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17AEC101   **BUSINESS COMMUNICATION**   **4 - - 4**

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Scope

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

Objective

To equip students of the B.Com course effectively to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.

Unit I

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

Unit II

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

Unit III

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

Unit IV

Application Letters : Preparation of Resume – Interview- Meaning – Objectives and Techniques of Various Types of Interviews – Public Speech – Characteristics of a Good speech- Business Report Presentations.

Unit V

**Oral Presentation:** Importance- Characteristics- Presentation Plan - Power Point Presentation- Visual Aids.

Suggested Readings

Text Book:

1. Rajendra Pal Korahill, (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, (2015).*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,* (2016) , New Delhi, PHI Learning- 2nd Edition
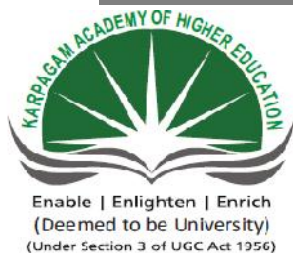
KARPAGAM ACADEMY OF HIGHER EDUCATION

(Deemed to be University Established Under Section 3 of UGC Act 1956)

Coimbatore – 641 021.

LECTURE PLAN

DEPARTMENT OF COMMERCE

STAFF NAME: A.MUTHUSAMY
SUBJECT NAME: BUSINESS COMMUNICATION
SUB.CODE: 17AEC101
SEMESTER: I
CLASS: I B.COM - BPS

S. No	Lecture Duration Period	Topics to be Covered	Support Material/Page Nos.
		UNIT-I	
1.	1	Business Communication ➢ introduction ➢ definition and Meaning ➢ Nature of Communication	T : P. EC 1 -6
2.	1	Process of Communication ➢ Input ➢ Process ➢ Output	T : P. EC 8
3.	1	Types of Communication ➢ Verbal and Non Verbal	T: P. 27 - 28
4.	1	Importance of Communication	R2:P. 10 - 14
5.	1	Different Forms of Communication	R2:P. 14 - 15
6.	1	Downward Communication	R2:P. 15 - 16
7.	1	Upward Communication	R2:P. 17 - 18
8.	1	Horizontal Communication	R2:P. 19 - 20

9.	1	Grapevine and Consensus	R2:P. 22 - 25
10.	1	Barriers of Communication - I ➢ Linguistic ➢ Psychological ➢ Interpersonal	T :P. 51 - 59
11.	1	Barriers of Communication – II ➢ Cultural ➢ Physical ➢ Organisational	T :P. 51 - 59
12.	1	Recapitulation and discussion of important questions	
	Total no. of hours planned for unit I = 12		
		UNIT - II	
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	W1
4.	1	Sending Quotations	W1
5.	1	Placing Order	W1
6.	1	Business Letter – II ➢ Sales Letter ➢ Claim and Adjustment Letter	T : P. CC 138 - 150
7.	1	Social Corresponding	W2
8.	1	Memorandum ➢ Meaning	T : P. CC 232 -240

		➤ Lay out	
9.	1	Office Correspondence ➤ Inter – Office	T : P. CC 241 - 243
10.	1	Memo and Notices	T : P. CC 244 - 246
11.	1	Agenda and Minutes	T : P. CC 247 - 250
12.	1	Recapitulation and discussion of important questions	
	Total No of Hours Planned For Unit II=12		
		UNIT-III	
1.	1	Report Writing ➤ Introduction ➤ Definition	T : P. WC 1-4
2.	1	Importance and Types of Report	T : P. WC 4-6
3.	1	Business Report ➤ Layout	T : P. WC 8
4.	1	Business Report Types and Importance	T : P. WC 9 -10
5.	1	Characteristics of Business Report	
6.	1	Elements and Structure of Business Report	T : P. WC 11- 13
7.	1	Process of Writing ➤ Investigation and Taking Notes	T : P. WC 14 - 16
8.	1	Analysis and Making Out Line of Report	T : P. WC 16 - 20
9.	1	Writing report	T : P. WC 21- 26
10.	1	Order of report	T : P. WC 27 - 36
11.	1	Final Draft and Check List	T : P. WC 37
12.	1	Recapitulation and discussion of important questions	
	Total No of Hours Planned For Unit III=12		

		UNIT-IV	
1.	1	Application Letter ➢ Introduction	T : P. CC – 270 -272
2.	1	Forms and Contents of Application Letter	T : P. CC – 272 - 275
3.	1	Preparation of Resume and Bio Data	T : P. CC – 272 - 280
4.	1	Interview ➢ Meaning and Objectives	T : P. CC 282 - 290
5.	1	Techniques of Interviews	T : P. CC 290 - 294
6.	1	Various Types of Interviews	T : P. CC 294 - 296
7.	1	Public Speech	T : P. OC 1 - 4
8.	1	Characteristics of good Speech	T : P. OC 5- 9
9.	1	Business Reports and Presentations	T : P. CC WC 20
10.	1	Presentations of Report	T : P. CC WC 22
11.	1	Recapitulation and discussion of important questions	
	Total No of Hours Planned For Unit IV=11		
		UNIT-V	
1	1	Oral Presentation overview	T : P. OC 48
2	1	Meaning and Definition	T : P. OC 49
3	1	Classification of Oral Presentation	T : P. OC 50
4	1	Importance of Oral Presentation	T : P. OC 50-53
5	1	Characteristics of Oral Presentation	T : P. OC 53-56
6	1	Presentation Plan	T : P. OC 58 - 62
7	1	Power point Presentation	T : P. OC 63
8	1	Visual Aids	T : P. OC 64-65
9	1	Visual Aids – Use Case Model	T : P. OC 64-65
10.	1	Recapitulation and discussion of important questions	
11.	1	**Revision :** Discussion of ESE question	

		papers	
12.	1	Discussion of ESE question papers	
13.	1	Discussion of ESE question papers	
	Total No of Hours Planned for unit V=13		
Total Planned Hours	**60**		

TEXT BOOK

1. Rajendra Pal, J.S Korlhalli, (2008), Essentials of Business Communication, S.Chand & Co, New Delhi.

REFERENCES

1. Bovee and Thill, Business Communication Today, Pearson education

2. Shirley Tayler, Communication for Business, Pearson Education

WEBSITES

W1- www.businesscommunication.com

W2- www.englishforums.com

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UNIT-I

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

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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".
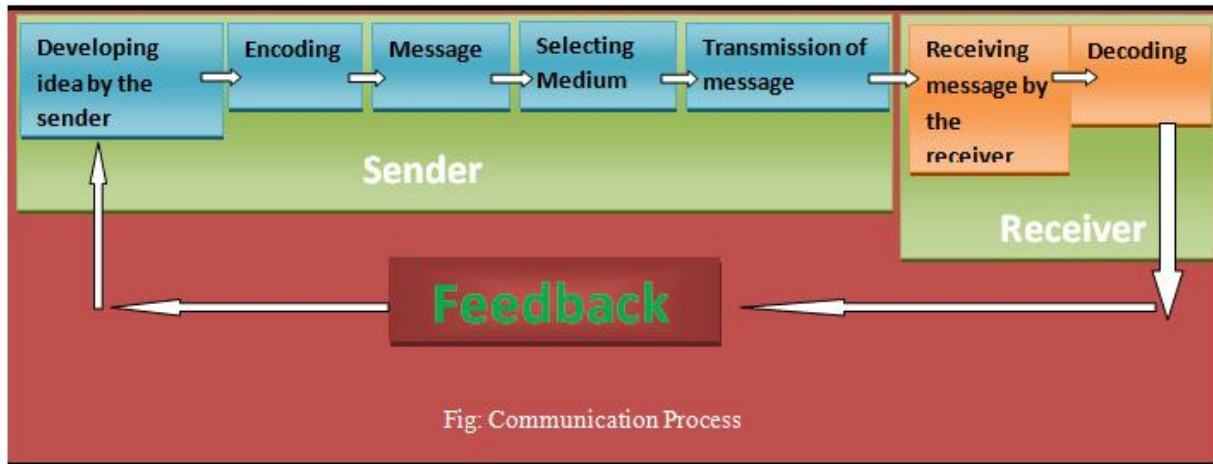
Communication Process

Communication process consists of some interrelated steps or parts through which messages are sent form 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."

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The following diagram represents the communication process

Fig: 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 cries, the crying is the message.

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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.

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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.

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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

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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,   3. Non-verbal Communication, and

2. Written Communication,   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.

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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.

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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.

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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.

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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.

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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

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(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

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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

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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

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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

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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

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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.

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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.

Organizational 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

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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 a way in removing the hurdles in the way of upward communication.

(iii) Poorly Defined Authority and Responsibility:

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

(iv) Too Many Levels in Organization Structure:

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

(v) Insufficient Communication Training:

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

Grapevine Communication

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

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

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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 gossiper. 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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POSSIBLE QUESTIONS
PART – A (ONE MARK)

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

   a). Encoding   b) Reading   c) Channelling   d) Decoding

2. Feedback is the response or reaction from the_____

   a). Sender   b). Third party   c). Receiver   d) Officer

3. The use of technical terms in verbal communication is referred to as _____

   a) logan   b) jargon   c) slang   d) metaphor

4. Orders and notices do not have the _____stage in the communication process

   a)

   b) feedback   b) interpretation   c) encoding   d) receiving

5. Reading refers to which element of the communication process

   a) Encoding   b) decoding   c) idea   d) channel

6. The following are the advantages of oral communication except_____

   a) Control over receiver's attention   b) immediate feedback

   c) Time saving   d) Quick delivery of information

7. Verbal communication refers to the use of _____

   a) Signs   b) words   c) symbols   d)signals

8. _____communication flows between employees of equal or comparable status

   a) vertical   b)horizontal   c)downward   d)diagonal

9. The _____ indicates the degree of accuracy with which the idea is replicated
   in the receiver's mind.

a) Formulation   b) Feedback   c) Interpretation   d) Channel

10. Para language is non-verbal because it does not consist of _____

 a) tone   b) words   c) pitch   d)stress

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PART B (TWO MARKS)

11. What is meant by communication process?

12. Write two importance of communication.

13. Briefly mention the main objectives of download communication.

14. What are the formal channels of communication?

15. What is written communication?

PART C (SIX MARKS)

16. Write a note on the need and importance of business Communication.

17. How does grapevine operate in an organization? How can its harmful effects be controlled?

18. Upward communication is very useful but very difficult. Discuss.

19. Discuss the forms of communication.

20. What do you understand by the grapevine? What is its importance in an organisation?

21. Explain the different types of communication with suitable examples.

22. Compare and contrast written communication with oral communication.

23. Explain the importance of upward communication.

24. Explain verbal and Non-Verbal communication.

25. What is business communication? Why it is needed?

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UNIT-I

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

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- 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

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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

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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 • Cover Letter for Visa	Love Letter

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Inquiry Letter	Thanks Letter
Invitation Letter	
Leave Letter • 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	

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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

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

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

Formal Letters:

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

- Write the present date

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

- Address the person with salutation

- Body of the letter

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

Example:

To

The Manager

Canara Bank

Gole Market

New Delhi- (Pincode)

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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)

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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.

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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.

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<div style="border:1px solid;">

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

</div>

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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, Bijoynagar
Dhaka-1100

Ref: Terms and Quotations for Nokia "2100"

Dear Sir

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

Set	Model	Battery	Price per Set	Warranty
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.

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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

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sent for payment along with Transaction requirement and details.

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

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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 underlined 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

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Manager Comfort Furniture

M.G Road

Bangalore

20-7-2017

To,

Mr. Rochak Arora

Century Furniture Mart

DB Road

Mumbai

Dear Sir,

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

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

Stainless Steel Table has several benefits, like -

- Stainless steel cabinet table is one, will never crack.

- fire afraid of heat, someone will inevitably put wok cooking hot put on the table

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

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

Best Wishes

Sincerely yours,

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_____

Anil Rishi

Claim and adjustment letter

[Your Name]

[Your Job Title]

[Your Address]

[Your Contact Information]

[Date]

[Recipient's Name]

[Recipient's Job Title]

[Recipient's Company Name]

[Recipient's Address]

Dear [Name],

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

[The Claim Part]

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

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

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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.

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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

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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.

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Interoffice memo

Los Angeles Community College District
Interoffice Memorandum

HUMAN RESOURCES DIVISION

Date: May 21, 2010

To: Presidents
Vice Presidents Administration
Vice Presidents Academic Affairs
SPOCS

From: Michael Shanahan
Associate Vice Chancellor
Employer-Employee Relations

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

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

NEW PROCESS

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

Notice, Agenda and meeting

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

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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

*Nagpur Municipal Corporation

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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)

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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

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(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.

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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.)

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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

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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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UNIT-III

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.

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- 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 happing the incident, the ways of recovery etc. Reports are also written in past forms.

- Neutral in Nature: In drafting reports, impartiality it 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

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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

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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

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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

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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 in 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:

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

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

Collecting information: In this step, the writer will select the possible sources of information. Information may be collected form 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.

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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.

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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

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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

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	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 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

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definitions of new terms	expressed accurately and clearly
abbreviations & acronyms	written in full when first used
report self-contained	include all relevant information
appendices	each referred to in the text of the report
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 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

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wordiness	redundant or unnecessary words and phrased omitted
sentences	complete, tight, focued 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. ▪ 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, consistent and appropriate tenses, fluency, correct word choice, conciseness, avoids cliches

POSSIBLE QUESTIONS
PART – A (ONE MARK)

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

   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

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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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UNIT-IV

SYLLABUS

Application Letters : Preparation of Resume – Interview- Meaning – Objectives and Techniques of Various Types of Interviews – Public Speech – Characteristics of a Good speech-Business Report Presentations.

PREPARATION OF RESUME

RAJ KUMAR AGARWAL

Email: rajkumarjpr@yahoo.co.in

Ph: +91 9887879915.

Objective

To develop myself as a valuable team member, contributing quality ideas and work, and apply my skills in management where there is an ample scope for both individual and organization growth.

Educational Qualification

Degree University/Board Year

B.Com Rajasthan University, Jaipur. 2010

Senior Secondary Board of Secondary Education, Rajasthan 2005

Secondary Board of Secondary Education, Rajasthan 2002

Computer knowledge:

Basic knowledge of computer (Ms-office), Tally (5.4, 9.2)

Interests & Activities

- Active participation in different events organized by school and college. - Hobbies include watching Business Channels, and net surfing.

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Self Assessment

- Ability to work well, both as an individual & in team environment.

- Good team player with effective organizational and good communication skills.

- Strong desire to learn and work on new projects.

Personal Information

Name: Raj Kumar Agarwal

D.O.B: 05th April1988

Father's Name: Mr. Madan Mohan Agarwal

Mother's Name: Mrs. Manju Devi Agarwal

Present address: 51/218, Pratap Nagar , Sanganer, Jaipur. (Rajasthan)

Martial Status: Unmarried

Languages: English, Hindi

DECLARATION:

I hereby declare that all statements made here in are true to the best of my knowledge and belief.

Interview

An **interview** is a conversation where questions are asked and answers are given.[1] In common parlance, the word "interview" refers to a one-on-one conversation with one person acting in the role of the interviewer and the other in the role of the interviewee. The interviewer asks questions, the interviewee responds, with participants taking turns talking. Interviews usually involve a transfer of information from interviewee to interviewer, which is usually the primary purpose of the interview, although information transfers can happen in both directions simultaneously. One can contrast an interview which involves bi-directional communication with a one-way flow of information, such as a speech or oration.

Interviews usually take place face to face and in person, although modern communications technologies such as the Internet have enabled conversations to happen in which parties are separated geographically, such as with videoconferencing software,[2] and of course telephone

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interviews can happen without visual contact. Interviews almost always involve spoken conversation between two or more parties, although in some instances a "conversation" can happen between two persons who type questions and answers back and forth.

Definition of Interview

P.V. Young: A scientific method through which a person enters into the life of a stranger.

Good & Hatt: Interview a close face to face conversation or a dialogue between the investigator or interviewer and interviewee. OR It is a process of social interaction between interviewer and interviewee.

Kerlinger: A face to face interpersonal situation in which one ask questions from the other to get answer about a social problem.

In simple words we can say that interview is a verbal communication or two way conversation between two persons like interviewer and interviewee to get information's about a problematic situation.

Following are the main objectives of interview.

1. Collect information's about an existing social problem
2. Create relation between interviewer and interviewee
3. Gain inner feelings of the respondent
4. Create a source of knowledge
5. Provide rich hypothesis
6. Reduce the distance between human beings
7. Observe the situation quickly
8. Collect additional information's
9. Draw quantitative facts.
10. Gain new knowledge about an area.

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Types of Interview Techniques

Formal? Informal? Panel? Telephone? .... Getting ready for an interview? Take a read of these different types of interviews and make sure you're ready for you're next time to impress. He more you know about the style of the interview, the better you can prepare.

The Telephone Interview

Often companies request an initial telephone interview before inviting you in for a face to face meeting in order to get a better understanding of the type of candidate you are. The one benefit of this is that you can have your notes out in front of you. You should do just as much preparation as you would for a face to face interview, and remember that your first impression is vital. Some people are better meeting in person than on the phone, so make sure that you speak confidently, with good pace and try to answer all the questions that are asked.

The Face-to-Face Interview

This can be a meeting between you and one member of staff or even two members.

The Panel Interview

These interviews involve a number of people sitting as a panel with one as chairperson. This type of interview is popular within the public sector.

The Group Interview

Several candidates are present at this type of interview. You will be asked to interact with each other by usually a group discussion. You might even be given a task to do as a team, so make sure you speak up and give your opinion.

The Sequential Interview

These are several interviews in turn with a different interviewer each time. Usually, each interviewer asks questions to test different sets of competencies. However, if you are asked the same questions, just make sure you answer each one as fully as the previous time.

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The Lunch / Dinner Interview

This type of interview gives the employer a chance to assess your communication and interpersonal skills as well as your table manners! So make sure you order wisely (no spaghetti Bolognese) and make sure you don't spill your drink (non-alcoholic of course!).

All these types of interviews can take on different question formats, so once you've checked with your potential employer which type of interview you'll be attending, get preparing!

Public Speech

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

There are five basic elements of public speaking that are described in Lasswell's model of communication: the communicator, message, medium, audience and effect. In short, the speaker should be answering the question "*who* says *what* in which *channel* to *whom* with what *effect*?"

Public speaking can serve the purpose of transmitting information, telling a story, motivating people to act or some combination of those. Public speaking can also take the form of a discourse community, in which the audience and speaker use discourse to achieve a common goal.

Public speaking for business and commercial events is often done by professionals. These speakers can be contracted independently, through representation by a speakers bureau, or by other means. Public speaking plays a large role in the professional world; in fact, it is believed that 70 percent of all jobs involve some form of public speaking.

There are few skills that will bring more opportunity into your life than the ability to speak well in public. Below are 12 tips that can make the difference between those speakers who leave a powerful, positive impression and those that are quickly forgotten.

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1. **Speak with an intent to move people to action**. Know what you want your audience to do immediately after hearing your speech. If nobody does anything different than they would have done before you spoke – the value of your speech is zero.

2. **Start strong with a "grabber"**. A personal story, a quote from an expert or a shocking statistic – something that takes a hold of your audience and gets them hooked and opens their mind to your message. Give the audience a chance to see your personal connection to the topic.

3. **Structure your material in three sections**– grabber, middle, close. Know your material. Get really interested in the topic. Find good stories.

4. **Practice.** Rehearse out loud with all equipment you plan on using. Work to control filler words; Practice, pause and breathe. Use a clock to check your timings and allow time for the unexpected.

5. **Know the audience.** Try to speak to one or two people in the audience as they arrive – they will be your allies in the audience – it is easier to speak to friends than to strangers.

6. **Know the setup.** Arrive in good time to check out the speaking area and get practice using the microphone and any visual aids.

7. **Relax.** Begin with a well prepared grabber. A relevant personal story is a great start. It establishes your credibility. It connects you to the audience and creates the right emotional atmosphere (and calms your nerves).

8. **Visualize yourself successful.** See yourself at the end of the speech surrounded by people asking questions, visualize the applause.

9. **Pauses.** Include 3-8 second pauses at key moments – just before key statements or just after a story – this really brings the audience into the speech.

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10. **Don't apologize**– the audience probably never noticed it.

11. **Smile.** Look like the content matters to you – if the audience don't feel that it is important to you, it will be really hard for them to feel that it should be important for them.

12. **Get experience.** Take every opportunity you can get to speak (and listen to other speakers). Prepare well ahead of time. Experience builds confidence, which is the key to effective speaking.

Characteristics or Qualities of a Good Speech

Speech is one of the major medium of oral communication. We find different speeches in different situations but good speeches are not always found. **A good speech** is really enjoyable and informative. But it is very tough to deliver a speech that can enthral the audience. A good speech has following characteristics or qualities-

- **Dynamic**: Dynamism is an important quality of a good speech. There must e variation in style, tone, voice, approach depending on the situation and timing otherwise audience will lose their attention and will suffer form monotonous presentation.
- **Informal Talk**: Speech should be like an informal talk. A good speech is closer to a personal and informal chat between two intimate friends. When you speak there should be a perfect rapport between you and your audience.
- **Clear**: Clarity is the first major characteristic of a good speech. A speech must be successful in conveying the (message) ideas or emotions, facts or arguments to the audience that the speaker wants to express. If the audience does not instantly grasp your point, you have failed as a speaker.
- **Vivid and Concrete**: A good speech is vivid and concrete in nature. Include facts in a concrete and comprehensive way. No irrelevant or in comprehensive mater should be included in a speech. For example, the population of India is growing at an accelerating rate of 2.3% is a vivid statement.

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- **Brevity**: Brevity is an important characteristic of a god speech. Speech should be shorter and concrete but comprehensive. The concentration of average audience does not last more than fifteen to twenty minutes. So, it is better to wrap up your speech within five to twenty minutes.

- **Interesting**: A good speech is always interesting. Quotations, anecdotes and humors make a speech vivid and interesting. An interesting speech always wins the attention of the audience.

- **Audience Oriented**: A good speech is always audience oriented. The speaker must deliver the speech in such a way as desired by the audience. The speaker should consider the age, education, social and economic condition, number etc. of audience to prepare his speech accordingly.

- **Free From Error**: A good speech is always free from error. Error in speech can make the audience confused and loose the personality of the speaker.

- **Authentic**: The facts and figure presented in a speech must be authentic and true. False statement or information misleads the audience and hamper the acceptability of speech.

- **Well Organized**: A good speech is always well organized and well arranged. The pats or points of a speech should be organized in logical sequence to attract and retain h attention of the audience.

Business report presentation

The best way to start that process is to go first to the end of your report. That's where your conclusions and recommendations are to be found—and where you're likely to find the most salient parts of your report. Work to pare down the report's most essential findings. Keep these to as few points as possible.

Your objective

Start by being clear about your goals. Was your report designed primarily to pass along information-perhaps to bring your audience up-to-date or make them aware of some business issues? Or was it intended as a call to action? What specific response do you want from your

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audience? The answers to those questions will help shape your presentation. Write down your objective. Make it as clear and concise as you can. Keep it to a few sentences, at most.

Your audience

Know your audience thoroughly. Check for anything that can affect how they're likely to respond. Find out also what they may be expecting from your report. You'll have to address in your presentation whatever expectations or preconceived notions your audience may have.

Your road map.

Your best bet is to begin by mapping out the logic underlying the presentation, especially when dealing with extensive and detailed material. Think of this as your road map. It'll help you stay focused on the key elements of your report—the main ideas and messages, the conclusions, and recommendations. List those points from your report that best support your key messages. You don't want to get bogged down in more detail than you'll need in your presentation, so be ruthless in cutting out what you don't need. Remember: you are not presenting the report; you're creating a presentation based on the report.

Structure your talk.

When you're dealing with a lengthy report that later will become an oral presentation, it helps to break the material into several distinct parts, based on the structure you've defined in your road map. That way, you can address each main idea as an entity, before moving on to the next idea. That'll help your listeners better comprehend and remember each key idea. Pay attention here to transitions; these should provide a natural link from one idea or section to another. Your transitions can also serve both as a summary of each section and a glimpse of what's coming next. With a well-thought-out outline, building the body of your presentation should not pose a great challenge. You should now be able to move on logically, step-by-step, to your conclusion.

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Create a strong opener.

It's essential that you begin any presentation with a strong opener. It's even more essential when your audience thinks it's about to sit through what could be a long, tedious exposition. You can quickly dispel any such notion with an opener that immediately grabs everyone's attention. So plan your opening comments carefully. Find something in the report—a statement, a claim, a conclusion—that's likely to have a particular impact on this audience. That may require no more than going straight to the report's key conclusion, and stating it as concisely as you can. You may want to think of an elevator speech. Imagine you've got 10 seconds to make your pitch. What would you say? Once you've got the opener down cold, you can move on smoothly to the body of your presentation.

Keep those visuals lean and mean.

Chances are your report contains lots of detailed data. Be on the alert to include only the most essential data in your visuals. As you create your visuals, keep in mind the fundamental rules. Use only at-a-glance visuals that support your key messages. As much as possible, avoid visuals crowded with lots of data, charts, and graphs that add nothing of real value. Here again, you'll need to be somewhat ruthless in cutting out all but the must essential material.

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POSSIBLE QUESTIONS

PART – A (ONE MARK)

1. The primary purpose of speechmaking is to

   a) gain a desired response from listeners. b) learn more about the speech topic.

   c) gain experience as a speaker.   d) display the speaker's knowledge.

2. Audience analysis is an important factor in which of the following?

   a)selecting a topic b) organizing the speech c)choosing supporting materials

   d) all of the above

3. Audience adaptation is an important factor in which of the following?

   a) choosing the speech topic b) preparing the speech c) presenting the speech

   d) all of the above

4. Which of the following is a demographic characteristic of a speech audience?

   a) interest b) attitude   c) size d) gender

5. Which of the following is a demographic characteristic of a speech audience?

   a) interest b) attitude c) size d) gender

6. The will usually dictate how long a speech should be.

   a) size of the audience b) occasion c) physical setting d) topic

7. All of the following are dimensions of the speaking situation that a speaker

   should analyze except:

   a) Public or private sphere b) Formal or informal demeanour c) Monologic

   or dialogic d) Monologic and dialogic

8. The following are all generic speaking skills that are taught and practiced in

   introductory speech classes except:

   a) Analysis b) Style c) Organization d) Research

9. In a resume, _____includes name and date of birth.

   a) contact information   b)personal data   c)work experience

   d)extra-curricular activities

10. In an interview, _____is as important as welcoming.

   a) arriving   b)arguing   c)defending   d)parting

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PART B (TWO MARKS)

11. What do you mean by Public Speech?

12. Mention two characteristics of Good speech.

13. How should a candidate dress himself/herself for an interview?

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

15. Discuss the importance of a selection interview for a candidate

16. Explain the characteristics of a good speech.

PART C (SIX MARKS)

17. What are the characteristics of a good speech?

18. What are the types of interviews?

19. How should a candidate behave during a selection interview?

20. Discuss the various heads under which information is provided by a resume.

21. What are the various techniques employed for selection interviews? Discuss their

    relative merits and demerits.

22. "A good speech requires planning." Discuss.

23. Discuss the objectives interview.

24. Briefly explain the differences between formal and informal speeches.

25. Discuss the importance of a selection interview for a candidate

26. Explain the characteristics of a good speech.

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UNIT-V

SYLLABUS

Oral Presentation: Importance- Characteristics- Presentation Plan - Power Point Presentation- Visual Aids.

Oral Presentation

An oral presentation is more than just reading a paper or set of slides to an audience. How you deliver your presentation is at least as important in effectively communicating your message as what you say.

Importance of oral Presentation

Communication skills are among the intangible skill sets most valued by employers. The ability to communicate effectively, especially during oral presentations, can boost your marketability and viability for work in a variety of careers. To develop strong presentation skills, you need to consider both the verbal and nonverbal factors involved in delivering your message.

The Message

The ability to present an effective message with useful content is obviously important to a good oral presentation. This requires planning for your presentation, and doing research to make sure your message is well-constructed. You want to deliver a message that considers your audience and the goals of your presentation. An oral presentation without good substance will accomplish very little.

Body Language

A major component of the message your audience perceives is based on your body language. Your posture, facial expressions and gestures affect the way your message is received. Consistent eye contact with members of your audience; a calm, confident posture; and relaxed arms and hands held near your side are among body language techniques that deliver positive

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vibes. Folding your arms, avoiding eye contact, frowning, and nervous movements can signal nervousness, indifference or worse.

Vocal Tone

How you say something carries a lot of weight. Speaking in a clear, confident and assertive tone helps project your message and keep your audience engaged. Emphasizing specific points and varying your rate of delivery brings out key points in your presentation and attracts your audience's attention. Avoid speaking in a low voice or a monotonous tone.

Awareness

Your communication skills in a presentation can also help you understand how well your message is hitting home. By observing the body language and feedback of audience members, you can adjust your approach. If audience members are sitting back in their chairs, not paying attention or distracted by other things, your message probably is not getting through. Consider projecting yourself more and finding ways to better engage the audience. It helps to ask audience members questions and keep them involved. If your presentation is lengthy, you might need to take a break.

Characteristics of Oral presentation

Pre Planned

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

Certainty

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

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Conciseness

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

Attractive presentation

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

Consideration of the Receiver or Audience

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

Neutrality

The audience or receiver should be silent while the speaker in delivering A his speech. The audience must analyze arid evaluate the message provided and then he should answer properly. The neutrality of the audience is must in oral communications.

Free from error

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

Patience

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

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Free from emotion

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

Presentation plan

Presentation planning is a useful and necessary skill in the professional world as well as school. Whether you need to sell a product, or get a passing grade in your class, planning a presentation takes time and dedication. You will want to figure out the best way to construct your material, considering your audience and your presentation's point. From there, work on building your slides and materials. Assemble information in a logical order that best illustrates your point. Practice your presentation regularly before delivering it. This can help you figure out any information that should be cut or restructured.

Think about the goal of your presentation. You should always begin with the end in mind when it comes to planning a presentation. Think about what you're trying to convey, and the best means to do so in the time you have.[1]

- Try jotting down your most important points. See if you notice a key point emerging. If you wanted your audience to take away one thing from this presentation, what would it be?

- Presentations often involve sharing information. However, it isn't enough to just bombard your audience with facts. What do these facts do? What bigger point are you making with the information you have?

Consider your audience. Your audience will come into the presentation with certain expectations. Know a bit about your audience, their background, and their beliefs. This can help you structure your presentation based around audience needs.[2][3]

- One major question is, "How much background information will my audience have about this topic?" You need to be able to fill in some blanks for the audience, so keep in mind what your audience may not know.

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- Also, what does your audience expect from the presentation? Are you trying to sell them a product, introduce them to a new idea, alter their way of thinking? Think about the kind of people in your audience. Do you have a tougher crowd, or do you have a group of enthusiastic people excited about what you're going to say?

Select your main points. What statements, facts, and points best illustrate the theme of your presentation? These should be included in the body of your work. Think about the length of your presentation. A 10-minute presentation, for example, should include no more than 3 points.

What points best speak to one another? Information should flow in a cohesive fashion. Say you're trying to convince a company to implement a recycling program. You have the three following points: corporate pollution is a major contributor to global warming, recycling can help the company save money, and global ice caps are melting at an alarming rate.

- While they're all good points, the third does not fit. The first two involve how to improve the company's public image and profits, while the third is just a fact.
  Try to pick another point related to the company's relationship with recycling.

Find your best supporting information. Comb through the research you are presenting. Look for your most solid supporting information. This should be the information that will really get the audience thinking, and can inspire change. Supporting information should do three things:[5]

- It should add clarity to your argument, meaning it will explain anything the audience may not understand. For example, a brief overview of pollution's effect on climate change.

- Information should also add authority. You should make connections with existing research, studies, and information. For example, you could mention there is a consensus in the scientific community that global warming is manmade, and briefly overview a few studies.

- Lastly, information should add colour to your argument. No one likes to sit through a lecture. Try incorporating visuals, like pictures and videos. You could, for instance, show a picture of the amount of waste the average corporation produces in one month.

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PowerPoint Presentation

PowerPoint presentations work like slide shows. To convey a message or a story, you break it down into slides. Think of each slide as a blank canvas for the pictures, words, and shapes that will help you build your story.

Choose a theme

When you open PowerPoint, you'll see some built-in themes and templates. A theme is a slide design that contains matching colors, fonts, and special effects like shadows, reflections, and more.

1.Choose a theme.

2. Click Create, or pick a color variation and then click Create.

Insert a new slide

On the Home tab, click the bottom half of New Slide, and pick a slide layout.

Save your presentation

1.   On the File tab, choose Save.

2.   Pick or browse to a folder.

3.   In the File name box, type a name for your presentation, and then choose Save.

Add text

Select a text placeholder, and begin typing.

1.   Do one of the following:

2.   To change the color of your text, choose Text Fill, and then choose a color.

3.   To change the outline color of your text, choose Text Outline, and then choose a color.

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4.   To apply a shadow, reflection, glow, bevel, 3-D rotation, a transform, choose Text Effects, and then choose the effect you want.

Add pictures

On the Insert tab, do one of the following:

•   To insert a picture that is saved on your local drive or an internal server, choose Pictures, browse for the picture, and then choose Insert.

•   To insert a picture from the Web, choose Online Pictures, and use the search box to find a picture.

Add speaker notes

Slides are best when you don't cram in too much information. You can put helpful facts and notes in the speaker notes, and refer to them as you present.

1.   To open the notes pane, at the bottom of the window, click Notes .

2.   Click inside the Notes pane below the slide, and begin typing your notes.

Give your presentation

On the Slide Show tab, do one of the following:

•   To start the presentation at the first slide, in the Start Slide Show group, click From Beginning.

•   If you're not at the first slide and want to start from where you are, click From Current Slide.

•   If you need to present to people who are not where you are, click Present Online to set up a presentation on the web, and then choose one of the following options:

o   Present online using the Office Presentation Service

o   Start an online presentation in PowerPoint using Skype for Business

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Visual aids

A n instructional device (such as a chart, map, or model) that appeals chiefly to vision; especially :an educational motion picture or filmstrip

Almost all presentations can be enhanced by the effective use of visual aids. These can include handouts, overhead transparencies, drawings on the whiteboard, PowerPoint slides, and many other types of props. Visual aids are an important nonverbal aspect of your speech that you can control. Once you have chosen a topic, you need to consider how you are going to show your audience what you are talking about.

Visual aids accomplish several goals:

- Make your speech more interesting

- Enhance your credibility as a speaker

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

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

- Reinforce your verbal message

- Help the audience use and retain the information

1. Select the text.

2. Under Drawing Tools, choose Format.

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POSSIBLE QUESTIONS

PART – A (ONE MARK)

1. The summary or conclusion in a presentation should take up about _____per cent of the time available.

     a) 30   b)10   c)40   d)50

2. The information included in the presentation depends upon the _____of the person who makes the presentation.

       a) objectives   b)knowledge   c)ideas   d)assumptions

3. In a presentation, too many visuals prove to be a _____

       a) distraction b)attention   c)performance d)service

4. The success of a presentation will depend on the kind of _____ created with the Audience

     a) attention   b)surprise   c)rapport   d)formality

5. Crossing the arms at the chest or clutching them at the elbow during a presentation are signs of _____

       a) confidence   b)anxiety   c)anger   d)faith

6. Power point _____is a way of bringing objects such as texts and pictures to life on the screen.

       a) animation   b)transition c)design   d)slide

7. Selecting a background, font type, colour scheme and style for the presentation is called _____the presentation.

       a) formatting b)colouring   c)enhancing   d)highlighting

8. In a presentation, the development of the main themes should take up _____per cent of the time available.

       a) 50   b)40   c)20   d)5

9. Oral communication is the interchange of _____ between the sender and receiver.

        a) written messages b) signs and gestures c) verbal messages d) cues and clues

10. Body talk is also known as:

      a) physical communication b) leakage c) overflow d) noise

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PART B (TWO MARKS)

11. What do you mean by presentation?

12. Define Visual Aids.

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

14. Write any two points that denote the significance of oral presentation.

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

PART C (SIX MARKS)

16. Discuss the importance of power-point presentation.

17. Express the need of Visual Aids.

18. Discuss the importance of power-point presentation.

19. Express the need of Visual Aids.

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

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

22. What does planning for a presentation include?

23. Describe the characteristics of oral presentation.

24. Comment of presentation plan.

25. Briefly explain on oral presentation.

Questions	option A	option B	option C	option D	Answer
Unit-I					
_____refers to the understanding and interpretation of the message received.	Encoding	Reading	Channeling	Decoding	Decoding
Feedback is the response or reaction from the_____	Sender	thirdparty	receiver	officer	receiver
The word para means_____	length	like	life	real	like
An idea is_____and it includes facts and emotions	symbolic	actual	abstract	reasonable	abstract
Choice of channel by the sender does not depend upon the _____	goal of communication	receiver	facilities available	retailers	retailers
Verbal communication refers to the use of _____	signs	words	symbols	signals	words
_____communication flows between employees of equal or comparable status	vertical	horizontal	downward	diagonal	horizontal
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
_____communication is often marred by either under-communication or over-communication	downward	upward	horizontal	diagonal	downward
Downward communication flows from a superior to_____	inferior	clerk	subordinate	labourer	subordinate
_____communication includes reporting job progress to superiors by subordinates	upward	downward	horizontal	diagonal	upward
_____is communication between two individuals at different levels belonging to different departments	horizontal communication	upward communication	diagonal communication	downward communication	diagonal communication
The grapevine acts as a kind of safety-valve for the pent-up emotions of the _____	superiors	authorities	subordinates	officials	subordinates
The grapevine provides _____to the menagement	feedback	finance	authority	solidarity	feedback
In _____chain, the information may move from anybody to anybody	cluster	probability	gossip	single strand	probability
_____can be both involuntary and conscious movements	posture	haptics	emblems	gestures	gestures
_____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

Absence of eyecontact suggests _____	openness	inattentiveness	interest	self-confidence	inattentiveness
The receiver interprets and understands the message sent by the sender. This is called _____	Encoding	Decoding	receiving	noticing	Decoding
The sender giving a form to an idea is called _____	Encoding	Decoding	channeling	feedback	Encoding
In the communication process, the _____sends the feedback	sender	receiver	transmitter	supervisor	receiver
_____communication includes communication with government agencies,departments,distributors and retailers	internal	external	downward	upward	external
_____is the study of body language.	proxemics	kinesics	haptics	chronemics	kinesics
Tone,pitch,speed of delivery and stress are examples of _____language	signs	body	para	visual	para
Personal space is divided into _____zones acoording to the nature of relationship between the interacting parties	two	five	three	four	four
_____communication may appear to be identical with oral communication	audio	visual	sign	face-to-face	face-to-face
_____is oral, yet it cannot be called face-to-face communication	group discussion	gesture	telephonic conversation	panel interview	telephonic conversation
In horizontal communication, there is a lack of _____	job co-ordination	oral communication	telephonic conversations	authoritiveness	authoritiveness
A person with a _____mind is very difficult to communicate with.	open	broad	closed	casual	closed
Noise is quite often a _____to communication	barrier	facilitator	supplement	medium	barrier
Communication is the process of passing _____ and understanding from one person to another.	information	intimation	compliments	decisions	information
A_____ is the medium through which transmission of messages take place.	sender	feedback	channel	receiver	channel
_____ communication includes letters, circulars, memos, telegrams, reports and minutes.	written	oral	visual	audio-visual	written

_____ communication includes face-to-face and telephone conversations, radio broadcasts and interviews	oral	visual	audio-visual	written	oral
Written communication is a _____record	temporary	permanent	valuable	timely	permanent
A disadvantage of written communication is that, it is _____	legally valid	time consuming	precise	accurate	time consuming
Downward communication refers to the_____	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
A memo is an example of _____communication	external	internal	audio-visual	informal	internal
Formal communication is also known as _____communication	order	vertical	official	proper	official
_____does not relate to sound alone	voice	noise	gesture	symbol	noise
The literal meaning of a word is called its_____meaning	connotative	denotative	interpretation	definite	denotative
The study of communication through touch is known as _____	Semantics	chronemics	haptics	proxemics	haptics
_____is the study of the meaning of words	kinesics	derivation	semantics	chronemics	semantics
Poor retention of communication also acts as a _____	barrier	facilitator	channel	medium	barrier
_____refers to selecting some details and omitting others	inferring	abstracting	communicating	connotation	abstracting
_____is giving a particular bias to reality	denotation	semantics	slanting	kinesics	slanting
_____means drawing inferences from observation	slanting	emotion	slanting	inferring	inferring
The nature of the grapevine or the informal channel of communication is classified into _____ basic types	two	five	four	six	four
Cultural peculiarities should be kept in mind while interpreting _____	non-verbal clues	verbal clues	audio-visual clues	oral messages	non-verbal clues
_____are addressed to our sense of hearing	symbols	gestures	audio signs	body movements	audio signs

In proxemics, physical contact from 0-18 inches comes under _____zone	friendly	social	public	intimate	intimate
The grapevine may even raise the _____of the workers	salary	morale	productivity	bonus	morale
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
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
_____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
The term brain drain refers to _____in the communication cycle	breakdowns	shutdown	leakages	coordination	breakdowns
The sender encodes the _____and formulates the message	theme	idea	picture	feedback	idea
Some forms of communication like an office order or a _____are unidirectional	letters	e-mails	notice	memo	notice
_____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
_____communication is suitable for lengthy and complex messages	oral	gesture	non-verbal	written	written
Unit-II					
The formal greeting with which a business letter begins is called_____	compliment	salutation	attention line	reference	salutation
_____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
_____is the assent of the writer to the subject-matter of the letter and is usually hand-written	salutation	signature	Compliment	inside address	signature
Reference initials in business letters help in fixing the _____for typing and dictating the letter	responsibility	time	date	reason	responsibility

The plural form for Mr. used in addressing firms with titles that contain personal name or names is_____	Mr	Mesdames	Messrs	Mmes	Messrs
Complementary close is simply a polite way of _____	Beginning the letter	Concluding the letter	refining the letter	highlighting a letter	Concluding the letter
Adjustment letters refer to the_____	reply to complaints	accepting of orders	reply to enquiries	cancellation of orders	reply to complaints
An enquiry made in response to the seller's advertisement and publicity is_____	solicited	unsolicited	enquiry for favour	routine enquiry	solicited
A_____is made in response to an enquiry from a particular person or business house.	tender	quotation	enclosure	postscript	quotation
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
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
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
_____letters are official in purpose but are addressed to a person	official	demi-official	internal	form	demi-official
_____letters lack personal touch but they save the establishment a lot of time and labour	form	internal	official	offer	form
Personal letters are _____and are written to exchange news or to seek favours.	formal	informal	official	unfriendly	informal
Business letters are_____letters	personal	enquiry	adjustment	non-personal	non-personal
A business letter serves as a record for _____reference	current	previous	future	day-to-day	future
_____communication, whether in person or over the phone is rarely remembered in full	written	oral	visual	audio-visual	oral
Executives, professionals and politicians are difficult to be approached in person. But a _____can find easy access to all	gesture	signature	letter	call	letter
_____is put just below the complimentary close	date	time	inside addresss	signature	signature

The complimentary close is written below the _____paragraph of the body of the letter	first	opening	last	middle	last
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
The attention line is written below the inside address but above the salutation and is usually _____	highlighted	underlined	striked out	hinted	underlined
An enquiry made by an old buyer in the usual couse of business is_____	enquiry for favour	solicited enquiry	unsolicited enquiry	routine enquiry	routine enquiry
Enquiries must be replied to _____	promptly	after a delay	curiously	carefully	promptly
Tenders are always submitted in _____covers by a specified time .	closed	open	sealed	paper	sealed
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
Audio-Visual aids should not be a _____to the person making the presentation	aid	substitute	facility	skill	substitute
All successful presentations pass through _____ stages	three	two	six	five	six
Both men and women should be dressed _____for a presentation	warmly	informally	formally	casually	formally
In the presentation, integration of the themes should take up about _____ per cent of the time available	50	30	20	10	20
Business letters produce immediate effect beacause:	Interesting	Informal	Formal	Brief	Informal
Letters that please the receiver are called	Routine Letters	Invitation letters	Yes letters	Good-news letters	Good-news letters
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 request	Minimum disappointment
Form letters are also known as:	Bad news letter	Circular letters	Formal letters	Persuasive Letters	Persuasive Letters
A memorandum (Memo) is considered a brief form of written communication for	Internal use	Legal use	Formal use	External use	Internal use

Question	A	B	C	D	Answer
Simplicity in writing means essentially:	The use of simple sentences	The use of simple words	Plainness	The use of simple tense	Plainness
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
Good business letters are characterised by the following personal quality of the matter:	Sincerity	Formality	Seriousness	Humour	Sincerity
The simplified style business letter has:	A salutation	A subject line	Intention	Complimentary close	A subject line
Modern business letters are usually written in:	Semi-block style	Full-block style	Simplified style	Indented style	Full-block style
Sales letters perform	Sales man's	Buyer's	Both	None of the above	Sales man's
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
The purpose of every sales letter is to convert:	The reader into a customer	The customer into reader	The seller into reader	The reader into	The reader into a customer
In the formula of "AIDA" for organizing sales letters are, ' I ' denotes:	Interest	Intimation	Introduction	None of the above	Interest
In the formula of "IDCA" for organizing sales letters are, ' D' denotes:	Development	Devotion	Desire	Deep thinking of product	Desire
Which of the following can be parts of sales letter	Introductory paragraph	The body	Concluding paragraph	All of the above	All of the above
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
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
Which of the following comes under social correspondence:	Personal letters	Business letters	Letter of application	Resume	Personal letters

Question	Option A	Option B	Option C	Option D	Answer
The formal 'invitation' to share holders, directors and other members entitled to attend the meeting is called as:	Agenda	Notice	Prospectus	Minutes	Notice
As per the companies Act ------- days notice is required for convening a general body meeting of the members:	23	22	21	20	21
A list of items to be considered at a meeting is called:	Agenda	Notice	Minutes	Circular	Agenda
Official record of business transacted, discussions held and decision taken at the meeting is called:	Agenda	Notice	Minutes	Circular	Minutes
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
Only decisions and resolution arrived at the meeting are recorded in:	Minutes of resolution	Minutes of narration	Notice	Agenda	Minutes of resolution
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
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
What should NOT be avoided when engaging in business correspondence among the following?	Choppy sentences	Passive sentences	Blas-free language	Cliches	Blas-free language
Body of letter is divided into ---- parts	1	2	3	4	3
The ------------ of business letter is called layout.	body	Content	Pattern	All of the above	Pattern
UNIT III					
An account given or opinion formally expressed for specific purpose after proper inquiry, investigation and consideration	Agenda	Recommendations	Conclusion	None of the above	Report
Which of the following report provides detailed analysis which can act as basis for planning and controlling is called	Investigational report	Committee reports	Progress report	Directors report	Investigational report
Which type of reports facilitate solving complex and complicated problems through the combined judgement of expert members?	Committee report	Investigational report	Directors report	Progress report	Committee report
Which type of reports act as control devices for taking correct actions to ensure successful implementation of plans and policies?	Committee report	Investigational report	Directors report	Progress report	Progress report

Question					
Number of stages in business report writing	3	4	5	2	3
The directors of the company make report at the end of every financial year is known as:	Committee report	Investigational report	Directors report	Progress report	Directors report
Which of the follwing is most likely to evaluate several alternatives?	Feasibility report	Committee reports	Progress report	Directors report	Feasibility report
If you want to recommend that your company upgrade its quipment, appropriate report will be	Feasibility report	Justification report	Progress report	Directors report	Justification report
Which of the following is appropriate for reports?	Avoid using headings and transitions	Introducing visuals in the document	Using a very formal style to impress readers	Using slang and contractions	Introducing visuals in the document
Which of the following is likely to help readers to follow your report easily?	Contractions	Repetition	Topic sentences	preposition	Topic sentences
Which of the following parts of the formal report would be the BEST place to include proof for the recommendations	Body	Methods	Conclusion	Purpose	Body
You are writing a report that recommends renovation projects at each of your three locations in the city appropriate pattern will be	Geographic	Pro and Con	Functional	Chronological	Geographic
Which of the following report does not provide recommendation?	Annual report	Investigational report	Directors report	Progress report	Annual report
Reports present conclusions based on	Intuition	Investigation	Belief	Impression	Investigation
The terms of reference for producing a specific report are given by the	Writer	Expert	Organization	Chairman	Organization
The index forms a part of the	Main body	Front matter	End matter	Glossary	End matter
A cover letter is normally written by	Top management	CEO	Report writer	Reader	Top management
The chronological development of information in the body of the report is done according to the	order in which events occurred	Choice of the writer	Collection of data	logical sequence of events	order in which events occurred
A report can present the information in	Two days	Three ways	Four ways	Five ways	Three ways
Which of the following reports is prepared and presented in accordance with formal structure	Formal report	Statutory report	Non-statutory report	progress report	Formal report

Question					
Which of the following type of reports is to be prepared after holding statutory meeting within --- six months of the incorporation of the company	three	Four	Five	Six	Six
Which report is to be prepared according to legal procedures	Statutory	Formal	Non-statutory	progress report	Statutory
Which of the following part of business report covers title and lettters, etc.,	Prefactory part	Body part	Supplemental part	None of the above	Prefactory part
Which type of report is prepared not because of legal compulsion but because of necessity felt by management	Statutory	Formal	Non-statutory	progress report	Non-statutory
Which of the following part of business report covers introduction, text, summary of finding etc.,	Prefactory part	Body part	Supplemental part	None of the above	Body part
Which of the following part of business report covers appendix, bibliography and index	Prefactory part	Body part	Supplemental part	None of the above	Supplemental part
Which type of report do not stress the formal structure but concentrate on the body of the report	Formal report	Statutory report	Non-statutory report	Informal report	Informal report
Which type of report is submitted at regular intervals	Routine report	Special report	Non-statutory report	Informal report	Routine report
Which type of report concerning with single or special situation	Routine report	Special report	Non-statutory report	Informal report	Special report
Which one presents the facts and summary without analysing, interpreting and making recommendations	Routine report	Special report	Non-statutory report	Informational report	Informational report
Which one presents the facts and summary after analysing, interpreting and making recommendations	Analytical report	Special report	Non-statutory report	Informational report	Analytical report
Which report is submitted by individuals like auditors	Individual report	Committee report	Directors report	special report	Individual report
Which type of report is submitted by committee	Individual report	Committee report	Directors report	special report	Committee report
The first stage of business report writing is	Prewriting stage	Writing stage	Rewriting stage	Editing stage	Prewriting stage
In which of the following stage, the purpose of writing report is established	Prewriting stage	Writing stage	Rewriting stage	Editing stage	Prewriting stage
Which of the following lists all sources used in writing report	Bibliography	Body	Table of contents	Recommendations	Bibliography

Question	A	B	C	D	Answer
Which one enumerates the further actions to be taken to rectify the situation	Bibliography	Body	Table of contents	Recommendations	Recommendations
Which one highlights the findings in summarised form for easy understanding	Bibliography	Conclusions	Table of contents	Recommendations	Conclusions
Which of the following contains the list of all topics and tables	Bibliography	Conclusions	Table of contents	Recommendations	Table of contents
The third stage of writing business report is	Rewriting stage	Prewriting stage	Writing stage	Editing stage	Rewriting stage
Which of the following reports is prepared by the immediate boss for its submission to the higher authorities to evaluate the periodical performance of the subordinates	Individual report	Committee report	Directors report	confidential report	confidential report
The title of the report should not cover all of the following EXCEPT	Cripsy and catching	Lengthy	Short	Vague	Cripsy and catching
The second stage of writing business reports is	Rewriting stage	Prewriting stage	Writing stage	Editing stage	Writing stage
Questionnaire is presented in the part of report under the head of	Appendix	References	Bibliography	Recommendations	Appendix
Which one appears generally in bound reports which are meant for wide circulation	Appendix	Frontispiece	Copy right notice	Acknowledgement	Frontispiece
Which of the following is a list of technical words used in the report and their explanations	Glossary	Frontispiece	Appendix	Acknowledgement	Glossary
Which one enables the reader to locate easily any topic	Glossary	Frontispiece	Appendix	Index	Index
Which one contain materials which are needed to support the main body of the report but is too detailed to be included in the text	Glossary	Frontispiece	Appendix	Appendices	Appendices
The name of persons and organisations that have helped the writer in the production of the report must be mentioned in:	Glossary	Frontispiece	Appendix	Acknowledgement	Acknowledgement
A good report problem in business meets all EXCEPT which of the following criteria?	The audience for the report able to implement the recommend action	It is narrow, yet challenging		The facts are sufficient to show that the recommendation will solve the problem	The data, evidence and facts are sufficient but unavailable to you

Question	A	B	C	D	Answer
Which of the following must be written after the research is complete and the data are analysed:	Recommendations	Methods	Scope	Definitions	Recommendations
Which type of report are the records of activities of a company, association or a department during a given period	Periodic report	Examinations report	Analytical report	Statistical report	Periodic report
Which type of report is prepared after a thorough examination of a problem	Periodic report	Examinations report	Analytical report	Statistical report	Examinations report
Which report is made up of financial data, mathematical charts and tabular column	Periodic report	Examinations report	Analytical report	Statistical report	Statistical report
The first important preliminary step in writing a report	Defining the purpose and scope	Collecting the data	Analysing the data	Making an outline	Defining the purpose and scope
The final preliminary step in writing a report	Defining the purpose and scope	Collecting the data	Analysing the data	Making an outline	Making an outline
After finding out to whom the report is to be submitted, which step is to be taken in writing report	Defining the purpose and scope	Collecting the data	Analysing the data	Making an outline	Collecting the data
After data collection, which step is to be taken in writing report	Defining the purpose and scope	Analysing the data	Determining the audience	Making an outline	Analysing the data
After defining the purpose or scope, what is to be done in writing report	Data collection method	Analysing the data	Determining the audience	Making an outline	Determining the audience
Outline of examination reports include all of the following EXCEPT	Purpose and scope	Methods for collecting data	Analysing the data	Giving recommendatios	Giving recommendatios
UNIT IV					
The *primary* 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.
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
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

Question	A	B	C	D	Answer
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
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.
Which of the following is a demographic characteristic of a speech audience?	interest	attitude	size	gender	gender
The will usually dictate how long a speech should be.	size of the audience	occasion	physical setting	topic	occasion
According to your textbook, what are the three primary factors to consider when assessing an audience's disposition toward a speech topic?	gender, knowledge, and opinions	interest, background, and age	size, occasion, and group membership	knowledge, interest, and attitude	knowledge, interest, and attitude
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
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.
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
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
The _____ body of the presentation should be broken into short and clear units	Main	Middle	Upper	Lower	Main
are usually short messages with natural, casual use of language.	Formal reports	Informal reports	Short reports	Progress report	Informal reports

Question	Prefatory Parts	Text Parts	Supplementary Parts	Body parts	Supplementary Parts
are ___ basic parts of a formal report.	Prefatory Parts	Text Parts	Supplementary Parts	**Body parts**	Supplementary Parts
Classification of Report is:	nformal reports, Short reports	Formal reports ,Long reports	Formal or Informal reports , Short or Long Reports	Informal repots, Long repots	Formal or Informal reports , Short or Long Reports
Which writing style characterizes the memos?	**Informal**	Formal	Impersonal tone.	Neutral	**Informal**
-----------are routine reports prepared at	Periodic	Formal	Progress	Conferen	Periodic
What are the three general purposes	To persuade,	To inform,	To	**Above all**	To inform,
What kind of topics are important for a	Any kind of	Topics that	Topics	All of the	All of the
What does a successful speech	Knowledge of	To write	Talk	**Above all**	Knowledge
The proper use of sounds to form	Pitch	Personifica	Pronunci	All of the	Pitch
All of the following are dimensions of	Public or	Formal or	Monologi	Monologi	Formal or
The following are all generic speaking	**Analysis**	**Style**	Organizati	Research	**Analysis**
In educational presentations, a	The speech	A	The	Anything	Anything
All of the following are typical presentations in	Marketing	Employment	Project	**Training**	**Training**
What is the purpose of a ceremonial	to meet a need	to transmit	to evoke	to swaying	to meet a
All of the following are typical speaking	Presenting the	Proposing a	Telling a	Nominatin	Nominating
All of the following are typical speaking	Talk shows	Public	Communit	Rallies	Community
According to your text, a series of short	symposium	panel	forum	debate	debate
A skill resume	Summarizes	Can	Emphasiz	is	Can
Which of the following should NOT be	Technical	Marital	Names of	Personali	Marital
A chronological resume is appropriate	You want to	You are	you want	your	You want
Employers will be most likely to reject	are more than	do not	Contain	Present	Contain
Which of the following is a techniques	Presenting it in	Including it	Using	Positioni	Presenting
Which of the following should NOT be	Complete	The word	Sentence	Gerunds,	The word
Which of the following is not	Additional	Placing the	Using	Including	Using
Mr.John is involved in some capacity	Chronological	Skill	Both a	Neither a	Skill
The kind of information should be	Work	Education	Affiliatio	All of the	All of the
Which one of the following is NOT	Contact	Objectives	Work	Religious	Religious
The best way to apply for a job is to	Specifically	Full of	Suitable	Self-	a)Specifical
The application letter and the resume	The same task	over	Two	Two	Two
A summary placed at the beginning of	Statement of	Preface	Synopsis	Letter of	Preface
The application letter is:	Description of	a summary	a	a	Description
The chances that an interview will be	prepare by	Learn about	Wait for	listen	Wait for
All of the following are recommended	bringing a	preparing a	bringing	finding	preparing a
A job applicant should prepare a list of	Salary details	Profitability	Training	Casual	Training
All of the following are examples of	Where do you	What have	how do	What is	Where do
The best time to begin discussing	during the job	after you	In the	In the job	after you
If you have more than one job offer, all	Am I willing to	Am I	Where do	Will this	Will this
Which is NOT typical behavior of a	having eye-	Using	Asking	Personali	Asking
Tease or stress questions are intended	the candidate's	The	The	How the	How the
In an interview, if you do not know an	Bluff	Keep	Remain	Admit	Admit you
Which of the following is a good	Do not bring	criticie	Remembe	Provide	Remember

Question	A	B	C	D	E
The word interview comes from:	French	Germany	Latin	none of	Latin
The person who answers the questions	Interviewer	Interviewee	Panel	Manager	Interviewee
The person who asks the questions in	Interviewer	Interviewee	Panel	Manager	Interviewer
Which type of interview follow formal	Structured	Un	Stress	Appraisal	Structured
Which type of interview does not	Structured	Un	Stress	Appraisal	Un
It is designed to place the interviewee	Structured	Un	Stress	Appraisal	Stress
UNIT V					
What are the purposes of an oral	Only for fun	To	To	Just to	To inform,
What you have to do to get prepared	Research,	Do nothing,	Plan the	Stand in	Plan the
What we need to avoid while	Movement and	Verbal	Timing	A loud	Verbal
Which of the following statements	They limit the	They are	They	D. B and	They limit
_____ is typically the	Memorized	Extempora	Imprompt	Scripted	Memorized
To motivate people to take action, give	a training	a	an action	an	an
PowerPoint presentations are widely	note outlines	project	communi	All of	note
A new presentation can be created	Blank	From	From	All of	Blank
Emotional Adjustment of students is	Personality	Class-	Disciplin	All of the	All of the
Black-board in which group/category	Audio-aids	Visual•aids	Audio-	Above all	Visual•aids
A presentation is a form of oral	mixed	large	small	specific	specific
The presenter acts as the:	deliverer of the	medium of	advocate	supporter	deliverer of
The audience for a presentation	are uniform in				are uniform
are uninformed and lack a purpose	vary in their	are	vary in	are	vary in
To be able to give a good presentation,	useless	necessary	audience	optional	necessary
Reading out a presentation is:	dull	not allowed	helpful	allowed	helpful
Oral communication is the interchange	written	signs and	verbal	cues and	verbal
Body talk is also known as:	physical	leakage	overflow	noise	physical
The limitation of oral communication	it is easy to be	it is not	it is	it does	it is
The term "troublesome t's" refers to	abdominal	characterist	the	the	the causes
If you exhibit too little confidence	feel discomfort.	feel	reject	reject	feel
What is a motion path?	A type of	A method	A method	All of the	A method
Which option on the custom animation	Add effect	Emphasis	Animate	All of the	Add effect
Which of the following provides a	Outline	Speaker	Audience	All of the	Audience
. Oral communication is also known as	Verbal	Non verbal	Formal	Exit	Verbal
.Those who listen to a speaker are:	audience	Listeners	addressee	All of	Listeners
If a speaker must test a microphone	ask, "Can you	ask those	blow into	tap on the	ask those
In oral interpretation, a slow tempo to	a pitch change	greater	sustained	an	sustained
One way to make a PowerPoint slide	Select the slide	Click the	Select the	PowerPoi	Select the
Which of the following is not one of	Slide show	Slide view	Presentati	Outline	Presentatio
The quickest way to create	Word for	Auto	Auto	Presentat	Auto
Which of the following terms is used	educationally	low vision	functional	All these	low vision
One's visual field refers to	how much one	how much	how high	the range	the range a
36. White talking to friends you do not	Written	Oral	audio	visual	Oral
In oral presentation outside your	Flash back	Backgroun	Front	Forword	Backgroun
33. In oral communication there is a	Reaction	Response	Refection	Reset	Response
In oral communication the speaker can	Reaction	Response	Rejection	Reset	Reaction
Conversation, in general, differs from	informality	purpose	structure	technique	purpose
Which file format can be added to a	.jpg	.giv	.wav	All of the	All of the
In Microsoft PowerPoint two kind of	wav files and	.wav files	.wav files	jpg files	wav files
Material consisting of text and	A table slide	A bullet	A title	All of the	A table
What is a motion path?	A type of	A method	A method	All of the	A method

Which of the following should you use	the slide layout	add a slide	outline	a	a
If you have a PowerPoint show you	Inclusion	Attachment	Reply	Forward	Attachment
special effects used to introduce slides	effects	custom	transition	present	transitions
What is a slide-title master pair?	The title area	a slide	A slide	All of the	A slide
in the context of animations, what is a	An action	An action	The name	All of the	An action
In order to edit a chart, you can	Triple click the	Click and	Double	Click the	Double
the slide that is used to introduce a	table slide	graph slide	bullet	title slide	title slide
Which of the following should be used	File, add a new	Insert, New	File Open	File, New	Insert, New
Which command brings you to the first	Next slide	Page up	Ctrl +	Ctrl +	Ctrl +
Auto clipart is a feature that	Automatically	Scans your	Scans	All of	All of
The PowerPoint view that displays	Slide show	Slide sorter	Notes	Outline	Outline
Which of the following provides a	Outline	Speaker	Audience	All of the	Audience
Presentation designs regulate the	Design plates	Templates	Placehold	Blueprint	Templates
When using PowerPoint, to play a	View, slide	View, slide	View,	View	View, slide
Which of the following is the default	Vertical	Landscape	. Portrait	All the	Landscape
What are symbols used to identify	Icons	Markers	Bullets	Graphics	Bullets
Good design determines	Credibility	Readability	First	All of	All of
Line spacing refers to	The space	The height	The	a and c	The space
The auto shapes tool provides you with	Fancy text to	Commonly	Any	Clip art	Commonly

KARPAGAM UNIVERSITY
(Established Under Section 3 of UGC Act 1956)
COIMBATORE – 641 021
(For the candidates admitted from 2016 onwards)
I B.Com/BCom (PA)/B.Com (BPS)/B.Com (CS)
I Internal Examination
BUSINESS COMMUNICATION

Time: 2Hours   **Maximum: 50 Marks**
Date:

PART – A   **(20*1 = 20 Marks)**
Answer all the questions

1. Communication is the process of passing _____ and understanding from one person

   to another.

   a) Iinformation   b) Intimation   c) compliments   d) decisions

2. Written communication is a _____record.

   a) temporary   b) permanent   c) valuable   d) timely

3. A_____ is the medium through which transmission of messages take place.

   a) sender   b) feedback   c) channel   d) receiver

4. A person with a _____mind is very difficult to communicate with.

   a) open   b) broad   c) closed   d) casual

5. Verbal communication refers to the use of _____

   a) signs   b) words   c) symbols   d) signals

6. _____communication flows between employees of equal or comparable status

   a) vertical   b) horizontal   c) downward   d) diagonal

7. The word para means_____

   a) length   b) like   c) life   d) real

8. Feedback is the response or reaction from the_____

   a) Sender   b) third party   c) receiver   d) officer

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

   a) goal of communication   b) receiver   c) facilities available   d) retail

10. Downward communication flows from a superior to_____

    a) inferior   b) clerk   c) subordinate   d) labourer

11. 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

12. A business letter serves as a record for _____ reference

     a) current   b) previous   c) future   d) day-to-day

13. Personal letters are _____ and are written to exchange news or to seek favours.

     a) formal   b) informal   c) official   d) unfriendly

14. Form letters are also known as:

     a) Bad news letter   b) Circular letters   c) Formal letters   d) Persuasive Letters

15. Good business letters are characterized by the following personal quality of the matter:

     a) Sincerity   b) Formality   c) Seriousness   d) Humor

16. Modern business letters are usually written in:

     a) Semi-block style   b) Full-block style   c) Simplified style   d) Indented style

17. The _____ of business letter is called layout.

     a) body   b) Content   c) Pattern   d) All of the above

18. Which of the following comes under social correspondence?

     a) Personal letters   b) Business letters   c) Letter of application   d) Resume

19. The simplified style business letter has:

     a) A salutation   b) A subject line   c) Intention   d) Complimentary close

20. 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   (3x2=6)
ANSWER ALL THE QUESTIONS

21. What is meant by Communication?

22. Write two demerits of written communication.

23. What do you mean by Sales letter?

PART C   (3x8=24)
ANSWER ALL THE QUESTIONS

24 a). Explain the process of communication

     (OR)

  b). Describe the barriers to communication

25 a). Explain the types of formal communication.

     (OR)

  b). Write a sales letter about steel tables.

26 a). Discuss the importance of grapevine in an organization.

     (OR)

  b). A good business letter never says 'no'- Comment.

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I B.Com/BCom (PA)/B.Com (CA)/B.Com (BPS)
II Internal Examination
BUSINESS COMMUNICATION

Time: 2Hours   Maximum: 50 Marks
Date: 21.08.2017

PART – A   **(20*1 = 20 Marks)**
Choose the Best Answer

1. A letter to bring mistakes to the notice of responsible person is called:

     a) Claim letter   b) Complaint letter   c) Both a and b d) Adjustment letter

2. A written response to a claim letter sent by a customer by a business representative or manager is called:

     a) Adjustment letter   b) Claim letter   c) Complaint letter   d) Sales letter

3. Which of the following comes under social correspondence?

     a) Personal letters   b) Business letters   c) Letter of application   d) Resume

4. The formal 'invitation' to share holders, directors and other members entitled to attend the Meeting is called as:

     a) Agenda   b) Notice   c) Prospectus d) Minutes

5. As per the companies Act _____ days notice is required for convening a general body Meeting of the members:

     a) 23   b) 22   c) 21   d) 20

6. A list of items to be considered at a meeting is called:

     a) Agenda   b) Notice   c) Minutes   d) Circular

7. Official record of business transacted, discussions held and decision taken at the meeting is called:

     a) Agenda   b) Notice   c) Minutes   d) Circular

8. If no objection raised or modification is asked for by any member, minutes are signed by:

     a) Board of directors   b) Secretary   c) Chairman   d) None of the above

9. Only decisions and resolution arrived at the meeting are recorded in:

     a) Minutes of resolution   b) Minutes of narration   c) Notice   d) Agenda

10. Which of the following records the brief discussion and circumstances leading to the Resolution in addition to the resolution passed:

a) Minutes of resolution   b) Minutes of narration   c) Notice   d) Agenda

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

    a) Agenda   b) Recommendations c) Conclusion d) None of the above

12. 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

13. Number of stages in business report writing-

    a) 3   b) 4   c) 5   d) 2

14. Which of the following is likely to help readers to follow your report easily?

    a) Contractions   b) Repetition c) Topic sentences   d) preposition

15. 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

16. 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

17. Which of the following report does not provide recommendation?

    a) Annual report   b) Investigational report

    c) Directors report   d) Progress report

18. Reports present conclusions based on

    a) Intuition   b) Investigation   c) Belief   d) Impression

19. The terms of reference for producing a specific report are given by the

    a) Writer   b) Expert   c) Organization   d) Chairman

20. The index forms a part of the

    a) Main body   b) Front matter   c) End matter d) Glossary

PART B   **(3x2=6 Marks)**

ANSWER ALL THE QUESTIONS

21. What is meant by Office memo?

22. Give out the importance of business reports.

23. What is called as a report?

ANSWER ALL THE QUESTIONS

24 a). Discuss the types of Minutes.

Or

b).'' A tactfully written letter of complaint will alone bring a proper adjustment''.

Illustrate the truth of his statement.

25 a). Explain the importance of 'Introduction' as a part of the body of the report.

Or

b). Express your views on different types of reports.

26 a). Why is it important to circulate agenda among the members in advance? Discuss.

Or

b). Explain the Characteristics of Business Report.

Reg. No.....................................

[16AEC101]

KARPAGAM UNIVERSITY
Karpagam Academy of Higher Education
(Established Under Section 3 of UGC Act 1956)
COIMBATORE – 641 021
(For the candidates admitted from 2016 onwards)

B.Com, B.Com (CA), B.Com (PA), B.Com (BPS), B.Com (CS), BBA, DEGREE EXAMINATION, JANUARY 2017
First Semester

BUSINESS COMMUNICATION

Time: 3 hours   Maximum : 60 marks

PART – A (20 x 1 = 20 Marks) (30 Minutes)
Answer ALL the Questions

1. The _____ indicates the degree of accuracy with which the idea is replicated in the receiver's mind.
   a. Formulation   b. Feedback   c. Interpretation   d. Channel

2. Para language is non-verbal because it does not consist of _____
   a. tone   b. words   c. pitch   d. stress

3. The grapevine should be used to feel the pulse of the _____
   a. authorities   b. management   c. employees   d. supervisors

4. A channel of _____ communication can flow even vertically and diagonally.
   a. upward   b. downward   c. diagonal   d. horizontal

5. If a business letter fails in the _____ it is considered to have failed totally inachieving its purpose.
   a. closing paragraph   b. opening paragraph   c. middle paragraph
   d. subject

6. The _____ is sent after receipt of an inquiry from the prospective customer.
   a. idea   b. enquiry   c. tender   d. quotation

7. The letters written to bring errors to the attention of those who must take responsibility for them are known as _____ letters.
   a. claim   b. sales   c. offer   d. application

8. The complimentary close is the written equivalent of _____
   a. hello   b. good morning   c. good-bye   d. see you soon

9. An oral report can be _____ at any time
   a. referred   b. denied   c. proved   d. secured

10. Reports submitted by the Branch manager, Personnel manager, Marketing manager, the auditor and the Company secretary are reports by_____
    a. committees   b. individuals   c. officials   d. superiors

11. _____ reports can be statutory or non-statutory
    a. informal   b. formal   c. periodic   d. informative

12. _____ reports are related to a single occasion or situation.
    a. special   b. periodic   c. informative   d. performance

13. In a resume, _____ includes name and date of birth.
    a. contact information   b. personal data   c. work experience
    d. extra-curricular activities

14. In an interview, _____ is as important as welcoming.
    a. arriving   b. arguing   c. defending   d. parting

15. A good speech is like an _____ talk
    a. formal   b. normal   c. informal   d. abnormal

16. A good speaker treats his audience like a group of _____ people
    a. non-living   b. giving   c. living   d. precious

17. The summary or conclusion in a presentation should take up about _____ per cent of the time available.
    a. 30   b. 10   c. 40   d. 50

18. The information included in the presentation depends upon the _____ of the person who makes the presentation.
    a. objectives   b. knowledge   c. ideas   d. assumptions

19. In a presentation, too many visuals prove to be a _____
    a. distraction   b. attention   c. performance   d. service

20. The success of a presentation will depend on the kind of _____ created with the audience
    a. attention   b. surprise   c. rapport   d. formalit

PART B (5 x 2 = 10 Marks) (2½ Hrs)
Answer ALL the Questions

21. Briefly mention the main objectives of download communication.
22. Write a short note on 'Attention line'
23. Write a short note on 'Abstract'?
24. How should a candidate dress himself/herself for an interview?
25. How should visual aids be used while making a presentation?

PART C (5 x 6 = 30 Marks)
Answer ALL the Questions

26. a. What do you understand by the grapevine? What is its importance in an organisation?

(OR)

    b. Explain the different types of communication with suitable examples.

27. a. Describe with illustrations the different parts of a letter.

(OR)

    b. Mention the various details to be included by organisations while inviting tenders?

28. a. Outline the steps to be taken while preparing a report.

(OR)

    b. Describe the ways in which a report can be organised.

29. a. What are the various techniques employed for selection interviews? Discuss their relative merits and demerits.

(OR)

    b. "A good speech requires planning." Discuss.

30. a. What does planning for a presentation include?

(OR)

    b. Describe the characteristics of oral presentation.

Reg. No..................................

Time: 3 hours   Maximum : 60 marks

PART – A (20 x 1 = 20 Marks) (30 Minutes)
(Question Nos. 1 to 20 Online Examinations)

PART B (5 x 2 = 10 Marks) (2½ Hrs)
Answer ALL the Questions

21. What is meant by communication process?
22. Give out the types of communication
23. What is meant by Organizational barrier?
24. Define Memorandum
25. What do you mean by presentation?

PART C (5 x 6 = 30 Marks)
Answer ALL the Questions

26. a) Write a note on the need and importance of business Communication.
                    Or
    b) Discuss the forms of communication.

27. a) Comment on the types of communication
                    Or
    b) Explain in detail on Barriers of communication.

28. a) Draft a sales letter introducing a new model scooter.
                    Or
    b) "A tactfully written letter of complaint will alone bring a proper adjustment".
       Illustrate the truth of his statement.

29. a) Draft a minute of the Annual general meeting of the shareholders of the
       Reliance Industries.
                    Or
    b) Explain in detail on social correspondence.

30. a) Briefly discuss the importance of downward communication.
                    Or
    b) Express the importance of Letter writing.

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1   2

[12CMU202]

KARPAGAM UNIVERSITY
(Under Section 3 of UGC Act 1956)
COIMBATORE – 641 021
(For the candidates admitted from 2012 onwards)

B.Com. DEGREE EXAMINATION, APRIL 2014
Second Semester

COMMERCE

EXECUTIVE BUSINESS COMMUNICATION

Time: 3 hours   Maximum: 100 marks

PART A (15 X 2 = 30 Marks)
Answer ALL the Questions

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

PART B (5 x 14=70 Marks)
Answer ALL the Questions

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

Or

b. State the different type of channel of communication.

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

Or

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

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

Or

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

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

Or

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

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

Or

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

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COIMBATORE – 641 021
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I B.Com/BCom (CA)/BCom (BPS)/Bcom (CS)
III Internal Examination
BUSINESS COMMUNICATION

Time: 2Hours   Maximum: 50 Marks
Date:

PART – A   (20*1 = 20 Marks)
Answer all the questions

1. The primary purpose of speechmaking is to
    a) **gain a desired response from listeners.** b) learn more about the speech topic.
    c) gain experience as a speaker.   d) display the speaker's knowledge.
2. Audience analysis is an important factor in which of the following?
    a)selecting a topic   b) organizing the speech   c)choosing supporting materials
    d) **all of the above**
3. Audience adaptation is an important factor in which of the following?
    a) choosing the speech topic b) preparing the speech c) presenting the speech
    d) **all of the above**
4. Which of the following is a demographic characteristic of a speech audience?
    a) interest b) attitude   c) size d) **gender**
5. Which of the following is a demographic characteristic of a speech audience?
    a) interest b) attitude c) size d) **gender**
6. The will usually dictate how long a speech should be.
    a) size of the audience b) **occasion** c) physical setting d) topic
7. All of the following are dimensions of the speaking situation that a speaker
      should analyze except:
    a) Public or private sphere b) **Formal or informal demeanour** c) Monologic
     or dialogic d) Monologic and dialogic
8. The following are all generic speaking skills that are taught and practiced in
      introductory speech classes except:
    a) **Analysis** b) Style c) Organization d) Research
9. In a resume, _____includes name and date of birth.
    a) contact information b)**personal data**   **c**)work experience   d)extra-curricular
      activities
10. In an interview, _____is as important as welcoming.
    a) arriving   b)arguing   c)defending   d)**parting**

11. The summary or conclusion in a presentation should take up about _____per cent of the time available.

    a) 30   b)**10**   **c)**40   d)50

12. The information included in the presentation depends upon the _____of the person who makes the presentation.

    a) objectives b)knowledge c)ideas   d)assumptions

13. In a presentation, too many visuals prove to be a _____

    a) distractionb)attention   c)performance d)service

14. The success of a presentation will depend on the kind of _____ created with the Audience

    a) attention   b)surprise   c)**rapport**   d)formality

15. Crossing the arms at the chest or clutching them at the elbow during a presentation are signs of _____

    a) confidence   b)**anxiety**   **c)**anger   d)faith

16. Power point _____is a way of bringing objects such as texts and pictures to life on the screen.

    a) animation **b)**transition c)design   d)slide

17. Selecting a background, font type, colour scheme and style for the presentation is called _____the presentation.

    a) formatting   b)colouring   c)enhancing   d)highlighting

18. In a presentation, the development of the main themes should take up _____per cent of the time available.

a) 50 b)**40** **c)**20 d)5
19. Oral communication is the interchange of _____ between the sender
    and receiver.
        a) written messages b) signs and gestures c) **verbal messages** d) cues and clues
20. Body talk is also known as:
        a) **physical communication** b) leakage c) overflow d) noise

PART - B (3x2=6)
ANSWER ALL THE QUESTIONS

21. Mention two characteristics of Good speech.
22. Define Visual Aids.
23. Write any two points that denote the significance of oral presentation.

PART - C (3x8=24)
ANSWER ALL THE QUESTIONS
24 a). What are the various techniques employed for selection interviews? Discuss their
        relative merits and demerits.
                        (OR)
   b). "A good speech requires planning." Discuss.

25 a). Discuss the importance of power-point presentation.
                        (Or)
   b). Express the need of Visual Aids.

26 a). Discuss the objectives interview.
                        (Or)
   b). Briefly explain on oral presentation.

Part – B (TWO MARKS)

21**. Communication:**

Communication is a two way process. It is the sharing of information, facts, ideas, opinions and understanding with one and other.

22. **Demerits of Written Communication**:

- Written Communication may lead to misinterpretation of messages
- Immediate clarification of doubts is not possible in written communication.

23**. Sales Letter:**

It is written by the seller to the buyer, inducing him to buy a product. It contains the offers available, details and features of the product and the terms and conditions of sale. It is an invitation from the seller to the buyer to make him, buy his products.

Part – C

24.a. **Communication Process:**

The communication process is the steps we take in order to successfully communicate. Components of the communication process include a sender, encoding of a message, selecting of a channel of communication, receipt of the message by the receiver and decoding of the message.

Seven major elements of communication process are: (1) sender (2) ideas (3) encoding (4) communication channel (5) receiver (6) decoding and (7) feedback. Communication may be defined as a process concerning exchange of facts or ideas between persons holding different positions in an organisation to achieve mutual harmony.

(1)Sender:

The person who intends to convey the message with the intention of passing information and ideas to others is known as sender or communicator.

(2) Ideas:

This is the subject matter of the communication. This may be an opinion, attitude, feelings, views, orders, or suggestions.

(3) Encoding:

Since the subject matter of communication is theoretical and intangible, its further passing requires use of certain symbols such as words, actions or pictures etc. Conversion of subject matter into these symbols is the process of encoding.

(4) Communication Channel:

The person who is interested in communicating has to choose the channel for sending the required information, ideas etc. This information is transmitted to the receiver through certain channels which may be either formal or informal.

(5) Receiver:

Receiver is the person who receives the message or for whom the message is meant for. It is the receiver who tries to understand the message in the best possible manner in achieving the desired objectives.

(6) Decoding:

The person who receives the message or symbol from the communicator tries to convert the same in such a way so that he may extract its meaning to his complete understanding.

(7) Feedback:

Feedback is the process of ensuring that the receiver has received the message and understood in the same sense as sender meant it.

24. b. **Barriers to Communication**

There are many barriers to communication that exist in any organization, but some are more pervasive and more common than others. Barriers can be environmental or personal and may include such things as noise (real or internal), bias, cultural differences or even differences in roles, or levels of authority, within the organization.

➢ Noise

Noise can be either internal or external. Internal noise represents the internal self-talking that we all do, such as thinking about things that need to be done, wondering about what the other person is

thinking about, or thinking about what we'll do when we go home for the evening. Our internal contemplations can keep us from being entirely focused on the conversations we're involved in at that moment. In addition to internal noise, we can also be impacted by external noise, or literally the noise around us. External noise can include other conversations, traffic noise or anything that interferes with our ability to maintain focus.

➤ Culture

Culture can be a significant impact on communication. Some cultures are open and supportive of input from employees and a two-way flow of communication. Other cultures are more top-down; leaders convey messages but don't seek out input from staff, or often even customers. Culture can represent a barrier to communication when it keeps communication from happening or when employees communicate the information and input they feel they are expected to communicate, and not what they really believe.

➤ Role

Role conflicts can create barriers to communication in organizations, particularly when they involve interactions between subordinates and superiors. Regardless of how open managers and senior leaders believe they are to employee input, employees are often hesitant to share their honest insights, especially when those insights may be perceived as critical.

➤ **Bias**

Whether we recognize it or not, we all suffer from various biases. These biases can interfere with communication both when we're sending and receiving messages. Biases can be based on our preconceived beliefs or based on impressions we form of people as we interact with them. When communicating with others, it's important to be aware of, and to work to overcome, these biases.

➤ **Misinterpretation**

While misinterpretation may happen most commonly in email interactions, it can also occur over the phone or in face-to-face conversations. When interacting with others, we may jump to conclusions or misinterpret something they've said. These misinterpretations then color our own responses and beliefs. It is important to be sure that the meaning behind your communication is clearly and accurately understood. When in doubt, ask for clarification. Some of the commonly-found barriers in communication in an organization:

➤ **Perceptual Barriers:**

The most common problem faced these days is that of the difference in opinion between two people. The varied perceptions of every individual give rise to a need for effective communication.

- **Emotional Barriers:**

  Another main barrier is the fear and mistrust that form the roots of our emotional barrier which stop us from communicating effectively with our co-workers.

- **Language Barriers:**

  Language that describes what we would want to express and communicate to others, may at times, serve as a barrier to them. In today's global scenario, the greatest compliment we can pay to another person is by speaking and effectively communicating to them in their local language. We need to understand that the native language of employees can be different from anyone else's.

- **Cultural Barriers:**

  The world is made up of diverse cultures. A cultural barrier arises when two individuals in an organization belong to different religions, states or countries.

- **Physical Barriers:**

  Research shows that one of the key factors in building strong and integrated teams is proximity. Most offices have closed doors and cabins for those at higher levels of the organizational ladder while the large working areas are physically placed far apart. This kind of barrier forbids team members from effective interaction with each another. The only way one can improve effective organizational communication is by changing one's thoughts and feelings with one's colleague. In this way, we don't just break down communication barriers, but also build relationships that work successfully for long. Therefore, overcoming communication barriers in organizations is very important. Communication is much more than just trading words. It also encompasses the emotions and intentions of the people involved. Overcoming communication barriers can be achieved through proper training interventions. These include programs to improve listening and written skills, build conversational skills, trainings on verbal and non-verbal communications skills, giving and receiving feedback, negotiation skills, etc.

26. a. **Types of formal communication:** Formal communication can flow both vertically and horizontally. Informal communication, on the other hand, involves unsanctioned informal communication between organizational members and can flow in any direction.

Some of the most important types of direction in formal communication are: 1. Downward 2. Upward 3. Horizontal or Lateral   and 4. Diagonal or Cross-wise

It is an official communication which takes place through the line of authority or chain of command.

➢ **Downward communication:**

Communication in the first place, flows downwards. That is why, traditionally this direction has been highlighted or emphasised. It is based on the assumption that the people working at higher levels have the authority to communicate to the people working at lower levels. This direction of communication strengthens the authoritarian structure of the organisation. This is also called Down Stream Communication.

➢ **Upward communication:**

The function of upward communication is to send information, suggestions, complaints and grievances of the lower level workers to the managers above. It is, therefore, more participative in nature. It was not encouraged in the past, but modern managers encourage upward communication. This is a direct result of increasing democratisation. This is also called Up Stream Communication.

➢ **Horizontal communication:**

This type of communication can be seen taking place between persons operating at the same level or working under the same executive. Functional managers operating at the same level, in different departments, through their communication, present a good example of lateral communication. The main use of this dimension of communication is to maintain coordination and review activities assigned to various subordinates. Occasions for lateral communication arise during committee meetings or conferences in which all members of the group, mostly peers or equals, interact. The best example of lateral communication can be seen in the interaction between production and marketing departments.

➢ **Diagonal or crosswise communication:**

Diagonal or crosswise communication takes place when people working at the same level interact with those working at a higher or lower-level of organisational hierarchy and across the boundaries of their reporting relationships.

27. b. **Sales Letter:**

From

KPR Steels,

No. 7/21 Raja street,

Coimbatore – 641001.

To

Mr. Rajiv,

25 B, Saibaba Colony,

Coimbatore – 6412001.

Dear Customer,

We are happy to inform that, in our KPR Steels showroom we sell quality steel tables. The steel is of high quality, that it remains rust free for a longer time. There is also an introductory offer, of 1 steel chair which comes along with every steel table purchased. This offer is valid only for the next few weeks. So hurry! Furnish your home with our durable tables. We offer value, at an economical rate. Be clever and make a wise choice, to purchase our steel tables and chairs. We also offer free door delivery of goods purchased from our showroom. Visit us and go home happily!

Yours lovingly

KPR Steels

26. a. Importance of Grapevine Communication:

Informal communication occurs through the grapevine, which is generally word-of-mouth communication. Internal business communication that moves through the grapevine spreads throughout the organization in a random, undocumented manner and is open to constant change with individual interpretation. It is an informal transmission of information, gossip or rumour from person to person. In organizations, grapevine can be broadly assumed as a channel of business and social communication. It is called so because, like a vine which has the flexibility and reach to stretch and permeate all levels of a solid structure, it stretches throughout the organization in all directions irrespective of the

hierarchy levels. Despite existence of formal channels in an organization, the informal channels tend to develop when employees interact with each other people. It exists more at lower hierarchy levels of any organization.

Although the grapevine can create havoc with misinformation, it can also be beneficial. In most cases, grapevine information holds at least a kernel of truth. Information from upper management that flows through the grapevine to lower-level employees can allow them to see, and possibly relate to, the struggles that management is facing. When employees have a sense of these challenges, they can rise up and make suggestions or work to improve a situation of which they might not otherwise have been aware. Also, if trouble is on the horizon, it can give employees a chance to make plans and temper their reactions when the news is formally communicated to them.

Through the grapevine, information flows in different directions linking almost everyone of an organization. It is governed by social and personal relationships rather than officially recognized rules and formalities. Grapevine operates both in internal and external informal channels. It passes opinions, suspicions, and rumours that generally do not move through formal channels.

1. **Emotion of Employees**

   Some organizational issues like the insecurity of service, the uncertainty of promotion, prohibition to forming and enter into trade unions, undermining the role of subordinates by superiors etc. are likely to create emotions in the mind of workers and make them excited. Thus for relieving the emotions and cooling down the excitements some workers tend to activate grapevine.

2. **Existence of Informal and Peer Groups**

   Grapevine is a symbol that reveals the existence of informal and peer groups in the organization. For exchanging most personal and some organizational matters, they start channelling information through the grapevine.

3. **Exceptional Information**

   Exceptional event or information like the innovation of new products, investment in the new field, providing special facilities to a particular employee etc. should be disseminated throughout the organization.

   If these are not disclosed to the employees, someone may activate grapevine channel.

4. **Job Itself**

   It is observed that some jobs or positions such as personal assistant, personal secretary, driver etc. by their nature can hold some important messages and play an active role in feeding information in grapevine.

5. **People of Talkative Nature and Suspicious Attitude**

   People of talkative nature or people holding suspicion on any matter play an active role in channelling information on the grapevine.

6. **Organizational Climate**

   Now a day, many organizations permit its employees to communicate with each other frequently. This also inspires them to activate grapevine.

   In conclusion, we can say that since the above-stated issues or situations are common in every organization regardless of their size and nature, the presence of grapevine is inevitable there. Grapevine is more a product of the situation than it is to the person.

26. b) A good business letter never says 'no'- Comment.

A business letter is usually a letter from one company to another, or between such organizations and their customers, clients and other external parties. The overall style of letter depends on the relationship between the parties concerned. Business letters can have many types of contents, for example to request direct information or action from another party, to order supplies from a supplier, to point out a mistake by the letter's recipient, to reply directly to a request, to apologize for a wrong, or to convey goodwill. A business letter is sometimes useful because it produces a permanent written record, and may be taken more seriously by the recipient than other forms of communication.

➢ **Business letters establish a voice of authority**.

   Executives use business letters to relay important information about issues such as organizational changes or policy shifts.

➢ **Business letters put** something tangible in the reader's hands**.**

Emails often end up missing, deleted or placed in the wrong digital folder. It's easy to miss or forget about an email. It's easy to delete an email or even overlook it. An important email could appear in your junk mail instead of your inbox.

You wouldn't want to imagine your most important client saying, "oops, I must have deleted that email." That could mean the difference between a great sale and lost hours of hard work.

Envelopes with the addresses of both the letter's receiver and the sender don't disappear and aren't overlooked.

➢ **Business letters** show you care.

The fact that a person took the time to write and send a business letter instead of typing a short note and pressing click shows the reader that the person cares. But, the power of business letters goes beyond the effort.

PART – A

1. C
2. A
3. B
4. B
5. 21
6. A
7. C
8. A
9. A
10. B
11. C
12. A
13. C
14. C
15. A
16. A
17. D
18. B
19. C
20. B

Part – B (TWO MARKS)

21. Office Memo:

A memo is a form of internal communication. It is used to communicate information briefly within the organisation.

22. Two characteristics of a business report:

➢ A business report is prepared based on past events
➢ A business report is prepared for future reference

23. Report:

A report is a form of written communication, prepared by someone who has information for someone who needs it.

<div align="center">**Part – C**</div>

24. a. **TYPES OF MINUTES**

Minutes are the official records of the proceedings of meeting. Minute is an official written statement of the motions and resolutions taken in a meeting. It is brief but a complete record of all discussions held among the members of the meeting. It is also defined as the official record of the proceeding of a meeting that should be needed to approve by the participating members of the meeting .An accurate written record of meetings is essential not only for all those who attended the meeting but also for those who were unable to attend.

TYPES OF MINUTES

Generally, the minutes of a meeting can be divided into two groups. They are the follows:

1. Minutes of narration:

These minutes will be a concise summary of all discussions which took place, reports received, actions to be taken and decisions made. It includes:

- Names of the participating members.
- Name of the proposer and supporter.
- Discussion summary. Resolutions.

2. Minutes of resolution:

Minutes of resolution means the written statement of the decisions that have been taken and approved by the participating members of the meeting. Only the main conclusions which are reached at the meeting are recorded in minutes of resolution. These are usually used for minutes of AGMs and other statutory meetings.

Example: Purchase of photocopier- the company secretary submitted a report from the administrative manager containing full details of the trial of the AEZ photocopier. It was resolved that the AEZ photocopier be purchased at a cost of Rs. 250

24.b. "A tactfully written letter of complaint will alone bring a proper adjustment". Illustrate the truth of his statement.

Letters which are written by the customers to the sellers about their inconveniences created by some unexpected situations are known as complaint letters. However efficient an organization may be in running a business, everything does not go all the time according to plan. There will be some mistake and some accidents. Letters written to bring these mistakes to the notice of those who must own the responsibilities for them are called claim or complaint letters. So, when a letter is written to the seller by the buyer raising complaints or claims regarding mistakes taken place during the order to payment period are called a claim or complaint letter. Important services are sometimes rendered unsatisfactorily; goods are consigned to wrong destinations, sometimes too late, sometimes in less than the required quantities, sometimes in damaged condition. When a customer is dissatisfied with a product or service, a fast and efficient way to get his complaint resolved is to express his dissatisfaction to the retailer or the manufacturer.

Types of Complaint Letter

Though there are various types of complaints raised in the course of business dealings, they can be grouped into two major groups- routine complaints and persuasive complaints. These are discussed below-

- **Routine Complaint Letter**: A routine complaint letter is written in the cased where the mistakes are considerable and routine in nature. In such cases request for correction is supposed to be complied quickly and willingly without persuasion. For example, the quoted price of an item was 500$ but the supplier charged 550$ per item. This type of mistake is brought to the supplier's notice by routine complaint letter. This type of claim is usually managed or satisfied by the sellers.
- **Persuasive Complaint Letter**: A persuasive complaint letter is written in the cases where the buyer is to convince the seller to correct the mistakes occurred. For example, the quoted price of an item was 400$ per unit while placing the order but after placing the order the price was reduced to 300$ per unit. This type of mistake is brought to the supplier's notice by persuasive complaint letter. The seller is not legally bound to pay attention to this type of claim.

Sources of Mistakes giving rise to Complaints

In case of fulfilment of order, buyers can raise their complaints against the suppliers due to various reasons. Followings are some common sources of mistakes that give rise to complaints by the buyers-

- Incomplete or defective order
- Abnormal delay in sending the consignment
- The goods arrive in a damaged condition
- The goods are not what were ordered
- Quantity of goods is not what was ordered
- Goods are delivered at the wrong place
- Work undertaken is done unsatisfactorily
- Misbehaviour of staff or salesman
- Mistake by the accounts section in preparing the invoice
- Defective packing that might lead to the damage of goods in transit
- Mistakes in a bill or reminders for payment after the bill has been paid
- Dispatching products of wrong quality, colour, brand, pattern and defective pieces of goods etc.

25.a. Comment on organization of a business report.

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.

A report can be organised in several formats:

1. Letter form

   It includes the various parts of a letter

2. Memo form

   A memo is a form of internal communication. It is used to communicate information briefly within the organisation.

3. Letter-text form

   It includes the information required for the report.

25.b. Express your views on different types of reports.

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.

The business reports are classified on many basis. Reports on the basis of Importance or Frequency

The reports are classified into two types. They are ordinary or routine reports and special reports.

1. Ordinary or Routine Report

Ordinary reports are prepared and presented before the managing director at specific intervals or to the next authorized person in the business routine. The reports shall be submitted either daily, weekly, fortnightly, monthly, quarterly, bi-annually or annually. This type of report contains mere statement of facts in detail without any opinion or recommendation of the reporter.

Examples for routine reports are Report of Directors to the Annual General Meeting, Auditor's Report to the Annual General Meeting, Sales Report, Production Report and the like.

2. Special Report

This type of report is prepared and presented before the top management on specific request. It usually contains the opinions or recommendations of the reporter with the help of facts and arguments. Examples for special report are opening of branch, introducing a new product, Improving the quality or changing the shape or size of the product and the like.

Reports on the Basis of Legal Formalities

The reports are classified into two types. They are formal report and informal report.

1. Formal Report

Formal report is prepared in a prescribed format and presented before the competent authority in an established procedure. Reports submitted by officials or committees of constituted bodies (example: Companies, Cooperative Societies, Local Bodies etc.) are usually formal report.

2. Informal Report

Informal report is prepared in a format of the convenience of the reporter and presented directly before the required person as and when demanded. An informal report is presented as in the form of letter or memorandum. Generally, it takes the form of a person to person communication.

The formal reports are classified into two types. They are statutory report and non-statutory report.

Reports on the basis of Function

The reports are classified on the basis of function into two types. They are informative and interpretative.

1. Informative Report

An informative report is prepared and presented with the help of available information at the maximum with regard to an issue or situation.

2. Interpretative Report

An interpretative report is not only contains the facts, views and opinions of reporters and others but also includes the causes for an issue or an event and required remedial action with recommendations.

Reports on the basis of meetings

Whenever a meeting is organized in any business organization, a report is prepared by the secretary or any other individual about the proceedings of the meeting. Such reports are classified into two types. They are Verbation Report and Summarized Report.

1. **Verbatim Reports**

A verbatim report is a complete word by word record of all discussions made at a meeting. For example, Appointment of an Auditor. A resolution is passed in the meeting. Likewise, Directors are appointed and the remuneration and perquisites of key personnel are fixed by passing a resolution.

2. **Summarised Report**

A summarized report is prepared with the help of the essential details discussed in the meeting. This type of report is prepared for sending to the press or to shareholders of the company or members of the institution.

Reports on the basis of Nature of the Subject dealt with

The following reports are included in the report which is classified on the basis of the nature of the subject dealt with.

1. **Problem Solving Report**

A problem may arise in any one of the department or in the whole organization. Hence, the top management may seek a report for solving the problem. Moreover, the report is concluded with the ways of solving the problem. Such type of report is called Problem Solving Report.

2. **Fact Finding Report**

A machine may be breakdown in the factory premises. Sometimes, there may be a rivalry between the two groups of workers. Now, the management wants to know the real reason for machine break down and group clash between the workers. In this case, the reporter analyze the incident through detailed investigation and find the truth. Finally, the reporter presents the facts in the report form before the top management.

3. **Performance Report**

The business organization wants to know the performance of each department periodically or performance of a branch or performance of newly appointed employee or performance of existing employees for promotion, transfer and the like. The management is not in a position to take a decision without knowing the performance. Hence, a reporter is asked to prepare the performance report for anyone of the reasons mentioned above.

4. **Technical Report**

There is a lot of changes made in the technology. Whenever a company is going to introduce mechanical process instead of manual process, the level of technology required assessed. Sometimes a design may be changed in the existing product, if so, latest technology should be adopted. In this case, a detailed report is essential to top management for taking a decision. Such type of report is called Technical Report.

Reports of Committees or Subcommittees

Committees or Subcommittees are formed by the top management to prepare the report on any one of the issue. The followings are included in the reports of committee or subcommittee.

    a. Standing Committee Report
    b. Adhoc Committee Report
    c. Minority Report
    d. Majority Report

1. Standing Committee Report

Standing Committees are permanent in nature and are entrusted to deal with some continuing aspects of the business organization. For example: Finance, Performance of Employees, and Performance of Departments etc. These matters are continuously watched by the standing committee and submit the report at frequent intervals.

2. Special or adhoc Committee Report

Special or adhoc Committees are appointed to deal with special investigation and are dissolved as soon as the presentation of report. Hence, the life of special committee is temporary.

For example: Fire occurrence or Accident incurred within the factory premises. The causes for fire or accident are find out by forming special committee.

3. Minority Report

Committees or subcommittees are appointed to submit the report based on the investigation of special subject. Generally, three members are selected to form a committee or subcommittee. If the members have different opinion or views over the subject matter dealt with, the dissentient member may append the notes of dissent or may submit a report separately. Such report is termed as Minority Report. Even though, the dissent members must sign in the majority report with dissent note.

4. Majority Report

Generally, all the members of the committee or subcommittee including chairman have unanimous opinion among them. If so, only one report is prepared and presented before the responsible body. If not so, majority members of the committee or subcommittee have

different opinion than minority members. In this case, majority members are going to submit a report before the responsible body. Such report is termed as majority report.

26.a Why is it important to circulate agenda among the members in advance? Discuss.

An agenda is a list of meeting activities in the order in which they are to be taken up, beginning with the call to order and ending with adjournment. It usually includes one or more specific items of business to be acted upon. It may, but is not required to, include specific times for one or more activities.

It is important to circulate agenda among the members in advance, because it helps the members to prepare well in advance for the meeting. It gives time to generate reports earlier based on which, decisions can be made at the meeting.

26.b. Explain the steps involved in drafting a Business Report.

A business report can be organised in the following ways:

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. The various steps involved in drafting a business report are as follows:

- ➢ Sources of Information

  Old files, accidents, complaints, library research
- ➢ Taking Notes

  Lots of notes- no time to read
- ➢ Analysing the data

  Reading and re-reading data- a pattern is obtained
- ➢ Outline/rough draft of the report

  It is optional
- ➢ Final draft

  No grammatical errors should be found in the final report before typing it.

KARPAGAM UNIVERSITY
(Established Under Section 3 of UGC Act 1956)
COIMBATORE – 641 021
(For the candidates admitted from 2016 onwards)
I B.Com/BCom (CA)/BCom (BPS)/Bcom (CS)
III Internal Examination
BUSINESS COMMUNICATION
Answer Key

PART – A **(20*1 = 20 Marks)**
Answer all the questions

1. a)
2. d)
3. d)
4. d)
5. d)
6. b)
7. b)
8. a)
9. b)
10. d)
11. b)
12. a)
13. a)
14. c)
15. b)
16. a)
17. a)
18. b)
19. c)
20. a)

PART – B

21. a). Keep it Short and Sweet. ...

   b). Connect with your Audience.

22. Visual aids are defined as charts, pictures or images that help to make a point or enhance a presentation.

23. a) The Message

   b). Body Language

PART – C

24 a). Different types of positions require different kinds of selection techniques. Choosing the right techniques will help you to recruit the best person for the position. The selection techniques you choose will depend on the particular skills, attributes and knowledge required for the position. You must be able to match the selection method with the selection criteria that are key to the position.

At the University the most commonly used selection techniques include assessing written applications, conducting panel interviews and checking references. The interview's value is greatly increased when it is well structured, incorporates behaviour-based questions and is used in conjunction with other selection techniques. Descriptions of a range of selection techniques are provided below.

Recruitment decisions should not be based on the results of one selection method alone. Very often you need to combine two or more techniques to assess a range of skills, knowledge and qualities in candidates. For example, work samples are an excellent way to assess what a candidate is capable of (i.e. their maximum performance), but they do not provide information on what the candidate does daily (i.e. their typical performance).

What to consider when choosing:

the seniority/level of position
the degree to which managerial/leadership ability is critical to success
the degree to which technical competence is critical to success
the time and effort required to use the technique, in proportion to the risk of poor selection
available resources
the budget
the skills, knowledge and qualifications of assessors
equity issues, ie does the chosen technique directly or indirectly discriminate against protected characteristic groups?
Who administers selection techniques

The selection panel or a representative from Human Resources Unit can administer many of the techniques. However, others need to be administered by trained professionals. See the individual techniques for more information.

Informing the candidates

If you decide to use selection techniques in addition to an interview, then you need to inform all candidates and give them enough notice to make appropriate preparations. Here are some examples of selection techniques:

Structured interview format
The interview is useful for assessing a candidate's presentation and communication skills, 'getting to know' candidates and assessing cultural 'fit' with University and the work area. It also allows the candidate to get a more detailed overview of the role and University which they can use in their decision making process. Remember an interview is a two way process.

You can significantly increase the effectiveness of your interviews by using behavioural and competency based techniques. Research suggests that it increases the predicative validity of your interview to 50-55%, up from 10% when you rely on a CV and a general interview. This interview format involves assessing skills, attributes and behaviours through behaviour based questions. Using questions that ask for specific examples of a candidate's past behaviour in situations similar to those they will face in the new position is an effective way of predicting future behaviour in similar situations.

Remember that no matter how hard you try to make an interviewee comfortable, the interview is an artificial and formal environment that may not best show candidates as they behave in the work environment. Less formal opportunities for meeting and interacting with candidates, such as coffee breaks/lunches, and structured reference checking will provide further insight into a candidate's behaviour and performance. Complementing the interview with other selection techniques such as skills tests, work sample tests, case studies, planning exercises, analysis and/or judgment exercises, presentations and team observations will also increase the likelihood of identifying the best person for the position. If you would like to use these tools contact Human Resources for more information.

You can find more information on interviewing in the Guidance to Members of Interview Panels and you can also use these sample behavioural interview questions to help you develop your questions.

Telephone, video and skype interviews

For positions that are likely to attract national or overseas candidates it may be necessary to conduct initial discussions via telephone, video or skype. Telephone, video and skype interviews are normally used to make a preliminary assessment of a candidate. However, you should also meet the candidate face-to-face before making final recommendations. Telephone interviews may also be of benefit where there are a large number of suitable candidates on a shortlist. A telephone call asking a few questions may assist in the shortlisting decision.

When conducting the interview your questions should be concise and you should remember that the applicant is relying on clear and specific verbal feedback in the absence of non-verbal cues. For further information on any of these options, please contact HR who will liaise with BUCS to put the necessary arrangements in place.

Work simulations

Work samples: These involve an individual or group of candidates completing exercises that they would be required to undertake as part of the position. For group tasks, candidates are placed in a situation in which the successful completion of a task requires interaction among the participants. In individual exercises, participants complete a task independently. The selection panel should determine acceptable responses or outcomes prior to administering any sort of work sample test. Work samples are effective at predicting future behaviour. They are particularly useful if implemented as part of a two-phase selection process i.e. after the first interview when follow-up and probing are required, or alternatively, to assist with shortlisting candidates prior to interview. Using work samples as a selection technique is usually more time consuming and resource intensive than conducting an interview, particularly if there are a lot of candidates.

The leaderless group discussion: this is a simple technique where a group of participants are asked to carry on a discussion about some topic for a specific period of time e.g. performance issues, or internal/external alliances or relationships. No one is appointed leader and assessors do not participate in the discussion, but remain free to observe and rate the performance of each participant. Skills and attributes such as leadership, coaching, customer service orientation, teamwork, building relationships, etc. can be evaluated.

The in-tray test: this is an individual test designed to simulate important or regular tasks associated with the position. Different types of in-tray tests may be designed to correspond to the various requirements of the position, e.g. writing a memo, researching information or analysing data. At the conclusion of the exercise the candidate will have produced notes, memos, letters, etc., which constitute the record of his or her behaviour in completing the

task. In-tray exercises permit direct observation of individual behaviour within the context of a job-relevant problem situation.

Planning exercises: these test the candidate's ability to prioritise, plan activities, schedule and allocate resources, and adapt to last minute changes. This allows assessors to evaluate a candidate's skills and attributes in planning and judgement. Exercises might involve providing the candidate with some information about a typical project and asking them to draft a project plan or schedule, determine a budget or allocate resources.

Analysis exercises: these evaluate a candidate's aptitude in analysis and judgement. Candidates are provided with quantitative and qualitative data about a fictitious organisation and asked to draw conclusions, make recommendations, assess the organisation's situation or improve matters such as productivity, customer relations, organisational structure and morale. These type of exercises are most commonly used for senior management positions.

Lectures/presentations: these assess a candidate's communication skills and perhaps their expertise on a particular subject. A typical task might involve a candidate preparing and presenting to a selection panel, peers and/or postgraduate students. For example, for an academic position a lecture or presentation of research or teaching would be appropriate.

Computer exercises: these demonstrate a candidate's computer skills using particular programs. Tasks might involve creating spreadsheets, data sorts, letters or diagrams, etc.

Assessment centres

The assessment centre is traditionally used for large scale or bulk recruitment exercises. Assessment centres vary in complexity and are typically conducted by trained consultants. They can be expensive and complex to administer and are usually more cost effective when recruiting large numbers of people. A typical assessment may run over the course of one or two days and involve trained assessors evaluating a number of candidates using a range of techniques such as interviews, written tests and individual and group exercises. Assessors assimilate evidence from candidate performance across all exercises and incorporate this into a final collective decision.

Informal meetings

Informal meetings can be used as a way of observing a candidate's behaviour in a less formal environment, such as lunches or coffee breaks with staff or key stakeholders. Informal meetings are probably best used as part of a two-phase selection process, after you have narrowed the field down to the last few candidates. Candidates should be aware that this is part of the assessment process.

<p align="center">Or</p>

b). Preparation should always start well in advance. In presenting a *good speech* the following steps should be followed:

- **Selection of the topic**: The first step in the formal speech morning is to determine the topic of the presentation. Before selection of the topic at first the speaker should consider his knowledge about the topic than they will consider the interest of the audience. Where the topic will be presented and lastly he should consider the occasion. The selection should be justified by all above factors.
- **Preparation of the presentation**: After selection of the topic the speaker should gather the information that the he needs for this speech. After collection of the information the speaker should organize the information. In presentation stage the greeting usually comes first and gain attention in the opening. In the second stage the speaker prepared the main body of the speeches and lastly conclusion. In the introductory stage the speaker can use the gossip, humor,

quotations, questions etc. The middle should be devoted to the discussion and in conclusion it should summarize the main points.

- **Determination of the presentation method**: With the speech organized, the speaker is ready to prepare its presentation. At this time, the speaker needs to decide on the method of presentation that is, whether to present the speech extemporaneously, to memorize it or to read it.
- **Audience analysis**: One requirement of good speech making is to know the audience. The speaker should study his audience both before and during the presentation.
- **Appearance and physical actions**: When the listeners hear the speech, they are looking for the speaker. What they see is a part of the message and can affect the success of the speech. The speaker should understand the communication effects of the listeners see. The speaker must be careful about the communication environment, personal appearance, posture, walking, facial expression, get gestures etc.
- **Use of voice**: Good voice is an obvious requirement of good speaking. Like physical movements, the voice should not hinder the listener's concentration on the message. More specifically, it should not detract attention from the message. The speaker should be careful about lack of pitch variation, lack of variation in speed, lack of vocal emphasis and unpleasant voice quality etc.

25 a). Importance of power point presentation
Visual Impact

Making your presentation more interesting through the use of multimedia can help to improve the audience's focus. PowerPoint allows you to use images, audio and video to have a greater visual impact. These visual and audio cues may also help a presenter be more improvisational and interactive with the audience. However, try not to overly rely on these sources as your message might get lost in the clutter.

Collaboration

PowerPoint allows you to work with other people in a collaborative manner. This is especially useful in office settings where teamwork is key. Multiple people can collaborate on and contribute to a presentation. By going to the "Review" tab at the top of the program and clicking the "New Comment" button, you can leave notes and reposition them on the screen for other team members to view. Comments can be an especially beneficial tool for clarification.

Content Sharing

Share your PowerPoint presentation with the world. Did someone miss your presentation? Have them view it online at a time that is convenient for them. You can upload your presentation to websites such as YouTube with everything featured in your work including all of the slides, commentary and transitions. All you have to do is go to "File," "Save and Send" and "Create a Video." The file will be saved in WMV format, which is capable of playback on Windows Media Player and can be uploaded to most video sites.

Flexibility

PowerPoint can be used in a number of different effective ways to communicate with your audience. Slides are completely customizable to fit your needs. Depending on your approach, you may want to have a presentation that is text-heavy, image-heavy or some combination of both. Text-heavy presentations are generally good if you are giving a lecture to a group within your company and want them to take notes. Image-heavy presentations can help to make your presentation more conversational in style since there only visual cues. Combining the two approaches gives listeners the benefits of both visual aids and notes.

<div align="center">Or</div>

b). Need of visual aids

Imagine that you are going to present information to one of your classes. You're nervous and have lots of things to say to them. You have spent so much time working on your speech that you wonder if it's worth it to make visual aids to go with it. Why bother with visuals?

There are many good reasons to use visual aids. First, and most importantly, visual aids help your audience understand and remember information that you talk about. Remember when I had you read the plain text about the topic? It wasn't a very effective way for you to learn that information.

Most people learn through visuals, perhaps even more so than through listening. So, a good visual aid can really help your audience understand you and remember what you said later. In fact, one study showed that 3 days after a presentation, people who only heard a speaker remembered about 10% of the information, while people who heard and saw visual information remembered about 65% of the information. That's a lot more!

Another good reason to use visual aids is that they increase audience interest. It can be pretty boring to sit and listen to someone talk on and on about something, but having visual aids will help capture and keep people interested in what you're saying.

Finally, visual aids can serve as notes or reminders for the speaker. When you're giving a speech, it can be very nerve-wracking. Having visual aids helps you remember what you want to say and keeps you from going off on tangents.

26 a) Objectives of interview
1. Collect information's about an existing social problem
2. Create relation between interviewer and interviewee
3. Gain inner feelings of the respondent
4. Create a source of knowledge
5. Provide rich hypothesis
6. Reduce the distance between human beings
7. Observe the situation quickly
8. Collect additional information's
9. Draw quantitative facts.
10. Gain new knowledge about an area.

<div align="center">Or</div>

b). Making a good oral presentation is an art that involves attention to the needs of your audience, careful planning, and attention to delivery. This page explains some of the basics of effective oral presentation. It also covers use of notes, visual aids and computer presentation software.

Planning your presentation

In an effective presentation, the content and structure are adjusted to the medium of speech. When listening, we cannot go back over a difficult point to understand it or

easily absorb long arguments. A presentation can easily be ruined if the content is too difficult for the audience to follow or if the structure is too complicated.

Delivering your presentation

People vary in their ability to speak confidently in public, but everyone gets nervous and everyone can learn how to improve their presentation skills by applying a few simple techniques.

Effective use of notes

Good speakers vary a great deal in their use of notes. Some do not use notes at all and some write out their talk in great detail. If you are not an experienced speaker it is not a good idea to speak without notes because you will soon lose your thread. You should also avoid reading a prepared text aloud or memorising your speech as this will be boring.

Visual aids

Visual aids help to make a presentation more lively. They can also help the audience to follow your presentation and help you to present information that would be difficult to follow through speech alone.