of your paper.
2. Do a spellcheck of your second draft. You should revise your paper in terms of misspelled words, typos, and accidental word repetitions; you could also perform a punctuation check at this interval.
3. Do a grammar check. It is a process that requires extreme caution, because grammatical mistakes may be far less obvious than spelling errors. This check implies correcting faulty parallelisms, problems with noun-verb agreement, dangling participles, improper usage of passive voice, and so on.
4. After you've checked the language of your paper, it is time to pay attention to its technical aspects. This includes the formatting style, your reference list, in-text citations, and the title page. Make sure all of these correspond with the requirements of your teacher or the publication you are submitting your essay to.

5. Revise the whole piece of writing once again. Since it is the last time you will read through it with an intention to make corrections, be extra-attentive and check every little detail in the text. Evaluate the structure of your essay, the way your arguments are organized, and the credibility of these arguments. Check for poor or non-existent transitions between paragraphs, pay attention to grammar, stylistics, syntax, and punctuation.

Report Writing Checklist

Format	
physical presentation, legibility, layout	stapled or comb-bound, folders should not be used
heading and sub headings	developed logically and consistently at each level (eg. size and style of headings)
decimal numbering system	used accurately and consistently, fourth level avoided
Tables and figures	
key tables/figures	uses in text (others, if required, in appendix)
zeros and rounded numbers	used for clarity sometimes
captions of tables/figures	selected for specific differences between tables/figure
caption information	consistent with text information
data in tables/figures	consistent with data in report
symbols/labels/signs	explained clearly
asterisks	added explanatory notes of further information, abbreviations, sources etc. that do not fit into rows or

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	columns
Structure	
names/titles of people etc	spelt correctly & acknowledged fully
executive summary	written to highlight and summarise significant information
table of contents	matched exactly to text (e.g. titles of headings with decimal and pages numbering)
numbered sections with headings	introduction, body (divided clearly and developed logically) and conclusions
definitions of new terms	expressed accurately and clearly
abbreviations & acronyms	written in full when first used
report self-contained	include all relevant information
appendices	each referred to in the text of the report
Content	
information content	depth & appropriateness, use of sufficient reference material, author's opinion/key finding clearly stated
quality of discussion, conclusions	relationship to content, summative quality
Referencing	
acknowledges all sources of information (other than your own)	includes sources for diagrams and tables and wherever information is paraphrased or quoted in the text of the report. Referenced correctly twice, both in text and in

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	reference list
fully documented reference list	only one reference system used: author-date or numerical system-all elements included
punctuation and elements	standardised exactly (e.g. order of elements, punctuation, capitals/case, formatting)
Technical	
	the report has been adequately proof-read
wordiness	redundant or unnecessary words and phrases omitted
sentences	complete, tight, focused and varied in length
passive voice	used appropriately to emphasise the object of action rather than the agent Passive: A large deviation was observed (object is large deviation - agent is unknown) Active: I observed a large deviation (agent is I - object is large deviation)
parallel construction in lists	Where practical, begin each point in a list with similar grammatical pattern. <ul style="list-style-type: none">▪ Density is reported in ...▪ Blast-hole diameter is usually reported in ...▪ Rock strength is reported in ...
agreement	Subjects and verbs are related in number and person e.g. She does/we do/it does
other expression	gender inclusive language, grammar, spelling, punctuation,

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	consistent and appropriate tenses, fluency, correct word choice, conciseness, avoids cliches
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KAHE

POSSIBLE QUESTIONS PART – A (ONE MARK)

1. An account given or opinion formally expressed for specific purpose after proper inquiry, investigation and consideration

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- a) Agenda b) Recommendations c) Conclusion d) None of the above
2. Which type of reports facilitate solving complex and complicated problems through the combined judgement of expert members?
- a) Committee report b) Investigational report c) Directors report d) Progress report
3. Number of stages in business report writing-
- a) 3 b) 4 c) 5 d) 2
4. Which of the following is likely to help readers to follow your report easily?
- a) Contractions b) Repetition c) Topic sentences d) preposition
5. Which of the following parts of the formal report would be the BEST place to include proof for the recommendations
- a) Body b) Methods c) Conclusion d) Purpose
6. You are writing a report that recommends renovation projects at each of your three locations in the city appropriate pattern will be
- a) Geographic b) Pro and Con c) Functional d) Chronological
7. Which of the following report does not provide recommendation?
- a) Annual report b) Investigational report c) Directors report d) Progress report
8. Reports present conclusions based on
- a) Intuition b) Investigation c) Belief d) Impression
9. The terms of reference for producing a specific report are given by the
- a) Writer b) Expert c) Organization d) Chairman
10. The index forms a part of the
- a) Main body b) Front matter c) End matter d) Glossary

PART B (TWO MARK)

11. What is meant by Business Report?
12. Give out the importance of business reports.
13. Write a short note on 'Agenda'?
14. What is a performance report?
15. What is called as a report?

PART-C (SIX MARK)

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

17. Discuss on what basis the reports are classified.
18. Outline the steps to be taken while preparing a report.
19. Describe the ways in which a report can be organised.
20. Distinguish between a letter report and a memo report.
21. Express your views on different types of reports.
22. In how many ways can a report be organised?
23. Explain the importance of 'Introduction' as a part of the body of the report.
24. Comment on process of writing.
25. Discuss the significance of Business report

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S.No	Questions	option A	option B	option C	option D	Answer
	UNIT IV					
1	The <i>primary</i> purpose of speechmaking is to	gain a desired response from listeners.	learn more about the speech topic.	gain experience as a speaker.	display the speaker's knowledge.	gain a desired response from listeners.
2	Audience analysis is an important factor in which of the following?	selecting a topic	organizing the speech	choosing supporting materials	all of the above	all of the above
3	Audience adaptation is an important factor in which of the following?	choosing the speech topic	preparing the speech	presenting the speech	all of the above	all of the above
4	Audience adaptation is an important factor in which of the following steps of the speechmaking process?	formulating a specific purpose	writing an introduction and conclusion	choosing visual aids	all of the above	all of the above
5	The fact that audiences are egocentric means that	listeners believe their cultural group is superior to all other groups.	listeners are concerned above all with how a speech will affect them.	listeners interpret the speech through the speaker's frame of reference.	all of the above.	listeners are concerned above all with how a speech will affect them.
6	Which of the following is a demographic characteristic of a speech audience?	interest	attitude	size	gender	gender
7	The will usually dictate how long a speech should be.	size of the audience	occasion	physical setting	topic	occasion
8	According to your textbook, what are the three primary factors to consider when assessing an audience's disposition	gender, knowledge, and opinions	interest, background, and age	size, occasion, and group membership	knowledge, interest, and attitude	knowledge, interest, and attitude

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	toward a speech topic?					
9	Which of the following elements usually has the greatest impact on the length a speech should be?	the audience's disposition toward the topic	the physical setting for the speech	the audience's attitudes toward the speaker	the occasion for the speech	the occasion for the speech
10	A questionnaire item that gives the respondent the widest freedom in answering is called a(n)	inductive question.	open-ended question.	leading question.	informal question.	open-ended question.
11	The method of science requires that independent observers must:	verify data.	state a hypothesis in a form that can be tested	derive a hypothesis from theory	All of the above	All of the above
12	When analyzing a past president to describe his personality by coding letters or speeches he has written, you are using a process called	Big Five	content analysis	personality assumptions	Implicit Personality Theory	content analysis
13	The_____body of the presentation should be broken into short and clear units	Main	Middle	Upper	Lower	Main
14	are usually short messages with natural, casual use of language.	Formal reports	Informal reports	Short reports	Progress report	Informal reports
15	are____basic parts of a formal report.	Prefatory Parts	Text Parts	<u>Supplementary</u> Parts	Body parts	<u>Supplementary</u> Parts
16	Classification of Report is:	Informal reports, Short reports	Formal reports ,Long reports	Formal or Informal reports , Short or Long Reports	Informal reports, Long reports	Formal or Informal reports , Short or Long Reports

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17	Which writing style characterizes the memos?	Informal	Formal	Impersonal tone.	Neutral	Informal
18	-----are routine reports prepared at regular time interval-daily, weekly, monthly quarterly or annually.	Periodic Reports	Formal Reports	Progress Reports	Conference Reports	Periodic Reports
19	What are the three general purposes for giving speeches?	To persuade, act , & adjust your speaking style	To inform, make people laugh, & have fun	To inform, persuade, & entertain	Above all are incorrect	To inform, make people laugh, & have fun
20	What kind of topics are important for a speech?	Any kind of topics	Topics that only you find interesting	Topics that matter to your listeners, as well as to yourself.	All of the above	All of the above
21	What does a successful speech require?	Knowledge of both sources and the types of supporting material that speech makers typically use.	To write about Skills and hobbies in which you are expert	Talk about a subject with which you have had some personal experience.	Above all are incorrect	Knowledge of both sources and the types of supporting material that speech makers typically use.
22	The proper use of sounds to form words clearly and acculatory	Pitch	Personification	Pronunciation	All of the above	Pitch
23	All of the following are dimensions of the speaking situation that a speaker should analyze <i>except</i> :	Public or private sphere	Formal or informal demeanor	Monologic or dialogic	Monologic and dialogic	Formal or informal demeanor
24	The following are all generic speaking skills that are taught and practiced in introductory speech classes <i>except</i> :	Analysis	Style	Organization	Research	Analysis
25	In educational presentations, a “deliverable”	The speech	A PowerPoint	The speech	Anything that is	Anything that is

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	is:	outline	slideshow		assigned to accompany the presentation	assigned to accompany the presentation
26	All of the following are typical presentations in a business and professional context <i>except</i> :	Marketing presentations	Employment interviews	Project proposals	Training sessions	Training sessions
27	What is the purpose of a ceremonial speech?	to meet a need	to transmit ideas	to evoke emotion	to swaying opinions	to meet a need
28	All of the following are typical speaking situations in the social and ceremonial context <i>except</i> :	Presenting the Woman of the Year award	Proposing a toast at a wedding	Telling a joke	Nominating a candidate	Nominating a candidate
29	All of the following are typical speaking situations in the civic and political context <i>except</i> :	Talk shows	Public debates	Community forums	Rallies	Community forums
30	According to your text, a series of short speeches that are informative and on various aspects of the same general topic is called a:	symposium	panel	forum	debate	debate
31	A skill resume	Summarizes what a person did in a reverse time sequence order	Can showcase abilities and strengths through a series of unrelated jobs	Emphasizes degrees, job titles and dates	is appropriate when a person's education and experience are a logical preparation for a position.	Can showcase abilities and strengths through a series of unrelated jobs
32	Which of the following should NOT be included in a professional resume?	Technical jargon	Marital Status	Names of honor societies	Personality traits	Marital Status
33	A chronological resume is appropriate when	You want to emphasize degrees	You are changing fields	you want to show competence in a field	your education and experience are not the usual	You want to emphasize degrees

KARPAGAM ACADEMY OF HIGHER EDUCATION

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UNIT: IV

BATCH-2017-2020

					routine to the position.	
34	Employers will be most likely to reject resumes that:	are more than one page long	do not include the name if the company the person is applying to.	Contain grammatical or spelling errors	Present experience and credentials in reverse chronological order.	Contain grammatical or spelling errors
35	Which of the following is a techniques for emphasizing material in a resume:	Presenting it in vertical lists	Including it as part of a lengthy paragraph	Using very little white space around it	Positioning it in the middle of a page	Presenting it in vertical lists
36	Which of the following should NOT be included in a resume:	Complete sentence	The word "I"	Sentence fragments	Gerunds, which are verbs that end with 'ing'	The word "I"
37	Which of the following is not appropriate for the layout of a resume:	Additional white space to offset important information	Placing the education section before the work experience section	Using several color to design	Including bullets	Using several color to design
38	Mr.John is involved in some capacity with working with computer hard ware, choose the appropriate resume for him	Chronological resumes	Skill resume	Both a and b	Neither a nor b	Skill resume
39	The kind of information should be include in resume:	Work experience	Education	Affiliation and membership	All of the above	All of the above
40	Which one of the following is NOT one	Contact	Objectives	Work experience	Religious	Religious

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	of the basic components of a resume?	Information			background	background
41	The best way to apply for a job is to submit a resume that is:	Specifically written for that particular job	Full of personal information	Suitable for any job	Self-recommending	a)Specifically written for that particular job
42	The application letter and the resume performs	The same task	over lapping task	Two different task	Two opposite task	Two different task
43	A summary placed at the beginning of the CV acts as a:	Statement of objectives	Preface	Synopsis	Letter of recommendation	Preface
44	The application letter is:	Description of your core strengths and suitability for the job	a summary of your qualifications and experience	a foreward	a statement of your job objective	Description of your core strengths and suitability for the job
45	The chances that an interview will be successful, if you do all of the following EXCEPT:	prepare by researching company	Learn about the process of interviewing	Wait for the interviewer to contact you with a decision	listen actively to the interviewer	Wait for the interviewer to contact you with a decision
46	All of the following are recommended in the job interview process EXCEPT:	bringing a notebook and pen	preparing a practice video of yourself and handing over to the interviewer.	bringing extra copies of resume	finding out what employees wear at organization	preparing a practice video of yourself and handing over to the nterviewer.
47	A job applicant should prepare a list of questions to ask during the interview. Which of the following is an appropriate	Salary details	Profitability of the company	Training opportunities for employees	Casual leave details	Training opportunities for employees

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	one to be asked:					
48	All of the following are examples of traditional interview questions EXCEPT:	Where do you see yourself in thirty years?	What have you red recently?	how do you fit to this job?	What is your greatest weakness?	Where do you see yourself in thirty years?
49	The best time to begin discussing salary and benefits is	during the job interview	after you get the job offer	In the follow-up letter after the job interview	In the job application letter	after you get the job offer
50	If you have more than one job offer, all of the following are good questions to ask yourself EXCEPT:	Am I willing to take work home?	Am I willing to travel?	Where do I need to stay?	Will this job give me time to look for another job?	Will this job give me time to look for another job?
51	Which is NOT typical behavior of a successful interviewee?	having eye-contact with the interviewer	Using technical jargon	Asking questions about who its competitors	Personalizing the questions asked	Asking questions about who its competitors
52	Tease or stress questions are intended to judge:	the candidate's technical skill	The candidate's intelligence quotient	The candidate's stress level	How the candidate handles them	How the candidate handles them
53	In an interview, if you do not know an answer, you should:	Bluff	Keep guessing	Remain quiet	Admit you do not know the answer	Admit you do not know the answer
54	Which of the following is a good interview strategy?	Do not bring anything into the interview with you	criticie your former employer	Remember to smile often	Provide yes or no answer	Remember to smile often

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55	The word interview comes from:	French	Germany	Latin	none of the above	Latin
56	The person who answers the questions in the interview is called:	Interviewer	Interviewee	Panel member	Manager	Interviewee
57	The person who asks the questions in the interview is called:	Interviewer	Interviewee	Panel member	Manager	Interviewer
58	Which type of interview follow formal procedures:	Structured interview	Un Structured interview	Stress interview	Appraisal interview	Structured interview
59	Which type of interview does not follow formal procedures:	Structured interview	Un Structured interview	Stress interview	Appraisal interview	Un Structured interview
60	It is designed to place the interviewee in a stress situation:	Structured interview	Un Structured interview	Stress interview	Appraisal interview	Stress interview

UNIT-V-APPROPRIATE USE OF TECHNOLOGY

SYLLABUS

Unit V Appropriate use of technology, EMAIL, WEBPAGE Communication, Voice and wireless communication, Oral Presentation: Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids, Interview – Meaning – Objectives and techniques of various types of interviews, public speech, characteristics of good speech.

ELECTRONIC MAIL.

Email is the most widely used tool for business communication at the workplace. We read and compose at least 50-60 emails a day on an average. Poorly written, unclear, misleading or ineffective emails not only cause a loss of time and productivity, but can also harm one's reputation by leaving a poor impression on the reader.

It, therefore, becomes imperative that we make the best possible use of emails to communicate effectively at the workplace. To do so, you must keep in mind some basic email etiquette to draft the perfect official email.

Relevance

Email as a means of communication can be effective only when it is relevant. Email may be convenient but does not necessarily mean that it is the best means of communication in every situation at the workplace. Before you start writing, ask yourself if it really is necessary and you need to email at all; will a phone call or a face-to-face discussion not suffice.

Subject line

Always add a subject line to your emails. Emails without a subject line are overlooked as spam, more often than not. The subject line, as the name suggests, must be specific to the content of your email. Treat an email subject line as you would a newspaper headline – use it to grab the reader's attention whilst summarizing the main idea of the email in a concise sentence.

Example: "Monthly planning report – January 2015" instead of an ambiguous "Report" in the subject line specifies which report the email refers to.

Content

It is always a good idea to think about what you want to write before you actually do so. It helps in adding clarity to your message. Organise your thoughts in a logical sequence before jotting them down. Refrain from sending inappropriate messages.

Keep your messages clear and brief. Your sentences should be short and to the point. Long and badly structured sentences confuse the reader. The length of your email is also important in determining how effective your message is going to be. Research has shown that people do not have the time or the inclination to go through long, tedious emails. It is ideal to keep your emails as short as possible without eliminating necessary information.

Avoid miscommunication by keeping content clear, organised and contextual. Begin your email with a formal salutation, state the purpose of writing and provide a context to why you are writing. Use paragraphs – form a paragraph with related points and change paragraphs to present separate ideas.

Close the email by stating the outcome you expect from your message and sign off with a polite greeting and your name.

Tone

The emails you send are a reflection of your professionalism. Emails at the workplace must have a formal tone to them. There is always a higher chance of miscommunication over emails because your words are not accompanied by gestures, body language and facial expressions, and your reader may easily misconstrue your words. Be polite, choose your words wisely, use proper punctuation and avoid capitalizing all your words.

For instance, there are more chances of your receiving the said report with a “Please send me the report” over “Send me the report!” or “SEND ME THE REPORT”. A polite message always elicits a more favourable response over a harshly worded one. Exclamation marks are not seen as formal and should be avoided in official emails. Whole words (not acronyms) and sentences when written in capital letters are considered extremely rude and unprofessional.

Language

An email can be effective only when the language used is grammatically sound and is spelt correctly. If the reader cannot understand what you have written, there is hardly any chance of them taking any action on it, thereby rendering your message ineffective. An email rife with spelling mistakes also makes you look incompetent. Review your messages before sending them. Make it a

habit to proofread your emails twice over and use spell check. Your emails must always give an impression of being well thought out.

Response time

Good email etiquette maintains that you do your best to respond to business communications as soon as possible. When you do not respond promptly, you come across as unorganised and unconcerned. Even if you are not able to attend to an email right away, writing a line back in acknowledgement that you have received it and will attend to it shortly, shows professionalism.

Write not an email that you would not want to be a recipient of – keep this golden rule in mind while sending emails at the workplace

ELECTRONIC COMMUNICATION CHANNELS

Electronic channels range from the electronic mail (email) to television and from the telephone to videoconferencing. When Samuel Morse invented the telegraph in 1835, no one imagined that electronic communication systems would have such a pervasive impact on the way people send and receive information. In general, electronic channels serve as transducers for written and oral communication. A fax machine, for example, converts text and graphic information into electronic signals to transmit them to another fax machine, where they are converted back into text and graphic images. Likewise, television converts oral and visual images into electronic signals for sending and then back into oral and visual images at the receiver's end.

Communication using electronic media known as electronic communication. Such communication allows transmission of message or information using computer systems, fax machine, e-mail, tele or video conferencing and satellite network. People can easily share conversation, picture, image, sound, graphics, maps, interactive software and thousands of things for the development of electronic communication. Due to electronic technology, jobs, working locations and cultures are changing and therefore people can easily access to worldwide communication without any physical movement.

L.C. Bovee and Others said, **“Electronic communication is the transmission of information using advanced techniques such as computer moderns, facsimile machines, voice mail, electronic mail, teleconferencing, video cassettes, and private television networks.”**

Electronic channels usually have the same basic characteristics as the other channels, but electronic media exert their own influence. The most obvious of these are speed and reach. Electronic channels cover more distance more quickly than is possible with traditional means of conveying information. The speed and reach of electronic channels create new expectations for both sender and receiver, and while the fundamental characteristics of oral and written communication remain, the perceptions of electronic messages are different from those of their traditional equivalents.

The advent of electronic communication channels created an awareness of whether communication was synchronous or asynchronous. Synchronous communication requires both the sender and the receiver to be available at the same time. Face-to-face meetings, telephone conversations, “live” radio and television (most talk shows, sporting events, and anything else not pre-recorded), videoconferencing, and electronic “chat rooms” are all examples of synchronous communication.

Letters and other printed documents, electronic mail, electronic conferences, voice mail, and prerecorded video are all examples of asynchronous communication.

The advantages of synchronous communication are based on the immediacy of feedback. Because both sender and receiver are present at the same time (even if their locations are different), the receiver usually has the opportunity to comment on a message while it is being sent. The exceptions are, of course, with one-way media, such as radio and TV. The principal disadvantage of synchronous communication is the need to have sender and receiver present at the same time. A meeting or phone call may be convenient for one person but not for another. This is especially true when the people involved are from different time zones.

The advantages of asynchronous communication are that messages can be sent and received when convenient for sender and receiver. Also, because asynchronous communication requires a methodology for storing and forwarding messages, it automatically provides a relatively permanent record of the communication.

The principal disadvantage of asynchronous communication is that feedback is delayed and may be difficult to obtain.

1. Telephone

The telephone was the first electronic channel to gain wide acceptance for business use. Telephones are everywhere—at least in the industrialized world. The telephone offers many advantages. It is often the fastest, most convenient means of communicating with someone. The telephone is also

economical in comparison with the cost of writing and sending a letter or the travel involved in face-to-face meetings. Although standard telephone equipment limits sender and receiver to exchanging vocal information, tone of voice, rate of speech, and other vocal qualities help sender and receiver understand each other's messages.

Modern telephone services expand the utility of the telephone through answering machines and voice mail, telephone conferencing, portable phones, pagers, and other devices designed to extend the speed and reach of the telephone as a communication device.

The telephone does have disadvantages. The most common complaint about the telephone is telephone tag. It means that while we try to call a person over telephone, that other person is not available to attend that call. Telephone tag is time consuming, expensive, and—if it goes on long enough—irritating.

Telephones can also be intrusive. Senders place calls when it is convenient for them to do so, but the time may not be especially convenient for the receiver. This is especially true when the person placing the call and the one receiving it are in different time zones, perhaps even on different continents. Another disadvantage of the telephone is that they are so common that people assume that everyone is skilled in their use, when this is actually far from the case. Most people have had little or no training in effective telephone skills and are poorly prepared to discuss issues or leave effective voice mail messages when the person with whom they wish to speak is not available.

2. Radio

Although its business uses are limited, radio is an effective means of broadcasting information to many people at once. For this reason, radio is a form of mass communication. The mass media also include newspapers, popular magazines, and television. Radio and other forms of mass communication do not allow for convenient, prompt feedback. Receivers who wish to provide feedback on a particular message typically need to use some other communication channel—telephone, email, or letter—to respond to a sender. The most common business use of radio is for advertising, primarily at the local level.

The advantages of radio are that it is a relatively inexpensive medium for both sender and receiver, and vocal qualities can be used to help clarify the meaning of messages. Radio messages may be pre-recorded for a later broadcast, and receivers may record messages to listen to them at a more convenient time or for repeated play. The disadvantages are the absence of a convenient means of

feedback and the use of radio to provide background entertainment, which leads receivers to pay less attention to information delivered by radio than to that delivered by other means.

3. Television

Television, another of the mass media, is also an effective means of broadcasting information to many people at once. In addition to using commercial television for advertising, business has been making increasing use of TV for education and training programs and videoconferencing. Because it combines auditory and visual images, TV provides a fairly effective substitute for face-to-face communication when time, distance, or cost of travel would make face-to-face communication difficult.

The advantages of television—video—are that it combines both audio and visual information in a way that approximates face-to-face communication. Receivers can see facial expressions and other nonverbal signals as well as hear tone of voice, rate of speech, and other paralinguistic elements that contribute to the interpretation of the verbal message. Messages may be pre-recorded and checked to ensure that they communicate the intended message before delivery at a later time. They can also be recorded by the receivers for viewing at a convenient time or viewing repeatedly to ensure that the message has been understood.

The principal disadvantage of television is that it is expensive, especially when it is done well.

Videoconferencing rooms, which serve to send and receive video images of meetings, are sufficiently expensive that typically only large organizations have them. Organizations that have installed videoconferencing rooms use them to avoid the costs of travel. In recent years, the cost of such equipment has been coming down, and inexpensive desktop-to-desktop video designed for use with computers connected to the Internet have become available.

Recording and broadcasting equipment are expensive. Recording, duplicating, and distributing videotapes (or DVD disks) is also expensive, so the message needs to be important to the organization and to those whom it wishes to reach. Training videos, for example, are produced to show members of an organization how to perform a specific task. Once produced, they can be shown to hundreds and perhaps thousands of people, which keeps the “cost per view” at an acceptable level. Television is also difficult to do well. Broadcast quality video requires good cameras, trained operators, and usually a trained producer. Those who will be on camera require sufficient training to be comfortable speaking to the camera lens, which has been called “the eye that never blinks.”

4. Electronic Mail

Email has recently become the most common form of business communication, substituting for letters, memos, and many telephone calls. It is quick, convenient, and—once the appropriate hardware and software are installed—inexpensive. Most organizations in the industrialized world now have email and access to the Internet, a world-wide network connecting most of the world's major computer networks. Although email permits most of the advantages of other forms of written communication, email users tend to prepare email messages quickly and with less attention to detail, including grammatical and mechanical correctness, than they do when preparing paper documents. The advantages of email are that it is both quick and convenient. It can be printed, saved electronically, or forwarded to multiple recipients. Email lists—whether maintained by an individual or by special software designed for the purpose (such as listserv, listproc, and majordomo)—simplify the process of exchanging information with groups of people who share common interests. The disadvantages of email are that because speed often seems more important than correctness, email messages often contain egregious errors in spelling, grammar, mechanics and content. Messages containing such errors may be saved or forwarded and/or printed, duplicated, and sent to a number of people. If such a message were sent to a large mailing list, hundreds or perhaps thousands of people would see it and form an opinion about the person who sent it.

5. Electronic Conferencing

Although mailing lists enable large numbers of people to participate in discussions about issues of common interest, they are not well-suited to organizing that information in a logical way. Messages are sent and received in chronological order rather than by topic. Also, even though mailing lists store or archive messages, retrieving information about a particular topic from the archives may not be easy. Electronic conferences eliminate those problems by categorizing subjects by topics or threads. Access to such conferences can also be easily restricted to qualified individuals, making them useful for discussions of proprietary matters.

Individuals who belong to an electronic discussion group can read about and respond to the subjects of most interest to them and skip those in which they have no interest. Someone who joins an existing electronic conference can review everything that has been said about a particular subject without reading the comments about irrelevant subjects.

The principal advantages of electronic conferences are that the information is categorized by topic and the channel is asynchronous, allowing sender and receiver to access the information when convenient.

The principal disadvantages of electronic conferences are that they require deliberate access.

Whereas messages from an email list arrive in a person's mailbox automatically, he or she must deliberately access an electronic conference to see what new topics or responses have been added since his or her last access. If the person forgets to access the conference regularly, he or she might miss an important message. Also, those posting responses to items on the conference may not stick to the subject of the item. Such deviation from the topic is usually called drift, and if the amount of drift on a conference is significant, the usefulness of the conference is diminished.

6. Web-based Communication

Since its inception in 1992, the portion of the Internet known as the World Wide Web—or more simply as the Web—has grown at virtually an exponential rate. Most organizations of any size and thousands of individuals have Web sites, which consist of one or more pages of information. One of the reasons that the Web has grown at such a phenomenal rate is that it provides many of the advantages of the other communication channels with very few of their disadvantages.

Information presented on the Web can include text, graphics, sound, and video. It can be prepared quickly or carefully, depending on the purpose of and audience for the message. It can also allow for immediate feedback by providing email addresses or special forms for feedback on specific topics. Web sites can be designed for access by anyone with an Internet connection or for a limited audience on an organization-specific Intranet.

Materials for the Web use a special computer programming language known as Hypertext Markup Language, or HTML, for formatting text and graphics for online readability. The inclusion of feedback forms and other types of interactivity requires additional software. While programs, such as Microsoft's FrontPage and Netscape's Composer, can help individuals prepare acceptable Web pages, effective Web site design and management usually requires special training.

The advantages of the Web as a communication channel is that Web pages can communicate quickly using text, graphics (including animated graphics), sound, and video with anyone with an Internet account and allow for immediate feedback. Web page authors have considerable control over the appearance of their material using HTML and other programming languages.

The principal disadvantage of using the Web to communicate is that the receiver must want the information badly enough to look for it. Most communication channels allow the sender to initiate the process, perhaps even at times inconvenient for the receiver. To communicate on the Web, however, the sender places the information on a Web site and then must wait for the appropriate receivers to access it. Another disadvantage is that the sender forfeits some control over the appearance of a Web-based document. Receivers have the option of choosing not only when they access the information but the appearance of the document as well. Receivers can, for example, choose to view or print the document using a typeface and/or type size different from the one selected by the author.

An additional disadvantage of Web-based communication is that the same information will display differently depending on the computer platform, the size of the monitor, and the Web browser being used. For this reason, Web designers need to test materials on common computer systems and with different Web browsers.

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ADVANTAGES OF ELECTRONIC COMMUNICATION

The following points highlight on the advantages of electronic communication:

- 1. Speedy transmission:** It requires only few seconds to communicate through electronic media because it supports quick transmission.
- 2. Wide coverage:** World has become a global village and communication around the globe requires a second only.
- 3. Low cost:** Electronic communication saves time and money. For example Text sms is cheaper

than traditional letter.

4. Exchange of feedback: Electronic communication allows instant exchange of feedback. So communication becomes perfect using electronic media.

5. Managing global operation: Due to advancement of electronic media, business managers can easily control operation across the globe. Video or tele- conferencing e-mail and mobile communication are helping managers in this regard.

DISADVANTAGES OF ELECTRONIC COMMUNICATION

Electronic communication is not free from the below limitations:

- 1. Volume of data:** The volume of tele-communication information is increasing in such a fast rate that business people are unable to absorb it within relevant time limit.
- 2. Cost of development:** Electronic communication requires huge investment for infrastructural development. Frequent change in technology also demands for further investment.
- 3. Legal status:** Data or information, if faxed, may be distorted and will cause zero value in the eye of law.
- 4. Undelivered data:** Data may not be retrieved due to system error or fault with the technology. Hence required service will be delayed.
- 5. Dependency:** Technology is changing everyday and therefore poor countries face problem as they cannot afford new or advanced technology. Therefore poor countries need to be dependent towards developed countries for sharing global network.

ORAL PRESENTATION

Oral presentation is the process of expressing information or ideas by word of mouth. Learn more about the types and benefits of oral communication, and find out how you can improve your own oral communication abilities. Oral presentation is the process of expressing information or ideas by word of mouth.

IMPORTANCE OF ORAL PRESENTATION

- Instant method of conveying as well as receiving information.
- Provides better chance to the audience for understanding speaker's context.
- Presenter is able to acquire an instant feedback for his work and research by judging reactions as well as body language of audience.

- High level of understanding and transparency
- It imparts proper flexibility to audience so that they can take an appropriate decision on a particular topic.
- Effective oral presentation helps in saving efforts, time and money for listeners as well as the speaker.
- It can be used for conveying confidential information to a selected group of individuals which ultimately improves the level of communication & exchange of information.
- Oral communication increases level of participation.

CHARACTERISTICS OF ORAL PRESENTATION

An oral communication to become successful requires some essential or good characteristics, those are highlighted as follows:

Pre Planned

Before transmitting any message, the speaker must have pre-plan to send the message properly to the audience or receiver. Pre-Planned communication is always fruitful.

Certainty

The speaker must speak properly while communication with the audience. The subject matter or speech must be certain in oral communication to avoid confusion.

Conciseness

Information should be /Enriched with concrete, logical and relevant data in case of oral communication. The subject matter should also be simple to catch the attention of the audience.

Attractive presentation

The message in oral communication should be presented through nice tone. The Speaking attitude should be catchy to hold the attention of the receiver.

Consideration of the Receiver or Audience

During oral communication, the qualification, knowledge, experience and motive should be considered by the speaker. The language should be simple and understandable to the audience.

Neutrality

The audience or receiver should be silent while the speaker in delivering A his speech. The audience

must analyze and evaluate the message provided and then he should answer properly. The neutrality of the audience is must in oral communications.

Realistic

Unrealistic information or, message can never hold attention of the audience. So, speaker should provide realistic speech to the audience.

Free from error

If the information in oral communication contains any error then it makes the audience confused. Moreover, the audience will lose their confidence upon the speaker. So, information must be free from errors in oral communication.

Patience

Patience is the key to success for effective communication. Both the speaker and the audience must have proper patience while making oral communication.

Free from emotion Oral communication should be free from emotion. Because emotion makes the subject matter to be complicated. Therefore, the audience will make wrong interpretation of the message techniques or Way of Oral Communication.

TYPES OF ORAL PRESENTATIONS

Oral presentation is the process of verbally transmitting information and ideas from one individual or group to another. Oral communication can be either Formal or Informal. Examples of informal oral communication include:

- Face-to-face conversations
- Telephone conversations
- Discussions that take place at business meetings

More formal types of oral presentation include:

- Presentations at business meetings
- Classroom lectures
- Commencement speech given at a graduation ceremony

With advances in technology, new forms of oral communication continue to develop. Video Phones and Video Conferences combine audio and video so that workers in distant locations can both see

and speak with each other. Other modern forms of oral communication include Podcasts (audio clips that you can access on the Internet) and Voiceover Internet Protocol (VoIP), which allows callers to communicate over the Internet and avoid telephone charges. Skype is an example of VoIP.

Advantages

There are many situations in which it makes sense to choose oral over written communication. Oral communication is more personal and less formal than written communication. If time is limited and a business matter requires quick resolution, it may be best to have a face-to-face or telephone conversation. There is also more flexibility in oral communication; you can discuss different aspects of an issue and make decisions more quickly than you can in writing. Oral communication can be especially effective in addressing conflicts or problems. Talking things over is often the best way to settle disagreements or misunderstandings. Finally, oral communication is a great way to promote employee morale and maintain energy and enthusiasm within a team.

Disadvantages

Despite the many benefits of oral communication, there are times when written communication is more effective. For example, you may want to exchange important information that needs to be documented using written communication. A lot of transactions in the business world require some type of written record, and you will find that even strong verbal skills are not a substitute for putting things in writing. Additionally, oral communication tends to be less detailed and more subject to misunderstanding than written communication. It's best to always think carefully about which method of communication best fits your objective.

Oral presentations typically involve three important steps:

- 1) Planning,
- 2) Practicing, and
- 3) Presenting.

1. Planning

Oral presentations require a good deal of planning. Scholars estimate that approximately 50% of all mistakes in an oral presentation actually occur in the planning stage (or rather, lack of a planning stage). Make sure to address the following issues:

Audience:

- Focus your presentation on the audience. Your presentation is not about how much you can say, but about how much your audience can understand.
- Organize your information into three to five points/categories. Audiences can only easily remember a maximum of three to five points.
- Build repetition. Listening is much different than reading. Your audience cannot go back and read over something they missed or did not understand. Build repetition through internal summaries, transitions, analogies, and stories.

Introduction:

- Introduce yourself if needed, providing your affiliation and/or credibility.
- Create an effective opening that will interest your audience: pose a question, give an amazing fact, or tell a short, interesting story.
- Reveal your topic to the audience and explain why it is important for them to learn about.
- Give a brief outline of the major points you will cover in your presentation.

Main Body:

- Explain your points. Give clear explanations. Provide sufficient evidence to be convincing.
- Use transitions between sections of your presentation (introduction, body, and conclusion) as well as between points in your main body section.
- Use analogies and stories to explain complicated ideas and to build repetition.

Conclusion:

- Signal your conclusion with a transition.
- Summarize your points.
- Refer to future action if needed.
- End with, "Thank You."
- If answering questions, tell your audience, "I'll now be happy to answer any questions."

2. Practicing

- Practicing your presentation is essential.

- It is at this stage of the process that you figure out word and phrase emphasis and the timing of your sections and overall presentation.
- Record your presentation and review it in order to know how you sound and appear to your audience.
- You may notice that you are pausing awkwardly, talking too fast, or using distracting gestures.
- Consider using different colored highlighters to remind yourself when to pause, when to emphasize a particular point, when you have a slide change on your PowerPoint, etc.
- Practice in front of peers and elicit feedback. Ask your peers to comment on your delivery and content. What aspects of your delivery work well to convey the information and argument of the presentation, and what aspects of your delivery are not working as well as they could? Also, are there moments in your presentation in which your peers become confused, bored, or distracted?
- Remember that the more you practice, the more comfortable you will become with the material. As a result of repeated practice, you will appear far more polished and professional while delivering your presentation.

3. Presenting

As the person in charge of the situation when presenting, it is your job to make your audience feel comfortable and engaged with both you and the material of the presentation.

- Maintain eye contact. Only look at notes or slides very briefly. Sweep the room with your gaze, pausing briefly on various people.
- Be aware of your body posture.
- Be enthusiastic about your topic.
- Smile.
- Slow down your speech.
- We naturally talk faster when we are nervous. Include pauses to allow your listeners to keep up and time for you to think ahead.
- Use gestures to emphasize points and move about the space if possible.
- Calibrate the volume of your voice so that people in the back of the room can hear you.

- Avoid fillers, such as “Ah, uh, I mean, like, okay, um ...”
- Act as natural and relaxed as possible.
- Dress appropriately.

Questions and Answers –Do not underestimate the challenge of running a successful question and answer session. They are unpredictable by nature. In your planning, try to anticipate possible questions your audience might have. Follow this four-step process to successfully answer audience questions:

- Acknowledge the question. (“Good Question!”) This polite gesture shows your interest.
- Rephrase the question. This important step allows you to: make sure you understand the question, ensure all audience members hear the question, phrase the question into one you want to or are willing to answer, and gain time to think about your answer.
- Answer the question as clearly and concisely as possible.
- Check for comprehension with the questioner and your audience. (“Does that make sense? Is that clear?”)

PRESENTATION PLAN

A good oral presentation is well structured; this makes it easier for the listener to follow. Basically there are three parts to a typical presentation: the beginning, the middle and the end (or introduction, body and conclusion). We are going to look at each part in turn and present the language needed to express both the structure and the content.

I THE BEGINNING OR THE INTRODUCTION

The beginning of a presentation is the most important part. It is when you establish a rapport with the audience and when you have its attention.

1. A Get the audience's attention and signal the beginning.

- | | |
|-------------------------|-----------------------------|
| ○ Right. Well. OK. Erm. | Let's begin. |
| ○ Good. Fine. Great. | Can we start? |
| ○ Shall we start? | Let's get the ball rolling. |
| | Let's get down to business. |

In English-speaking countries it is not uncommon for the speaker to begin with a joke, an anecdote, a statement made to surprise or provoke in order to gain the audience's attention, to make people want to listen, to feel relaxed and even to introduce the subject. This may or may not be appropriate in your country; you are probably the best judge. Certainly humour is difficult to convey and would not be appropriate in all contexts.

A good technique is to try to get your audience involved in your talk either by asking direct or rhetorical questions. Ask for a show of hands for example, in response to a question or, present information in such a way that the audience can identify with it. You can give an anecdote, unusual or surprising facts, or an illustration from real life could be employed here.

Greet audience.

It is important to greet the audience by saying something like:

- Hello ladies and gentlemen.
- Good morning members of the jury.
- Good afternoon esteemed guests
- Good evening members of the board
- Fellow colleagues Mr. Chairman/Chairwoman
- Thank you for your kind introduction

Introduce oneself, (name, position, and company)

Do this not only to give important information so people can identify you but also to establish your authority on the subject and to allow the audience to see your point of view on the subject (you are a student, researcher, responsible for, director of, neophyte, layman).

- Good afternoon ladies and gentlemen, let me introduce myself.
- Good morning everyone, I'd like to start by introducing myself.

My name is...

I am a student at the INT

I am a doctoral candidate,

I am X. Y. from 3 Com. I'm the manager of...

I am a researcher from ... I've been working on the subject now for X years...

I've had wide experience in the field of ...

- Good morning, my name is Lawrence Couderc. I am a student at the INT and I *would like to talk to you today about some of my findings in a study I did on...*

Sometimes, especially when invited to speak, the host introduces the guest, gives the same information as above and then gives the floor to the guest speaker.

- I am very pleased and proud to introduce ...who is.... He/she is known for... Now I'll turn the floor over to today's speaker. (to take the floor, to have the floor, to give the floor to someone.)

Give title and introduce subject

What exactly are you going to speak about? Situate the subject in time and place, in relation to the audience and/or its importance. Give a rough idea or a working definition of the subject.

- I plan to speak about...
- Today I'm going to talk about...
- The subject of my presentation is...
- The theme of my talk is...
- I've been asked to give you an overview of...

Cultural aspects may be important here; scientists want to demonstrate their work and findings while managers and humanities people want to share ideas and reflections with their audience. It may be the result of a desire to persuade and convince. It may be comparison of two or more products, plans or proposals. Why are you going to speak about it?

- I have chosen to speak about this because...
- I was asked to speak about X because...

Have you set any limits on the scope of your talk? What won't you speak about? It may be very useful to eliminate certain areas before you start so as to avoid confusion or deviation from your main task. It also protects you from criticism later for not covering certain aspects or issues.

Have you estimated the time it will take? It is useful to give the listeners some idea of how long you will speak so as to maintain their attention better.

- I will not speak about...
- I have limited my speech to
- My talk will last about 15 minutes
- I will speak for 15 minutes.

You may want to give acknowledgements here too. If you have been sponsored, supported or encouraged by a particular firm, organization, professor, etc. you may want to recognise their contribution. Your research and paper may have been the work of a collaborative effort and you should acknowledge this too giving the names of all the participants. At some point you should ask a question or somehow try to determine the attitude and knowledge of the audience. How do they feel about the subject? You will then have to modify the contents, as you never know exactly what to expect.

- Have you ever heard of...?
- You may already know...
- I feel sure that some of you...
- Every day you encounter...

To get the audience's attention and perhaps to find out where they are you could introduce the subject by saying:

- Have you ever heard of/seen X?
- You've probably seen countless times...
- You may have wondered...

Give your objectives (purpose, aim, goals)

The main purpose of an informative speech is to have the audience understand and remember a certain amount of information. You should therefore have two purposes: a general purpose and a specific one. The former is to inform: to give an overview, to present, to summarize, to outline; to discuss the current situation or to explain how to do something or how something is done. The latter is what you want the audience to take away with them after listening to you, what you want them to do, what they should remember. Once you have established your specific objectives you may go on to formulate your content.

Announce your outline.

You want to keep the outline simple so 2 or 3 main points are usually enough. Concerning grammar the headings of the outline should be of the same grammatical form.

- I have broken my speech down/up into X parts.
- I have divided my presentation (up) into Y parts.

- In the first part I give a few basic definitions.
- In the next section I will explain
- In part three, I am going to show...
- In the last part I would like/want to give a practical example...

1. G Questions and comments from the audience.

You should also let the audience know at some point in the introduction when and whether they may ask questions.

- I'd ask you to save your questions for the end.
- There will be plenty of time at the end of my speech for a discussion.
- You may interrupt me at any moment to ask questions or make comments.
- Please stop me if you don't understand any thing I say but could you keep any
- specific questions until after I've finished.

1.H Make a transition between the introduction and the body.

You should refer to your transparency or outline.

- Now let us turn to point one.
- Let us now move on to the second part, which is, as I said earlier....

2 THE MIDDLE OR THE BODY

Content.

What information should you give in your speech? All your information should support your purpose. In most cases you will have to limit the content, as time is usually precious.

Quantity

How much information should you give? Enough to clearly develop your ideas. Don't forget to illustrate through examples.

Sequencing your ideas.

Here are a few possibilities for organizing your ideas: logical; chronological order; from general to specific; from known to unknown; from accepted to controversial; cause/effect; problem/solution. Whatever sequencing you choose, the headings should be all of the same grammatical form.

2.D Keeping the audience's attention

The beginning and the end or the first and last parts of a talk are what listeners will remember best. Think of ways you can keep the audience's attention throughout the rest of the speech.

2. E Signposting or signaling where you are.

Just as when you are driving along a road that you don't know very well, you depend on signs to guide you, you need to guide the listener by using expressions to tell him/her where you are going. That is to say, first announce what you are going to say (give an example, reformulate etc.) and then say what you want to say. This is very like verbal punctuation. Indicate when you have finished one point and then go on to the next one.

3 THE END OR CONCLUSION

The end of a talk should never come as a surprise to an audience; it needs special consideration.

3.A Content

The end or the conclusion of your talk should include four parts: a brief reminder of what you tried to show in your speech and how you tried to do so, a short conclusion, thanks to the audience for listening, and an invitation to ask questions, make comments or open a discussion.

At the end you should briefly summarize your speech in a few lines to make sure the audience has retained the main points. Alternatives are: to state the point of the speech; give the essential message to retain; list the main points and what you want the audience to remember; review informally or indirectly by using a quote, a comparison or example. Then you should give some kind of conclusion. That is to say you should give a message that logically comes out of the ideas developed in your speech. This could be a commentary, the lessons learned, some recommendations, or the next steps. You could also make a call to action; the audience should have to do something. Thirdly, thank the audience for being there.

Finally, ask for questions and comments or invite a discussion. If you choose the former, you put yourself in a superior position compared to the audience and should be considered as an expert. You will need to be very prepared intellectually and psychologically to transfer control to the audience and be able to answer any questions. However, in the case of the latter, you put yourself more or less on equal terms with the audience and do not have to be the expert with all the answers! The audience may have some clear ideas or some practical knowledge about the subject themselves!

Naturally you need to signpost the end of your talk. This may take the form of a recapitulation of the main points.

- I'd like to summarize/sum up
- At this stage I would like to run through/over the main points...
- So, as we have seen today....
- As I have tried to explain this morning BT finds itself in....

Or there may be recommendations or proposals that you wish to make;

- As a result we suggest that...
- In the light of what we have seen today I suggest that...
- My first proposal is...

Above all when you conclude do not do it abruptly or as if surprised to get to the end of your talk.

- In conclusion I would like to say that...
- My final comments concern...
- I would like to finish by reminding everyone that...

You may at this point wish to distribute a vocabulary list or more detailed information that you wish to make available.

- I've prepared a slim folder of the proposals...
- In the sheets that are now being distributed you will find a breakdown of the...

And finally you may well have to deal with questions.

- I'd be happy to answer any questions....
- If there are any questions please feel free to ask.
- Thank you very much for your attention and if there are any suggestions or comments

3.B Dealing with difficult questions

1. Make sure you understand the question.

- Ask a question to see if you understand
- Repeat the question in your own words to check that you have understood.
- if not, ask the questioner to repeat

2. In answering:

(i) delay the answer (ask for time and/or repeat the question)

- Just a minute please. What is a...?
- How can I put it?
- I'm glad you asked that question.
- That's a good question/point/remark.
- Can I answer that question later?

(ii) admit that you are not responsible.

- I saw that in the work of...

(iii) agree but give an alternative point of view

- I agree with you but there is another way of looking at it.

POWER POINT PRESENTATION

PowerPoint is a computer program that allows you to create and show slides to support a presentation. You can combine text, graphics and multi-media content to create professional presentations. As a presentation tool PowerPoint can be used to:

- organise and structure your presentation;
- create a professional and consistent format;
- provide an illustrative backdrop for the content of your presentation;
- animate your slides to give them greater visual impact.

PowerPoint has become enormously popular and you are likely to have seen it used by your lecturers and fellow students or in a presentation outside of the University. Learning to present with PowerPoint will increase your employability as it is the world's most popular presentational software. Used well, PowerPoint can improve the clarity of your presentations and help you to illustrate your message and engage your audience. The strategies contained in this study guide will help you to use PowerPoint effectively in any type of presentation.

Planning the power point presentation

Step 1: Designing PowerPoint slides There are a number of features to consider when designing effective PowerPoint slides. The guidelines given below will ensure you create slides that will be easy for your audience to read and understand.

Using colour

- Be consistent. Ensure that all of your slides have the same or similar background images and colour schemes. PowerPoint's design templates can be used for this.
- Prepare slides that use a bold colour contrast, e.g. black or deep blue text on a cream background (black and white can be too glaring for the audience).
- Avoid using red or green for text or highlighting as it can be difficult to read.

Using text

- Avoid using too much text. A useful guideline is the six-by-six rule (slides should have no more than six bullet points and each bullet point should be no more than six words long).
- Create bullet points which are clear summaries of key points. It is not necessary for bullet points to be complete sentences.
- Don't mix up your fonts and font sizes. Too many variations in font size and type can be visually confusing.
- Ensure that your text is at least 24pt otherwise it may be difficult to read on screen.
- Choose left align for all text to make it easier to read.
- Avoid multiple columns of text on a single slide as they can be difficult to follow on screen.
- Use **bold** for a clear and simple form of emphasis and headings rather than UPPER CASE, *italics* or underlining.
- Set clear hierarchies for type size to help your audience distinguish between headings, main text and other types of text.

Step 2: Making the most of graphics and animations

Using graphics

Many people find it easier to understand and remember concepts if images are used in addition to text. PowerPoint allows you to easily include graphics in your presentations, but think about the issues listed below.

- Try not to use Clip Art (files of images that come free with software packages) that you have seen in lots of other people's presentations: familiar images have less impact on an audience.

- Choose an appropriate quality for scanned images. Scan at 150 dpi for images where accurate colour reproduction is not important and at 300 dpi for higher quality images.
- Beware of images that you take from the internet. They are generally of a very low quality and are likely to pixelate (lose their smoothness) when you project them onto a large screen.
- Make sure graphics are relevant to your text and not just decorative.
- Consider using graphics to replace text where you think an image would be easier to understand.
- Ensure that the images that you use are simple and clear enough to be easily read at a distance. A small, overly complex and poor quality image will only frustrate your audience.

Using animations and transitions

Animating elements of slides and using Slide Transition are two of the most powerful features that PowerPoint offers. However, it is very easy to overdo your use of these features and create a presentation where the animation distracts your audience from the content of your presentation.

- Use animations to show progression. Animation is very effective at revealing a process one stage at a time.
- Be conservative. Make sure that any animation you use serves a clear purpose (e.g. to introduce a new piece of information at an appropriate point). If you cannot think of a reason to animate your slide - **don't do it!**
- Be consistent. Try to ensure that you use similar types of animation for similar functions. For example, if your text always drives in from the left it will be distracting if it suddenly appears from another direction or uses another animation technique.

Step 3: Using PowerPoint to help structure your presentation

Once you have designed your slides you should review your planning and think about whether you need to refine the structure of your presentation. PowerPoint offers a number of features that can help you. All views can be selected from the 'View' menu.

- Use the 'Outline' tab in Normal View to display the textual content of your presentation. This can help you to focus on and review the structure of your content rather than the visual impact of your presentation.
- Use the 'Notes' pane in Normal View to create a script or prompts which you can use when you are delivering the presentation.
- Use the Slide Sorter View to gain an overview of the visual impact of your presentation. This is also a useful view for rearranging the order of your slides or deleting multiple slides.

Use these PowerPoint tools to give you an overview of your presentation so that you can create a clear focus and a logical structure for your talk. Avoid using too many slides in your presentation, as this will be distracting for your audience. In general you should use about one slide every two minutes, so a ten-minute presentation should have around five slides.

Step 4: Preparing to Present

Find out as much as you can about your audience and the environment in which you are going to be presenting before you present. Ask yourself the following questions:

- How large is the room that I am going to be presenting in? Will people be able to see my slides from the back?
- Do any of my audience have any special requirements (visually or hearing impaired, dyslexic, etc.)? Is there anything that I can do to ensure that they can access the presentation?
- Have I rehearsed my presentation to check that all of my slides work in the way they are supposed to?
- Does my presentation fit into the time that I have been allotted? Choosing Rehearse Timings from the Slide Show menu can help you to judge how much time you are spending on each aspect of your presentation (but choose 'No' when asked 'Do you want to keep the new slide timings to use when you view the slide show?').
- Have I checked that the necessary equipment (laptop, data projector, speakers for sound) has been booked for my presentation?

- Do I have an alternative plan in case the technology fails? This may be a second copy of the slides on acetates, a set of handouts or a second disk format (such as USB drive).

Step 5: Presenting with PowerPoint

An effective presenter uses PowerPoint to illustrate and emphasise points that are made in the presentation. An audience that is trying to copy down detailed information from slides will not be able to give you their full attention. Consider using handouts for your audience so they are free to concentrate on listening and understanding. Some points to consider when presenting with slides are given below.

- Treat each slide as a mini-presentation where you make a point to introduce the idea, give the detail and then conclude that slide with an explanation of how the point fits in with the rest of your presentation.
- Direct your audience's attention to the slides when they contain information that is key to getting your message across.
- Give your audience time to assimilate material on your slides. If, for example, a slide contains a quotation or a diagram – introduce the slide, give them time to read and understand it and then explain its relevance.
- Don't leave your screen saver on, as this will distract your audience.
- Don't move your pointer on the screen unless you are using it to demonstrate something as this will distract your audience.
- Don't just read out the text on the slides, they should be a summary or a supplement to the content of your spoken presentation.

Text to put on a powerpoint presentation:

- name, conference/company and company logo, date, title of presentation. Try to do this consistently but not to the detriment of a table or image.
- full sentences are not to be used, unless a quote is given, give round figures
- keep text to a minimum

Size, layout, font (typeface) and size, colors.

- Size - A4
- Layout should be pleasant and easy to read: horizontal/landscape layout is preferable.
- Fonts: Ariel, Helvetica, Times New Roman, Futura, Optima, Verdana, New Century, Schoolbook and Courier. Some companies impose a particular style.
- Font size - maybe 20 or more depending on the size of the room you will be speaking in. A good idea is to use different sizes for different types of text: i.e. 20 for main headings, 16 for subheadings, 14 for other text.
- Use CAPITAL LETTERS, bold face, italics, underlining, reverse(white on black) or shading to highlight.
- If possible, use color transparencies (unless you are just showing text).

Number of slides

One every two minutes is sufficient. To show too many slides is worse than none at all.

Presenting a visual in the presentation

It is not sufficient just to put up a transparency on the screen and expect the audience to turn its attention to it, to understand it and make the link with what you are saying. We would suggest the following strategy:

It is important to prepare your audience for what they are going to see. This keeps the audience on their toes and gives you the opportunity to position your visual correctly.

- Let's look at the current distribution of the market, as you can see...
- I'm going to show you now the most recent figures available...
- My next slide concerns the method by which...

Remember to draw the attention of the audience to the points that you wish to highlight but avoid redundancy by describing everything that is in the visual.

- As you can see....
- The first line of figures is the most revealing...

- Notice/observe how the increase has had an effect on the...
- What is important here is the way that...

You can also try to rephrase your point to give it emphasis, giving the audience time to absorb the information.

- In other words the number of employees has a direct effect on the...
- Or to look at it in another way every time you...

Presenting the PowerPoint:

1) Start With Your Audience

Who are the people that you are going to be presenting to? What is their age, who are they, what is their income and occupation? These things will help you to craft your PowerPoint presentation.

2) Your Message is Important

Tailor the message to your audience to help them understand why you are presenting and to reach your goal. This infographic is a great source to use when deciding how to craft a presentation.

3) Keep Your Slides Short and to the Point

Each slide should only be about one key point or take away. If you put too much information on one slide it will become confusing to the viewer. Try to focus on putting one point and then some bullets explaining it on each slide.

4) Use Pictures and Visuals When They Add to the Presentation

Use visuals in your presentation that help get your point across. Know your audience.

5) Use Bullet Points Rather Than Paragraphs

When you use bullet points on your slides, it gives your audience key points from your presentation. It also gives you speaking cues, in case you lose your train of thought. Don't overload your slides with bullets. This will keep your audience engaged with you and not reading slides.

Your slides shouldn't do the talking for you. Limit your words to 6 words per line, and 6 lines per slide.

6. Don't Read Your Slides Word for Word

Your presentation should help to supplement what you have to say and give key points. You are the presenter, use your slides to get your key points across keep them simple. Elaborate on the information in your slides, don't read them word for word. With each point, if you are using bullets, you can then elaborate by telling an interesting story, or a joke.

7. Use Easy to Read Text

Use text that is easy to read for your audience when you are giving your presentation. Use text such as Arial, or Helvetica. Save text that is fancy for large headlines in your presentation.

8. Try to Keep it Under 20 Minutes

A study at from the University of Tennessee stated that the average attention span of an adult is 20 minutes.

Try to keep your presentations under this amount of time or give your audience a break by showing a video or demo to keep them interested.

10. Use Videos to Add Engagement

Sometimes a video will add a little something extra to your presentation. Use them when they are beneficial. Communicate your idea in a 2-4 minute video. Ensure that the production value of the the

video is good. The video should directly relate to your presentation. Ensure that you are only using videos in your presentation to add value.

11. Quality Over Quantity

Don't waste your audience's time with fluff and nonsense. Use your slides for quality information and only use them to enhance your presentation. Less is more. The more words and fluff on a slide, the more chances your audience will have to tune out. You don't want that.

12. Practice, Practice, Practice

Preparation is the key to giving an effective presentation. So, write a complete outline of your talk in bullet point detail. Don't write it word for word, but write it out as bullet points. Next, dictate your talk into a voice recorder or cell phone, and then listen to it. It's amazing how much different it sounds when you hear your own voice. You'll see ways that you could have presented it differently.

Sometimes just changing the order of points increases their impact.

13. Learn From the Best PowerPoint Presentations

Some presentations are better than others. Look at other presentations for ideas before creating your own. Keep an eye on how the use of visuals and layouts.

14. Make it Actionable

Provide something at the end of your presentation that your audience can do immediately to take action. This is the exclamation point at the end of your talk. It's where you wrap everything up and bring everything together. What can your audience do when they walk out of the room to put what they learned into action?

Guidelines for an effective presentation session:

- Your presentation should be to the point and focusing over actual purpose.

- There should be a professional look deciding your organizations identity.
- You need to practice properly before delivering a presentation in any seminars.
- There should be less text, and maximum possible graphics in presentations.
- Take care of your time, users positive responses, and their ease, don't make people bored with longer duration presentations.
- There should be uniform colors and font appearance throughout the presentation to avoid inconvenience

IMPORTANCE OF POWERPOINT PRESENTATION.

PowerPoint Presentations are a way of attracting audience towards your views and arguments. It is one of the most helping factors behind success of every meeting. There are various uses of power point presentations, some of them are integrated. The most popular uses of power point presentations are in modern days learning, corporate training sessions, business and marketing meetings, and sales gatherings.

- **Learning Solutions**

Power point presentation combines audio and visual both aspects, making it easier to understand for audience. Even the normal teaching or training becomes interactive by just using presentations in lectures. These days school, colleges and institutions are providing tailor made presentations to students for different topics in syllabus of study. That makes learning easier and interactive for students.

- **Corporate Training Session**

Power point is an essential ingredient of every corporate training session. Top executives and manager (marketing and sales) use this powerful tool to train their junior's or associates to give them better, interactive and more effective training. It's always beneficial and less time consuming for corporate trainers, if they use these tools in their sessions, it generates more results.

- **Marketing Strategy**

Powerful tools and options present in Microsoft power point, makes it easier for people in marketing, advertising, and sales to make presentations for motivation of their subordinates.

Inclusion of different types of charts, images, clip-arts, other graphical structures, makes a presentation eye catchy. Animation and sound effects add extra emphasis on these presentations making them look more interactive.

CREATING INTEREST AND ESTABLISHING A RELATIONSHIP WITH THE AUDIENCE

Do not assume the audience will be interested in what you have to say. Even if they are, minds wander and get distracted. From the very beginning you need to create interest and continue doing so throughout your speech. You need to put everything on your side to promote knowledge acquisition. In informing an audience you have to adjust to what people think, to constraints, maintain a dialogue (and not a monologue) and use attractive supporting materials.

- Arouse listeners' interest from the beginning. In the introduction show how your subject or what you are going to say affects or may affect their lives. In other words, make it personal.
- Other techniques are:
 - Give an unusual fact or statistic.
 - Use words like you, we, us, our.
 - Illustrate with a real life story or anecdote.
 - Ask the audience to do something. "Raise your hands if you know."
 - Ask the audience direct or rhetorical questions.
- Other tips:
 - Be brief and clear in giving the subject and purpose.
 - The speaker's attitude is important - knowledge, personality, openness. Be lively and enthusiastic.
 - Use a variety of media sources.

VISUAL AIDS

Visual aids can be a very powerful tool to enhance the impact of your presentations. Words and images presented in different formats can appeal directly to your audience's imagination, adding power to your spoken words.

Think of using visual aids for the following reasons:

- if they will save words - *don't describe your results - show them;*
- if their impact would be greater than the spoken word - *don't describe an image - show it.*

Think about using a variety of different visual images. Try using photographs, tables, diagrams, charts, drawings, key words, or video sequences. Be creative and deliberate in your choice of images to achieve the most impact.

Think of your next presentation. How can you display your material visually? What techniques might help you present your argument or results in a stimulating way? What might add emphasis to your spoken words?

When to use visual aids

Words and images can be used throughout your presentation from the introduction to the conclusion. However, remember to restrict their use to key moments in your presentation; an over use of visual aids can be hard to follow.

Think about using visual aids at the following times:

Introduction

- display the title of your presentation;
- define particular technical terms or units;
- indicate a structure to your presentation by listing your main points;
- display an image which encapsulates your theme(s);
- highlight a question you intend answering during the course of your presentation;

Main points

- highlight new points with an appropriate image or phrase;
- support technical information with clearly displayed data;
- indicate sequence by linking points together;
- offer evidence from your research to support your argument;

Conclusion

- summarise your main points on a slide;
- present your conclusion in a succinct phrase or image;
- display your key references to allow your audience to read more on your topic.

DIFFERENT TYPES OF VISUAL AIDS

There are many different types of visual aids. The following advice will help you make the most of those most commonly used.

PowerPoint (or equivalent)

Microsoft PowerPoint is probably now the most commonly used form of visual aid. Used well, it can really help you in your presentation; used badly, however, it can have the opposite effect. The general principles are:

IMPORTANCE OF VISUAL AIDS

- help explain your points.
- act as supporting evidence.
- add visual interest.

Do	Don't
use a big enough font (minimum 20pt)	make it so small you can't read it
keep the background simple	use a fussy background image
use animations <i>when appropriate</i>	but don't over-do the animation - it gets distracting
make things visual	use endless slides of bulleted lists that all look the same

Overhead projector slides/transparencies

Overhead projector slides/transparencies are displayed on the overhead projector (OHP) — a very useful tool found in most lecture and seminar rooms. The OHP projects and enlarges your slides

onto a screen or wall without requiring the lights to be dimmed. You can produce your slides in three ways:

- pre-prepared slides : these can be words or images either hand written/drawn or produced on a computer;
- spontaneously produced slides: these can be written as you speak to illustrate your points or to record comments from the audience;
- a mixture of each: try adding to pre-prepared slides when making your presentation to show movement, highlight change or signal detailed interrelationships.

Make sure that the text on your slides is large enough to be read from the back of the room. A useful rule of thumb is to use 18 point text if you are producing slides with text on a computer. This should also help reduce the amount of information on each slide. Avoid giving your audience too much text or overly complicated diagrams to read as this limits their ability to listen. Try to avoid lists of abstract words as these can be misleading or uninformative.

White or black board

White or black boards can be very useful to help explain the sequence of ideas or routines, particularly in the sciences. Use them to clarify your title or to record your key points as you introduce your presentation (this will give you a fixed list to help you recap as you go along). Rather than expecting the audience to follow your spoken description of an experiment or process, write each stage on the board, including any complex terminology or precise references to help your audience take accurate notes. However, once you have written something on the board you will either have to leave it there or rub it off - both can be distracting to your audience. Check to make sure your audience has taken down a reference before rubbing it off - there is nothing more frustrating than not being given enough time! Avoid leaving out of date material from an earlier point of your presentation on the board as this might confuse your audience. If you do need to write 'live', check that your audience can read your writing.

Paper handouts

Handouts are incredibly useful. Use a handout if your information is too detailed to fit on a slide or if you want your audience to have a full record of your findings. Consider the merits of passing round your handouts at the beginning, middle and end of a presentation. Given too early and they may prove a distraction. Given too late and your audience may have taken too many unnecessary notes. Given out in the middle and your audience will inevitably read rather than listen. One powerful way of avoiding these pitfalls is to give out incomplete handouts at key stages during your presentation. You can then highlight the missing details vocally, encouraging your audience to fill in the gaps.

Flip chart

A flip chart is a large pad of paper on a stand. It is a very useful and flexible way of recording information during your presentation — you can even use pre-prepared sheets for key points. Record information as you go along, keeping one main idea to each sheet. Flip back through the pad to help you recap your main points. Use the turning of a page to show progression from point to point. Remember to make your writing clear and readable and your diagrams as simple as possible.

Video (DVD or VHS)

Video gives you a chance to show stimulating visual information. Use video to bring movement, pictures and sound into your presentation. Always make sure that the clip is directly relevant to your content. Tell your audience what to look for. Avoid showing any more film than you need.

Artefacts or props

Sometimes it can be very useful to use artefacts or props when making a presentation (think of the safety routine on an aeroplane when the steward shows you how to use the safety equipment). If you bring an artefact with you, make sure that the object can be seen and be prepared to pass it round a small group or move to different areas of a large room to help your audience view it in detail. Remember that this will take time and that when an audience is immersed in looking at an object, they will find it hard to listen to your talk. Conceal large props until you need them; they might distract your audience's attention.

Designing visual aids

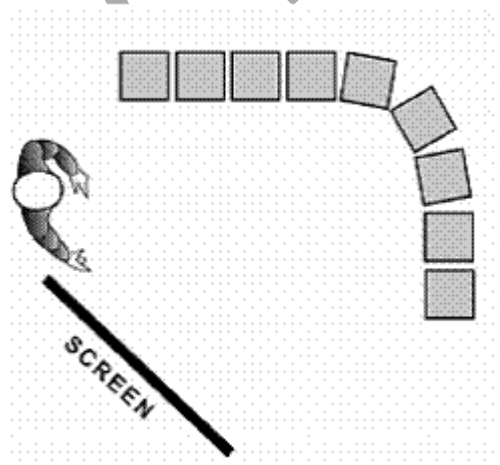
There are many different rules for designing visual aids, some of which will apply directly to different kinds of equipment. In general, sticking to the following guidelines will produce high quality visual images:

- use one simple idea for each visual;
- make the text and diagrams clear and readable;
- avoid cluttering the image;
- keep your images consistent (use the same font, titles, lay out etc. for each image);
- make sure your images are of a high quality (check for spelling and other errors).

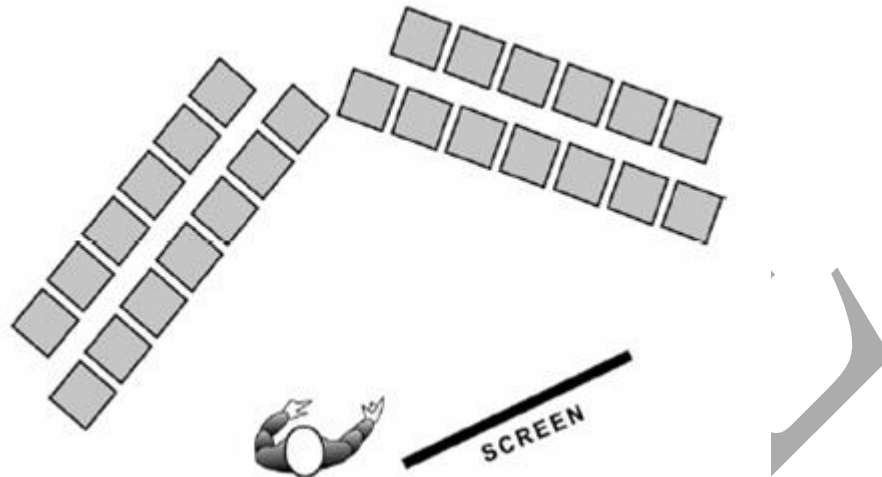
Always remember that an audience should be able to understand a visual image in a matter of seconds.

Room layout

Remember that your audience needs to be able to see you as well as your visual aids. Try to involve every member of your audience by changing the layout of your room. Below are some suggested layouts to help maximise contact between you, your audience and your visual aids.



Speaking to small audiences



Speaking to larger audiences

Try these arrangements in different settings. Use them to create different atmospheres; for example, an intimate setting might suggest an informal tone, whilst placing yourself at a distance might suggest a more formal relationship.

There is nothing worse than a presenter struggling with their visual aids. Be familiar enough with your tools to ensure that you won't be thrown if something goes wrong. A confident use of visual aids will help marry them to your spoken presentation helping them become part of an impressive performance

INTERVIEW

MEANING

The word interview means 'sight between' or 'view between'. It is an encounter or meeting between two parties, say employer and candidates or otherwise. Interview is an integral part of selection process of candidates for employment, admission, grant of scholarship and fellowship. An interview

is a formal affair, a meeting at which a prospective employee, student or awardees of a fellowship is asked questions in order to find out whether he or she is suitable for that purpose.

An interview can be defined as an oral tool to test candidate's traits for employment or admission to an institution or organisation. Being an oral test, it calls for your skills of oral and nonverbal communication to support your performance before a panel of experts.

OBJECTIVES OF INTERVIEW

Interviews are face-to-face communication. It is a form of interpersonal Communication.

Interviews are not just for job procurement. The purpose for which interviews are carried may be as follows:

- 1. Counselling:** taken by a supervisor, officer, or counsellor who may ask questions relating to work or problem from the employee. In other cases interviews may be conducted by a doctor/psychiatrist of patients or person facing psychological problems.
- 2. Evaluating:** taken by supervisor, manager to review and evaluate the performance of the employee(s).
- 3. Disciplining:** taken by an officer, manager if the behaviour of the employee(s) require action to maintain discipline.
- 4. Complaining:** taken by an officer, manager if the employee(s) wish to lodge complaint for Certain dissatisfaction or action required.
- 5. Terminating:** taken by an officer/manager to inform employee(s) about the termination from job.

II. Other objectives there are following objectives of patterned interviews.

- 1.** The resume provides a lot of information about the candidate but not all the information so this interview is conducted to evaluate job qualification that the resume can't provide.
- 2.** Another purpose is to determine the real communication ability of the interview.
- 3.** This interview also helps the interviewer provide essential facts about the job and company.
- 4.** It also instils a feeling of mutual understanding and confidence in the applicant, who accepts the job.
- 5.** It promotes good will towards the company, whether the applicant accept the job or not. It is important to give the right impression to the candidate who is disappointed by a turn-down.

TYPES OF INTERVIEW

In a patterned interview the interviewer controls the direction of conversation. It is of following two kinds.

1. Direct Interview: In the direct interview the interviewer keeps very close control at all times by directing limited and specific question. He / She asks close ended question and does not let the interviewee speak freely.

2. Indirect Interview: In the indirect interview the interviewer makes little or no attempt to direct the applicant conversation.

Other types of interviews include:**1. Structured Interview**

Here, every single detail of the interview is decided in advance. The questions to be asked, the order in which the questions will be asked, the time given to each candidate, the information to be collected from each candidate, etc. is all decided in advance. Structured interview is also called Standardised, Patterned, Directed or Guided interview. Structured interviews are pre-planned. They are accurate and precise. All the interviews will be uniform (same). Therefore, there will be consistency and minimum bias in structured interviews.

2. Unstructured Interview

This interview is not planned in detail. Hence it is also called as **Non-Directed** interview. The question to be asked, the information to be collected from the candidates, etc. are not decided in advance. These interviews are non-planned and therefore, more flexible. Candidates are more relaxed in such interviews. They are encouraged to express themselves about different subjects, based on their expectations, motivations, background, interests, etc. Here the interviewer can make a better judgement of the candidate's personality, potentials, strengths and weaknesses. However, if the interviewer is not efficient then the discussions will lose direction and the interview will be a waste of time and effort.

3. Group Interview

Here, all the candidates or small groups of candidates are interviewed together. The time of the interviewer is saved. A group interview is similar to a group discussion. A topic is given to the group, and they are asked to discuss it. The interviewer carefully watches the candidates. He tries to find out which candidate influences others, who clarifies issues, who summarises the discussion, who speaks effectively, etc. He tries to judge the behaviour of each candidate in a group situation.

4. Exit Interview

When an employee leaves the company, he is interviewed either by his immediate superior or by the HRD manager. This interview is called an exit interview. Exit interview is taken to find out why the employee is leaving the company. Sometimes, the employee may be asked to withdraw his resignation by providing some incentives. Exit interviews are taken to create a good image of the company in the minds of the employees who are leaving the company. They help the company to make proper HRD policies, to create a favourable work environment, to create employee loyalty and to reduce labour turnover.

5. Depth Interview

This is a semi-structured interview. The candidate has to give detailed information about his background, special interest, etc. He also has to give detailed information about his subject. Depth interview tries to find out if the candidate is an expert in his subject or not. Here, the interviewer must have a good understanding of human behaviour.

6. Stress Interview

The purpose of this interview is to find out how the candidate behaves in a stressful situation. That is, whether the candidate gets angry or gets confused or gets frightened or gets nervous or remains cool in a stressful situation. The candidate who keeps his cool in a stressful situation is selected for the stressful job. Here, the interviewer tries to create a stressful situation during the interview. This is done purposely by asking the candidate rapid questions, criticising his answers, interrupting him repeatedly, etc.

7. Individual Interview

This is a 'One-To-One' Interview. It is a verbal and visual interaction between two people, the interviewer and the candidate, for a particular purpose. The purpose of this interview is to match the candidate with the job. It is a two way communication.

8. Informal Interview

Informal interview is an oral interview which can be arranged at any place. Different questions are asked to collect the required information from the candidate. Specific rigid procedure is not followed. It is a friendly interview.

9. Formal Interview

Formal interview is held in a more formal atmosphere. The interviewer asks pre-planned questions. Formal interview is also called **planned** interview.

10. Panel Interview

Panel means a selection committee or interview committee that is appointed for interviewing the candidates. The panel may include three or five members. They ask questions to the candidates about different aspects. They give marks to each candidate. The final decision will be taken by all members collectively by rating the candidates. Panel interview is always better than an interview by one interviewer because in a panel interview, collective judgement is used for selecting suitable candidates.

INTERVIEW TECHNIQUES:

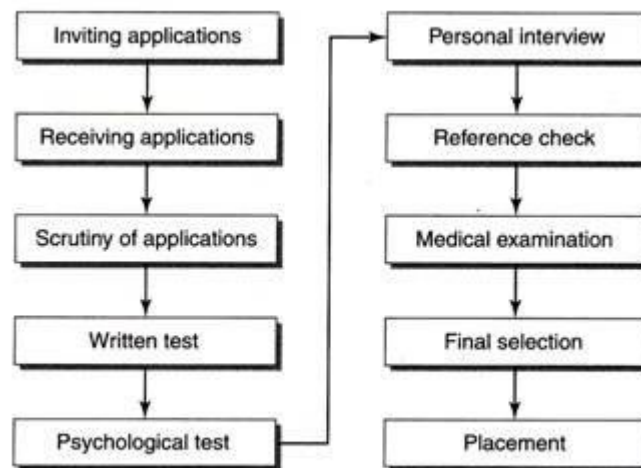


Fig. 5.6 Steps Involved in Selection Procedure

1. Inviting applications:

The prospective candidates from within the organization or outside the organization are called for applying for the post. Detailed job description and job specification are provided in the advertisement for the job. It attracts a large number of candidates from various areas.

2. Receiving applications:

Detailed applications are collected from the candidates which provide the necessary information about personal and professional details of a person. These applications facilitate analysis and comparison of the candidates.

3. Scrutiny of applications:

As the limit of the period within which the company is supposed to receive applications ends, the applications are sorted out. Incomplete applications get rejected; applicants with un-matching job specifications are also rejected.

4. Written tests:

As the final list of candidates becomes ready after the scrutiny of applications, the written test is conducted. This test is conducted for understanding the technical knowledge, attitude and interest of the candidates. This process is useful when the number of applicants is large. Many times, a second chance is given to candidates to prove themselves by conducting another written test.

5. Psychological tests:

These tests are conducted individually and they help for finding out the individual quality and skill of a person. The types of psychological tests are aptitude test, intelligence test, synthetic test and personality test

6. Personal interview:

Candidates proving themselves successful through tests are interviewed personally. The interviewers may be individual or a panel. It generally involves officers from the top management. The candidates are asked several questions about their experience on another job, their family background, their interests, etc. They are supposed to describe their expectations from the said job. Their strengths and

weaknesses are identified and noted by the interviewers which help them to take the final decision of selection.

7. Reference check:

Generally, at least two references are asked for by the company from the candidate. Reference check is a type of crosscheck for the information provided by the candidate through their application form and during the interviews.

8. Medical examination:

Physical strength and fitness of a candidate is must before they takes up the job. In spite of good performance in tests and interviews, candidates can be rejected on the basis of their ill health.

9. Final selection:

At this step, the candidate is given the appointment letter to join the organization on a particular date. The appointment letter specifies the post, title, salary and terms of employment. Generally initial appointment is on probation and after specific time period it becomes permanent.

10. Placement:

This is a final step. A suitable job is allocated to the appointed candidate so that they can get the whole idea about the nature of the job. They can get adjusted to the job and perform well in future with all capacities and strengths.

Various symbols of positive and negative attitude of an interview

An interview may have a negative or positive attitude during the time of interview. The summary of these negative or positive symbols is as below.

Positive

- a) Early arrival
- b) Alert, responsible attitude
- c) Emphatic attitude
- d) Relaxed manner
- e) Smiles
- f) Clear voice

Negative

- Late arrival
- Intensive, dull attitude
- Withdrawn attitude
- Tension, body tremor
- Frowns
- Choked voice

g) Diligent, responsible, smart

Lack of concentration, dull, weak

h) Strong and determined attitude

Lack of determination

Positive

a) Sticking to the main point

b) Relevant responses

c) Well organized presentation

d) Appropriate use of humour

e) Spontaneous replies

f) Speaking well of people

g) Eye contacting confident

Negative

Changing the subject

Irrelevant responses

Disorganized presentation

Uncalled of levity

Long pause before replying

Criticism of others

Looking sideways , downward.

THE GUIDELINES TO CONDUCT AN EFFECTIVE INTERVIEW OR THE RESPONSIBILITIES OF AN INTERVIEWER

Giving an interview is equally important as taking interview, one has to be very careful while giving an interview, there is following guidelines in general which could enable an interviewer to conduct a good and effective interview.

- Preparation
- During conducting of interview
- Evaluation

I. Preparation:

The interviewer should prepare himself before the interview; the following points are to be Considered in this regard are;

1. Reading applicant's Resume: There is much information provided by applicant in his resume. so the resume should be read in detail in order to asks the question in the perspective of resume.

2. Being aware of state Regulation: There are many policies and rules and regulation made by a state about the recruitment of employees. The interviewer should be aware of them so as to avoid any unlawful act.

3. Planning the questions: The interviewer should plan the pattern of question, the number of question types length duration etc. should be clear in the mind of interviewer.

4. Omitting personal bias: There might be many biases in the minds of interviewer about the candidates. In order to make the interviewee fair he should avoid these biases.

II. During the interview:

Having prepared for the interview the interviewer should consider the following points during Interview.

- 1. Letting the candidate speak:** The main objective of interview is to have the information from the candidate as much as possible, so interviewer should let the candidate speak as much as possible.
- 2. Using the language of candidate:** If there is no restoration regarding the language such a language should be used in which the candidate feels easy and free.
- 3. Avoiding arguing with the candidate:** The purpose of interview is to evaluate the candidate not to solve a dispute, so argumentation with the candidate should be avoided.
- 4. Not interrupting the candidate:** The candidate is already under a lot of pressure. So the candidate should not be interrupted.
- 5. Controlling the emotions:** During the interview there are many stages on which the interviewers might get emotional. This may cause failures to the interview process.
- 6. Establishing eye contact:** In order to be confident and the put the candidate at ease, the interviewer should establish an eye contact with the candidate.
- 7. Using body language:** Use of body language can play an important to make the question clear the candidate.
- 8. Asking open ended questions instantly:** The close or dead ended questions are not very useful to acquire more information. So open-ended question should be asked as much as possible.

III. Evaluation:

After the interview the last step is to evaluate the interviewee. For this purpose there are following points which should be given importance.

- 1. No personal bias:** There might be many candidates with whom the interviewer may have personal bias. This should be avoided in any case so as to hire the potential people.
- 2. Clear cut standards:** The interviewer should try to establish a clear-cut standard for evaluation such as point system.

The pitfalls to be avoided by an interviewer:

There are many things in which the interviewer can easily be trapped. There are the general pitfalls which should be avoided. They relate mainly to the following biases prejudices and other weaknesses within the interviewer.

1. Halo Effect:

It is the tendency of the interviewer to form an overall opinion regarding the applicant on the basis on a single aspect of his or her personality. For example, if the candidate did not comb his hairs properly the interviewer might have an image that the applicant is a careless person.

2. Stereotype Error Trap:

It is the tendency to categorize the candidate on the basis of features of surface clues or some superficial hints.

3. Expectancy Error:

It is the tendency of the applicant to anticipate the need and preference of the interviewer and to respond accordingly. For example, the candidate may give an answer, which is correct but not in accordance with the interviewer preference. So the interviewer should give the leverage to the candidate.

4. Ideal image error:

Usually, an interviewer has an image of a candidate. This usually happens that the image in the mind interviewer does not coincide with the candidate. So the interviewer should go on for a compromise.

5. Personal bias of the interviewer:

The interviewer may have many personal biases against the candidate. Poor handshake, biting of finger, gum, chewing, loud, clothes, poor eye contact etc. these should be ignored.

6. Pseudoscience and myths:

Handwriting, outward features, date of birth number of letters in the name lines or marks on the palm of hand and shape and bulges of the skull are not scientific tools to judge the ability of the candidate. An interviewer should avoid them.

7. Stereotypes Mechanism:

Interviewer might indulge in monotony in different questions in different ways should be asked.

8. Other pitfalls:

There are a number of pitfalls other than those mentioned above. These are as follows;

- Illusion that the previous experience of itself guarantees ability to do the job well.
- Being impressed because the applicant needs a job even though the necessary qualification is lacking.
- Talking too much by interviewee not listening.
- Poor preparation before interview.
- Asking inappropriate questions.
- Being discourteous and rude towards the applicant.
- Jumping to conclusion.
- Accepting facts without intending to determine meaning and accuracy.
- Leaving unexplored gaps.
- Allowing candidate to guide the interviewer.
- Depending on memory to conduct interview and to evaluate the applicant's qualification.
- Asking other questions when the applicant hesitates a moment.
- Appearing to be critical and cold towards the applicant.
- Not observing non-verbal be clues.
- Poor questions (a) leading question (b) loaded question (c) dead ended question.

THE IMPORTANCE OR INTERVIEW

Interview plays a very important role in interpersonal communication, since it is between two persons or parties i.e. interviewer and interviewee, its importance is discussed with respect to both aspects.

A. From Interviewer Point of View:

Interview has following importance for the interviewer.

1. To match the applicant and the job:

A job has specific requirement. Every person is not suitable for every kind of job, so the interviews enable the interviewer to match the applicant and the job requirement. This matching may be in the following way.

(a) Matching Qualification:

A candidate having a master's degree does not mean that he has the knowledge of master level. Asking questions about the field of candidate enables the interviewer to know as to how much knowledge the candidate has acquired.

(b) Matching Candidate Ability:

Different candidates have different abilities. The interview helps know the abilities of every candidate according to the job requirement.

(c) Other Areas:

Candidate's conduct, attitude, confidence, communication skill and other areas are expressed means of interviewers.

2. To develop the image of organization:

Another secondary role of interviews is to establish a good image of an organization before candidate and ultimately before the market.

B. From Interviewee Point of View:

An interview is equally important for interviewers as it's for interview. This importance is enumerated as follows.

1. To have information:

An interviewee can have different information about the organization. This information might be about the organization, nature of job, salary, rules and regulations, etc.

2. To have a suitable job:

Interview helps the candidate know about the job. In this way, he / she can choose the best one of him/her.

INTERVIEWEE'S PREPARATION FOR THE INTERVIEW

Interviews require much research and planning. Generally, you should do the following when preparing for interview:

- Anticipate potential questions and prepare answers accordingly.
- Consider how you'll explain problematic aspects of your CV, such as leaving an employer.

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- Contact your references, alerting them that you'll be interviewing and that they may receive a call.
- Fully understand the role that you're applying for by revisiting the job description, identifying what skills, interests and experiences the employer is looking for.
- Prepare questions to ask the interviewer.
- Read the organisation's website, social media profiles and key literature (e.g. business plan, financial reports and corporate social responsibility strategy), ensuring that you're prepared to share your views and ideas.
- Research the news, trends, competitors, history and opportunities of the organisation and its job sector.
- Review your CV and application form.

An interview works best if there is co-operation on both sides. Consider the following descriptions of roles which may be helpful to a successful outcome.

Interviewer	Interviewee
Try to put interviewee at ease	Try to appear confident and at ease. Self consciousness can detract from your purpose.
Give interviewee time to answer	Think before you speak but don't appear Uncommunicative.
Explain the purpose of the interview	Try to work out the ground-rules and scope of the interview.
Keep the goal of the interview in mind	Don't ramble on about irrelevancies.
Let the interviewee do most of the talking	Be informative - don't answer in mono-Syllables.
Pursue questions that have not been adequately answered.	Do not dodge difficult questions entirely.
Keep a record of key points and your Impressions.	Try to monitor your own performance and assess the impression you are giving.

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Avoid premature decisions or those based on minor details	Give as balanced a picture as possible
Establish an appropriate communication climate	Don't be over-familiar or over-formal, smile as necessary (but don't over-do it)
Consider whether open or closed questions are appropriate – use a fair number of open questions	Don't just answer Yes or No. Qualify points where appropriate, justify views, offer examples
Have a questioning strategy prepared	Try to see where the questioner's points are leading to
Prepare key questions but remain flexible	Be helpful. If possible, guide the talk into interesting or favourable areas

Here are certain aspects that **should NOT** be executed in a job interview:

1. Appear disinterested

Fifty-five percent of hiring managers say this is a big deal-breaker in an interview, and we can't blame them for saying this is the No. 1 thing you should not do in an interview. If you're this bored in an interview, how will you act on the job? Employers want somebody who will bring energy and focus to their team, and will engage with the job. Acting disinterested, or failing to show enthusiasm for the opportunity, only signals to employers that you're not interested in this job—and they'll find a candidate instead who is.

2. Dress inappropriately

Wearing clothes that are too tight or too loose, too dressy or too casual, or wearing brands and logos in professional settings is a bad sign, according to 53 percent of hiring managers. But before you accuse your interviewer of playing fashion police instead of interviewing you about your skills, remember why they even care about your appearance: They're evaluating your judgment and how you'd appear to customers. Do you show you can fit in with company culture? Are you there to bring professionalism to the organization? Dress the part.

3. Appear arrogant

This turn-off bothers 53 percent of hiring managers, who would rather hear about your accomplishments in the context of how you helped the organization, compared to a list of bragging rights. Frame your big wins in the company's overall success: your impressive sales numbers attributed to the company's biggest year in earnings, for example.

4. Talk negatively about current or previous employers

Half of hiring managers (50 percent) said this is a red flag when meeting with potential hires. No surprise there. Why would they want to be your new employer when your old employer is taking all the blame for your career's negatives? If there's bad blood between you and an old employer or workplace, simply state a difference in personalities or work culture, and emphasize that this organization and you are a much better fit for both your strengths and weaknesses.

5. Answer a cell phone or text during the interview

About equally as rude as speaking negatively about old employers is checking or using your phone, according to 49 percent of hiring managers surveyed. This is a simple fix. Do NOT use your phone at all during the interview, as it's rude and discourteous to your interviewer's time. Turn it off (or on silent if you must have it on) before you enter the building or get on the phone or webcam for your in-person or digital interview. Either way, you should not be using your phone at all during an interview.

6. Appear uninformed about the company or role

You may think you can fake it till you make it, but 39 percent of hiring managers will disagree with your strategy if you appear uninformed about the company or the role you're interviewing for. Before your interview, research every aspect: who you'll be interviewing with, what the role's responsibilities are, any major news about the organization and a background knowledge of its industry.

7. Avoid providing specific examples

Thirty-three percent of hiring managers say this is a problem, since they want to hear exactly how you demonstrate your qualities of being a "hard-working, energetic, driven team-player." Did you implement a new employee engagement perk or group? Did you earn recognition or awards for your achievements? Get specific when you're explaining your strengths and achievements.

8. Ask generic questions (or none at all)

Similar to being ignorant to what the organization or role does, asking generic questions (or none at all) signals to the interviewer you probably don't understand or aren't interested in the job—which is a problem according to 32 percent of hiring managers.

Demonstrate your knowledge by asking specific questions about on-the-job duties, as well as any questions you may have about the organization or style of management.

9. Provide too much personal information

Oversharing is something to avoid, according to 20 percent of hiring managers. You don't need to go into detail about personal hobbies or family anecdotes in an interview. Simply be yourself and let your personality and confidence speak for themselves.

10. Ask the hiring manager personal questions

About as bad as oversharing is over-asking, according to 17 percent of hiring managers. Asking the hiring manager personal questions doesn't establish a connection between you two—it just makes your interviewer uncomfortable and show you don't have a good sense of business manners. When in doubt, err on the side of caution and professionalism.

SPEECH- MEANING

Public speaking (sometimes termed oratory or oration) is the process or act of performing a presentation (a speech) focused around an individual direct speech to a live audience in a structured, deliberate manner in order to inform, influence, or entertain them. Public speaking is commonly understood as the formal, face-to-face talking of a single person to a group of listeners. It is closely allied to "presenting", although the latter is more often associated with commercial activity. Most of the time, public speaking is to persuade the audience.

In public speaking, as in any form of communication, there are five basic elements, often expressed as "who is saying what to whom using what medium with what effects?". The purpose of public speaking can range from simply transmitting information, to motivate people to act, to simply telling a story. Good orators should not only be able to engage their audience, but also be able to read them. The power of a truly great presenter is the ability to change the emotions of their listeners, not just inform them. Public speaking can also be considered a discourse community. Interpersonal communication and public speaking have several components that embrace such things as motivational speaking, leadership/personal development, business, customer service, large group

communication, and mass communication. Public speaking can be a powerful tool to use for purposes such as motivation, influence, persuasion, informing, or simply ethos.

In current times, public speaking for business and commercial events is often done by professionals, with speakers contracted either independently, through representation by a speakers bureau paid on commission of 25-30%, or via other means.

TECHNIQUES AND TRAININGS

The objectives of a public speaker's presentation can range from simply transmitting information, to motivating people to act, to simply telling a story. Professional public speakers often engage in ongoing training and education to refine their craft. This may include seeking guidance to improve their speaking skills—such as learning better storytelling techniques, for example, or learning how to effectively use humour as a communication tool—as well as continuous research in their topic area of focus.

A speaker's checklist is given in "*TED Talks: The Official TED Guide to Public Speaking*" they recommend the following:

- Consider fear and anxiety as a motivation force to ebb through circumstances with acceptance.
- Try to make eye contact right from the start.
- Breathe in and out meditatively to reduce the overwhelm.
- Include humor to disarm the tension within the audience towards the subject. But no offensive jokes or corny puns.
- Drinking water avoids mouth getting dry from adrenalin and avoiding an empty stomach reduces anxiety.
- Keeping a coherence with topic and the content, a relatable language will make audience understandable. Avoid over-preparing and under-preparing.
- Always try to have a good ending and don't commit to public speaking with the intent to meander, being authentic is what people respond to.
- Keep a backup plan like notes or scripts if the presentation technology goes wrong.

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- It is better to avoid attempts to get applause, it can be quickly identified by the audience and would be aversive. "*It is not* about the speaker, but the idea the speaker is passionate about and *it is to be* on service of that idea."
- Repress engaging the audience with any organizational history, highlight the good work the organization is doing and the power of the ideas and the change it is bringing forth

The 6 'I' model of credibility for public speaking are:

6 I's of Credibility	
Ideation	Be creative in presenting the idea
Information	Bring out new and decision driving facts
Influence	Be charismatic with show of confidence
Integrity	Be authentic and build a trust through the first half of the session
Impact	Identify and present a memorable delivery to root the message
Ignition	Call out to action, if required (E.g. Funding, Social Action, Proselytisation ...etc.)

Public speaking training centers promote the idea of adapting certain life-stances for becoming a growing orator. These life-stances are called the 12E life stances.

12E	Explanation
Examine	Examine how is one's life process. (E.g. SWOT analysis, Johari window)
Exchange	Let go of small conveniences as an exchange for greater good.
Exercise	Exercise skills and widen the depth of information to address areas.
Express	Expressing one's belief in their dream through integrity in oration.
Expect	Expect oppositions and failure.

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Expose	Expose one's way of working (ability in oration) and use opportunities for it.
Extract	Extract and personalize every positive principles and knowledge.
Exclude	Exclude negative thinkers that opposes orator's ambition.
Exceed	Exceed normal exceptions through review and restructuring.
Exhibit	Exhibit confidence in your objective and areas of oration.
Explore	Explore all possibilities and different fields of oration.
Extend	Extend a helping hand to those in the field of oration.

A common fear of public speaking is called glossophobia (or, informally, "stage fright"), this state of response by many beginners confuse with normal nerves and anxiety with a genuine phobia. Clubs such as National Speakers Association, Rostrum, Toastmasters International, Association of Speakers Clubs (ASC), Speaking Circles, or POWERtalk International, provide a forum for members to develop public speaking skills through practice and assigned exercises to tackle commonly faced obstacles effectively.

TOOLS:

Even though the basic principles have undergone modification as societies and cultures have changed, yet remained surprisingly uniform. The technology and the methods of this form of communication have traditionally been through oratory structure and rely on an audience. However, new advances in technology have allowed for more sophisticated communication for speakers and public orators. The technological and media sources that assist the public-speaking atmosphere include both videoconferencing and telecommunications. Videoconferencing is among one of the more recent technologies that is in a way revolutionizing the way that public speakers communicate to the masses. David M. Fetterman of Stanford University wrote in his 1997 article Videoconferencing over the Internet: "Videoconferencing technology allows geographically

disparate parties to hear and see each other usually through satellite or telephone communication systems". This technology is helpful for large conference meetings and face-to-face communication contexts, and is becoming more widespread across the world. Rostrums hold papers for speakers. Public speakers may use audience response systems. For large assemblies, the speaker will usually speak with the aid of a public address system or microphone and loudspeaker. The use of head mounted displays such as Google Cardboard, a virtual reality platform in which users immerse in a variety of realistic environments and can train accordingly is a new resource utilized.

CHARACTERISTICS/FEATURES OF A GOOD SPEECH

However, a speech becomes effective when it fulfills the following features:

1. **Clarity** -Clarity is an essential feature of a good speech. Speech should be clear and unambiguous so that the audience can understand it easily.
If it is not clear enough to express its meaning to the audience, it will become ineffective.
2. **Definiteness of Message**- Message of the speech should be definite and relevant with the subject matter.
3. **Conciseness**- Audience becomes impatient to long speech. Hence, speech should be as concise as possible. However, it should not be incomplete.
4. **Interesting** -Speech should be delivered in an interesting and pleasing way so that the audience is motivated to pay attention. In order to make the speech interesting, various stories, examples, quotations and jokes can be cited.
5. **Informal Touch**- Though speech is a formal address, it should be presented in a personal and informal way.
6. **Considering the Audience**- Speech is delivered to a specific audience. So the speaker should actively consider the expectations, interest and nature of the audience.
7. **Speaking Slowly**- An ideal speech is one which is delivered slowly and in usual tone. It helps the audience to hear and understand the message clearly.
8. **Free from Emotions**- Another important feature of good speech is that it should be delivered in an unbiased and un-emotional way. Speaker's emotion may drive him away from the main theme.

9. Use of Body Language- Good Speech goes with necessary body language. Therefore, at the time of delivering speech, the speaker should use various nonverbal cues.

10. Ensuring Participation of Audience- A good speech is one which ensures participation from the audience with the speaker. That means, the audience will ensure their attention through effective listening, expressing their solidarity with the speech and so on.

CHARACTERISTICS OF A GOOD SPEECH

Listening to a good speech is a very interesting experience. Every one should put in the hard work necessary to acquire skills in speaking as it imparts considerable competitive advantage to the person. Some important aspects are:

(1) Clarity

The voice of the speaker should be clear, tone should vary and pitch should be pleasant. The ideas, emotions and arguments should come straight from the heart so that audience can grasp it easily. It should register with the listeners and vibrate with their feelings and thoughts.

(2) Informal, personal and conversational

A good speech should be like a conversation between two good friends – personal, informal and sincere. There should be a rapport between the speaker and the audience.

(3) Concrete, vivid and imagery

A speech should help build a picture that is easy to visualize and easier to comprehend. It should be furnished by concrete examples that grasp the imagination of the listeners.

(4) Brevity

It is very difficult to hold the attention of the listeners for more than 15 to 20 minutes. A good speaker should be able to convey his complete message in that period. He should come straight to the point and say what he wants by bringing three or four points to their attention.

(5) Interesting, jovial and humorous

A speaker wins or loses the battle in the first two or three minutes. If the speaker has impressed the audience with his opening remarks, he is well on your way to winning a space in their heart. And that is the target. It has to be a heart to heart dialogue. Lace it with short humorous anecdotes – laughter lubricates learning!

Anecdotes should be short, appropriate and in good taste. Quotations, proverbs and idioms should be like arrows piercing directly in to the heart of the audience. Experienced speakers learn to master the

art of reciting these statements, giving a long pause after it has been stated to let it sink in with the audience.

(6) Listener-oriented

Audience is your customer. It is your business to know their needs and wants, their desires and their expectations. Speaker has to be very sensitive to the body language of their audience and modify the speech to fine tune with them. If the message has to gel well with the audience, speakers antenna should pick up the cues from the body language of the listeners.

BUSINESS REPORT PRESENTATIONS

Build presentations around a handful of key elements adopted from best salesmanship practices. These include:

Focus —clearly define the problem or issue that is at the heart of the presentation so everyone understands what this presentation is about.

Audience —keep the audience's needs, interests, concerns, and attention foremost.

Importance —establish the importance or urgency of the issue so the audience knows why they should care.

Authority—establish your credibility on the topic.

Validation—cite third-party studies, research, data, and references that reinforce your message.

Experience—cite real life examples, case studies, and testimonials that illustrate your message.

Interaction—find opportunities to directly engage the audience in the presentation **Graphics**—include charts, images, diagrams, media to amplify and clarify your message points. **Response**—direct the audience members on what they can or should do next in regard to the subject of the presentation.

Avoiding Audience Boredom

The use of business presentations is so pervasive and the number of poorly conceived and executed presentations is so great that audience fatigue—eyes glazed over—is a real concern. This fatigue factor must be one of the issues driving the use of increasingly spiffy graphics and animation, but even that solution has its limitations. It doesn't take long for the graphical pyrotechnics to overwhelm the business message and undermine any hope for effective communication. The fatigue factor results in part from rigid, unimaginative adherence to the repetition rule. However, this needn't be the case. Here are some of the tricks preferred to spice up a presentation:

Engage the audience right away—ask provocative questions, take a poll, play a game, anything to actively involve the audience. (One manager starts his technology presentations by leading the audience in a brief yoga exercise.)

Invite questions throughout the presentation —don't wait for questions at the end.

Insert a demonstration —where the topic allows, try some hands-on activity.

Use anecdotes and humor —there is no rule that presentations, no matter how serious, have to be utterly dry. Personal anecdotes and natural humor keep the audience engaged.

Dramatize the issue —rather than talk about the issue use role-playing to actually dramatize it. You can even draft audience members to play some of the roles.

Look beyond a talking head —take the time allotted to the presentation to run a panel discussion or stage a skit. (One executive of a major telecommunications company based his keynote address on the late-night TV talk show format with himself in the Jay Leno/Dave Letterman role, all cleverly scripted of course.) Obviously not every topic, situation, or message lends itself to these approaches, but wherever you can break with usual presentation, within reason, you are better off.

Constructing the Actual Presentation

Start the development of the actual presentation content with the outline. As noted above, the outline translates very neatly into screens and bullets. The only things you need to add are some charts and graphics to illustrate key points and your speaker's notes (the speaker's text) to keep you on the message. However, you do have some important decisions to make at this point.

The short school - believes headers, subheads, and bullets should be brief, bordering on cryptic, and relies on the presenter to fill in the details. This works very well as long as a capable presenter always accompanies the presentation. But very often business presentations have a life that goes beyond the actual presentation. (I encourage my clients to plan and prepare for this extended life.) They may be used as a leave-behind or may make their ways into the hands of customers, prospects, reporters, government regulators, or anyone else. A presentation consisting of cryptic headers and bullets will not communicate effectively without the presenter.

The long school insists that headers, subheads, and bullets be long enough to convey a complete thought. That means a full sentence, sometimes longer. In this way each screen can deliver a complete message even without the presenter. Someone can, in effect, view the presentation as a

document that stands on its own and come away with the core message. The role of the presenter is to elaborate on the core message and entertain and engage the initial audience.

Model Presentation Outline

The following is an outline template for a general presentation such as would be given at a professional or industry conference.

Part I: Introduction

What this presentation is about

Why it's important Presentation agenda

What you are going to tell them

What they will get out of it

Your credentials for talking about this [engage the audience, pose a provocative question]

Part II: Background

Review the issue

Why we are talking about this now

Introduce references, citations for validation, substantiation

Reference appropriate research [invite audience discussion]

Part III: the Main Point

Introduce your main point in a series of screens and bullets

Add supporting material to back up your point [add anecdotes, examples, demonstrations]

Invite questions

Parts IV, V, and Beyond

Introduce subsequent points in order of importance

Relate the discussion to your main point and primary message

Add appropriate supporting material for each point (Invite questions following each point)

Conclusion

Summarize your main message and key points [pose a provocative question, invite discussion]

Take any remaining questions

Direct audience members on their next move

Thank the audience

POSSIBLE QUESTIONS

PART – A (ONE Mark)
Multiple Choice Questions
Online Examination

PART – B

1. Mention the merits in oral communication?
2. Write a short note on visual communication?
3. Mention the merits in visual communication?
4. List out the importance of oral communication?
5. Give the importance of Audio Visual Communication

PART – C

1. Describe the advantages and disadvantages of the telephone mean of communication?
2. Explain the essentials of poster mean of visual communication?
3. Describe the guidelines to be followed for good communication through the mean of telephone?
4. Describe the role of audio visual communication?
5. Determine the procedure for effective telephone communication?
6. Elucidate the process in dictating letters?
7. Describe the importance for choosing power point presentation?
8. Elaborate the essentials, merits and demerits in oral presentation?

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S.No	Questions	option A	option B	option C	option D	Answer
	UNIT V					
1	What are the purposes of an oral presentation?	Only for fun	To entertain and instruct	To inform, instruct or persuade	Just to talk and show some images	To inform, instruct or persuade
2	What you have to do to get prepared for an oral report	Research, research, and more research	Do nothing, just read	Plan the details of your talk and get at least one visual ready	Stand in front of the mirror	Plan the details of your talk and get at least one visual ready
3	What we need to avoid while delivering an oral report?	Movement and gestures	Verbal crutches	Timing	A loud voice	Verbal crutches
4	Which of the following statements identify advantages of oral presentations over written reports?	They limit the amount and complexity of information that can be presented.	They are truly interactive.	They allow adjustment of one's presentation according to audience reactions.	D. B and C only.	They limit the amount and complexity of information that can be presented.
5	_____ is typically the preferred method for oral presentations in the workplace.	Memorized delivery	Extemporaneous delivery	Impromptu delivery	Scripted delivery	Memorized delivery
6	To motivate people to take action, give _____.	a training presentation.	a persuasive presentation.	an action plan presentation.	an informative presentation.	an informative presentation.

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7	PowerPoint presentations are widely used as	note outlines for teachers	project presentations by students	communication of planning	All of above	note outlines for teachers
8	A new presentation can be created from	Blank Presentation	From Existing Presentation	From Design Template	All of above	Blank Presentation
9	Emotional Adjustment of students is effective in-	Personality formation	Class-teaching	Discipline	All of the above	All of the above
10	Black-board in which group/category of teaching-aids ? teaching-aids ?	Audio-aids	Visual•aids	Audio-visual aids	Above all are incorrect	Visual•aids
11	A presentation is a form of oral communication in which a person shares factual information with an audience that is:	mixed	large	small	specific	specific
12	The presenter acts as the:	deliverer of the information	medium of the information	advocate of the information	supporter of the information	deliverer of the information
13	The audience for a presentation consists of people who:	are uniform in their level of information and purpose				are uniform in their level of information and purpose
14	are uninformed and lack a purpose	vary in their level of information and purpose	are uninformed and lack a purpose	vary in their level of information and purpose	are confused in their purpose	vary in their level of information and purpose
15	To be able to give a good presentation, a full rehearsal is:	useless	necessary	audience based	optional	necessary
16	Reading out a presentation is:	dull	not allowed	helpful	allowed	helpful

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17	Oral communication is the interchange of _____ between the sender and receiver.	written messages	signs and gestures	verbal messages	cues and clues	verbal messages
18	Body talk is also known as:	physical communication	leakage	overflow	noise	physical communication
19	The limitation of oral communication is that:	it is easy to be aware of our body language	it is not affected by the speaker's feelings or stress or excitement levels	it is irreversible—what is said cannot be taken back	it does not require on-the-spot thinking	it is irreversible—what is said cannot be taken back
20	The term “troublesome t’s” refers to	abdominal tightness during breathing.	characteristics associated with the tone of a message.	the causes of muffled, mumbled speech sounds.	the tension and trembling associated with stage fright.	the causes of muffled, mumbled speech sounds.
21	If you exhibit too little confidence when you speak, your listener(s) will	feel discomfort.	feel negative toward you	reject you.	reject your message.	feel discomfort.
22	What is a motion path?	A type of animation entrance effect	A method of advancing slides	A method of moving items on a slide	All of the above	A method of moving items on a slide
23	Which option on the custom animation task pane allows you to apply a preset or custom motion path?	Add effect	Emphasis	Animate now	All of the above	Add effect
24	Which of the following provides a printed copy of your presentation?	Outline	Speaker notes	Audience handouts	All of the above	Audience handouts

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25	. Oral communication is also known as	Verbal communication	Non verbal	Formal	Exit	Verbal communication
26	.Those who listen to a speaker are:	audience	Listeners	addressees	All of them	Listeners
27	If a speaker must test a microphone before beginning a presentation, he or she should	ask, "Can you hear me?"	ask those who cannot hear him or her well to raise their hand.	blow into the microphone.	tap on the microphone.	ask those who cannot hear him or her well to raise their hand.
28	In oral interpretation, a slow tempo to suggest a serious idea may be created with	a pitch change	greater vocal resonance	sustained vowel or certain other sounds such as "m" or "ng"	an increase in the frequency of words spoken during a specified time	sustained vowel or certain other sounds such as "m" or "ng"
29	One way to make a PowerPoint slide display animations is to:	Select the slide in normal view; and click Format, Animation	Click the PowerPoint window and move it around vigorously with the mouse for a manual animation effect	Select the slide in slide sorter view, right click and choose preset animations from the shortcut menu	PowerPoint does not have an animation feature	Select the slide in slide sorter view, right click and choose preset animations from the shortcut menu
30	Which of the following is not one of PowerPoint's views?	Slide show view	Slide view	Presentation view	Outline view	Presentation view
31	The quickest way to create a PowerPoint presentation is to use the	Word for windows templates	Auto creation wizard	Auto content	Presentation wizard	Auto content wizard

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				wizard		
32	Which of the following terms is used to refer to students with visual impairments?	educationally blind	low vision	functionally blind	All these terms are used.	low vision
33	One's visual field refers to	how much one can see without turning one's head or moving one's eyes.	how much one can see while turning one's head and/or moving one's eyes.	how high and low one can see while looking directly forward and only moving one's eyes.	the range a person can see clearly in their periphery without correction.	the range a person can see clearly in their periphery without correction.
34	36. While talking to friends you do not pay attention to the skills of _____ Communication.	Written	Oral	audio	visual	Oral
35	In oral presentation outside your organisation you must first give the audience a _____ of your organization.	Flash back	Background	Front view	Forward view	Background
36	33. In oral communication there is a possibility of immediate _____	Reaction	Response	Refection	Reset	Response
37	In oral communication the speaker can observe the listener's _____ to what is being related.	Reaction	Response	Rejection	Reset	Reaction
38	Conversation, in general, differs from other forms of oral communication with respect to its:	informality	purpose	structure	technique	purpose

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39	Which file format can be added to a PowerPoint show?	.jpg	.gav	.wav	All of the above	All of the above
40	In Microsoft PowerPoint two kind of sound effects files that can be added to the presentation are	wav files and .mid files	.wav files and .gif files	.wav files and .jpg files	jpg files and .gif files	wav files and .mid files
41	Material consisting of text and numbers is best presented as	A table slide	A bullet slide	A title slide	All of the above	A table slide
42	What is a motion path?	A type of animation entrance effect	A method of advancing slides	A method of moving items on a slide	All of the above	A method of moving items on a slide
43	Which of the following should you use if you want all the slide in the presentation to have the same “look”?	the slide layout option	add a slide option	outline view	a presentation design template	a presentation design template
44	If you have a PowerPoint show you created and want to send using email to another teacher you can add the show to your email message as a (an)	Inclusion	Attachment	Reply	Forward	Attachment
45	special effects used to introduce slides in a presentation are called	effects	custom animations	transitions	present animations	transitions
46	What is a slide-title master pair?	The title area and text area of a specific slide	a slide master and title master merged into a single slide	A slide master and title master for a specific design template	All of the above	A slide master and title master for a specific design template

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47	in the context of animations, what is a trigger?	An action button that advances to the next slide	An action button that advances to the next slide	The name of a motion path	All of the above	An action button that advances to the next slide
48	In order to edit a chart, you can	Triple click the chart object	Click and drag the chart object	Double click the chart object	Click the chart object	Double click the chart object
49	the slide that is used to introduce a topic and set the tone for the presentation is called the	table slide	graph slide	bullet slide	title slide	title slide
50	Which of the following should be used when you want to add a slide to an existing presentation?	File, add a new slide	Insert, New slide	File Open	File, New	Insert, New slide
51	Which command brings you to the first slide in your presentation?	Next slide button	Page up	Ctrl + Home	Ctrl + End	Ctrl + Home
52	Auto clipart is a feature that	Automatically places clipart in your presentation	Scans your presentation for incorrect spelling in your words on each slide	Scans your presentation for incorrect spelling in Word Arts objects	All of above	All of above
53	The PowerPoint view that displays only text (title and bullets) is	Slide show	Slide sorter view	Notes page view	Outline view	Outline view
54	Which of the following provides a printed copy of your presentation?	Outline	Speaker notes	Audience handouts	All of the above	Audience handouts
55	Presentation designs regulate the formatting and layout for the slide and are commonly called	Design plates	Templates	Placeholder s	Blueprints	Templates
56	When using PowerPoint, to play a PowerPoint	View, slide sorter	View, slide	View, slide	View outline	View, slide show

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	show for previewing the show, select			show		
57	Which of the following is the default page setup orientation for slides in PowerPoint?	Vertical	Landscape	. Portrait	All the above are incorrect	Landscape
58	What are symbols used to identify items in a list?	Icons	Markers	Bullets	Graphics	Bullets
59	Good design determines	Credibility	Readability	First impression	All of above	All of above
60	Line spacing refers to	The space between the lines of text	The height of the line	The length of the line	a and c	The space between the lines of text