

19AEC101		BUSINESS COMMUNICATION		Semester – I	
				4H – 4C	
Instruction Hours / week:		L: 4 T: 0 P: 0	Marks: Internal: 40	External: 60	Total: 100
End Semester Exam: 3 Hours					

**COURSE OBJECTIVES:****To make the students**

1. To understand the types of communication and barriers of communication.
2. To acquire knowledge on the different business correspondence used in organization
3. To be aware of the different types of reports prepared for the organization.
4. To understand the importance of vocabulary in business communication.
5. To be aware of the use of technology and the oral presentation techniques used in communication.

**COURSE OUTCOMES:****Learners should be able to**

1. Communicate effectively with the optimal mix of verbal and nonverbal communication mitigating the barriers.
2. Draft business correspondence for the organization requirement.
3. Prepare business reports for organization needs.
4. Use appropriate technology for business communication.
5. Draft the resume and to develop skills to face the interview

**UNIT I Communication and its barriers**

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

**UNIT II Business Correspondence:**

Letter Writing, presentation, inviting quotations, sending quotations, placing orders, Inviting tenders, Sales letters, claim and adjustment letters and social correspondence, Memorandum, Inter-office Memo, Notices, Agenda, Minutes. Application Letters – Preparation of Resume

**UNIT III Report Writing:**

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

**UNIT IV Vocabulary and Listening:**

Vocabulary: Words often confused, Words often misspelt, Common errors in English. Introduction to phonetics, need and use of it, Word stress and Sentence stress- Contrastive stress in sentences to highlight different words- Intonation- Rising and Falling tone, falling -rising tone- Word Power – Vocabulary – Jargon – rate of speech, pitch, tone – Clarity of voice.

The Importance of Listening in the Workplace: Introduction, what is listening? Barriers to Listening, Strategies for Effective Listening, Listening in a Business Context.

## **UNIT V Use of Technology and Interview:**

Appropriate use of technology, EMAIL, WEB PAGE communication, Voice and wireless communication

Oral Presentation: Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids.

Interview: Meaning – Objectives and Techniques of various types of interviews – public speech – Characteristics of a good Speech.

## **SUGGESTED READINGS:**

1. Bovee, and Thill (2017), Business Communication Today, 13th Edition, Pearson Education, New Delhi
2. Raymond Lesikar, Marie Flatley, Kathryn Rentz, Neerja Pande (2017), Business Communication: Making Connections in a Digital World, (2017) 11th edition, McGraw Hill Education, New Delhi
3. Herta Murphy, Herbert Hildebrandt and Jane Thomas (2017), Effective Business Communication, 7th edition, McGraw Hill Education, New Delhi
4. Asha Kaul (2015), Effective Business Communication, 2nd edition, Prentice Hall India Learning Private Limited, New Delhi.
5. Rajendra Pal, J.S. Korlhalli, (2014), Essentials of Business Communication, 1st edition, S Chand Publishing, New Delhi.



# KARPAGAM ACADEMY OF HIGHER EDUCATION

(Deemed to be University)

(Established under section 3 of UGC Act 1956)

Coimbatore-641021

## DEPARTMENT OF COMMERCE

Name: R. Jayalakshmi

Department: **Commerce**

Subject Code: **19AEC101**

Semester: **I**

Year: **2019-22 Batch**

Subject: **Business Communication- Lesson Plan**

UNIT - 1			
S. No	Lecture Hours	Contents	References
1.	1	Nature of Communication, Process of Communication	T: Pg.No.: 1-5
2.	1	Types of Communication(Verbal and Non Verbal)	T: Pg.No.:36-52
3.	1	Importance of Communication	T: Pg.No.: 6-7,W1
4.	1	Different forms of Communication	R1: Pg.No.: 10-20
5.	1	Barriers to Communication	T: Pg.No.:53-56
6.	1	Causes, Linguistic Barriers, Psychological Barriers	T: Pg.No.:56-59
7.	1	Interpersonal Barriers, Cultural Barriers	R1: Pg.No.30-35
8.	1	Physical Barriers, Organizational Barriers	T: Pg.No.61-62
9.	1	Recapitulation and Discussion of Important Questions	-
<b>Total no. of Hours planned for Unit 1</b>			<b>9</b>
UNIT - 2			
1.	1	Business Correspondence	T: Pg.No.: CC 1- 5
2.	1	Letter Writing, presentation	T: Pg.No.: CC 6- 9
3.	1	Inviting Quotations, Sending Quotations	T:Pg.No.:CC 3749
4.	1	Placing Orders,Inviting tenders	R2: 35-45, W2
5.	1	Sales letters, Claims and Adjustment Letters	T:PgNo: CC138-142; W3
6.	1	Social Correspondence, Memorandum, Inter-Office , Memo, Notices	T: Pg.No.: CC142-149; R2: 50-65
7.	1	Agenda, Minutes, Application letters,	R1: Pg.No.35-45
8.	1	Preparation of resume	W4
9.	1	Recapitulation and Discussion of Important Questions	-
<b>Total no. of Hours planned for Unit 2</b>			<b>9</b>
UNIT - 3			
1.	1	Report Writing- Business Reports	T: Pg.No.:WC1-10
2.	1	Types of Report Writing	T: Pg.No.:WC 10-12
3.	1	Characteristics of Report Writing	T: Pg.No.: WC 12-14

4.	1	Importance of Reporting Elements of structure,	T: Pg.No.: WC 12-14
5.	1	Process of writing	R3: 15-25
6.	1	Order of writing, the final draft	R3: 25-30
7.	1	Importance of preparing final draft	R3: 25-30
8.	1	Importance of Checklist Check lists for reports, Preparation of Checklist	T: Pg.No.: WC 15-17
9	1	Recapitulation & Discussion on important questions	-
<b>Total number of hours planned for Unit 3</b>			<b>9</b>
<b>UNIT - 4</b>			
1.	1	Vocabulary	R2: Pg.No.: 65-68
2.	1	Words often confused	T: Pg.No.: TC 43-44
3.	1	Words often misspelt	W5
4.	1	Common errors in English Subject verb agreement	T: Pg.No.: TC 36-38
5.	1	Introduction to phonetics	W6
6.	1	Need and use of it , Word stress and sentence stress, Contrastive stress in sentences to highlight different words	W6
7.	1	Intonation, Rising and falling tone, Falling and Rising tone, Word power, Vocabulary, Jargon , rate of speech, Pitch, tone- clarity of voice	W6
8.	1	Listening – Importance of listening in the work place – Barriers to listening, Strategy for effective listening – Listening in a business context.	W6
9.	1	Recapitulation and Discussion of Important Questions	-
<b>Total no. of Hours planned for Unit 4</b>			<b>9</b>
<b>UNIT - 5</b>			
1.	1	Appropriate use of technology	W7
2.	1	EMAIL	W8
3.	1	Webpage communication	W9
4.	1	Voice and wireless communication	W10
5.	1	Oral Presentation, Importance of Oral Presentation, Characteristics of Oral Presentation	T: Pg.No.: OC 48-49
6.	1	Presentation Plan, Power point presentation, Visual aids	T: Pg.No.: OC 49-51
7.	1	Interview- Meaning and objectives and techniques of various types of interviews	T: Pg.No.: OC 51
8.	1	Public Speech- Characteristics of a good speech	T: Pg.No.: OC 52-53
9.	1	Recapitulation and Discussion of Important Questions	-
10	1	Revision of previous year question paper	-
11	1	Revision of previous year question paper	-
12	1	Revision of previous year question paper	-
<b>Total no. of Hours planned for Unit 5</b>			<b>12</b>

**Suggested Readings:****Text Books:**

**T1:** Rajendra Pal, J.S. Korlhalli, Essentials of Business Communication,  
Sultan.Chand & Sons, New Delhi, Ninth Revised Edition, (2015).

**Reference Books:**

**R1:** Lesikar, R.V. & Flatley, M.E. Kathryn Rentz, Business Communication  
Making Connections in Digital World, McGraw Hill Education, Eleventh Edition, (2015)

**Websites:**

**W1:** [www.typesofcommunication.com/encyclopedia](http://www.typesofcommunication.com/encyclopedia)

**W2:** [www.slideshare.net/salesletter/advertising-copy](http://www.slideshare.net/salesletter/advertising-copy).

**W3:** [www.businesscorrespondence.com/101](http://www.businesscorrespondence.com/101)

**W4:** [www.thebalancecareers.com](http://www.thebalancecareers.com) › Job Searching › Resumes › Resume Writing

**W5:** [www.reportwriting.com](http://www.reportwriting.com)

**W6:** [www.misspel/words/en](http://www.misspel/words/en).

**W7:** [www.englishlanguageclub.co.uk/introduction-phonetics/](http://www.englishlanguageclub.co.uk/introduction-phonetics/)

**W8:** <https://www.elo.iastate.edu> › Design and Delivery › Quality Guidelines

**W9:** [smallbusiness.chron.com](http://smallbusiness.chron.com) › Email in Business Communication

**W10:** [www.smashingmagazine.com/clear-and-effective-communication-in-web](http://www.smashingmagazine.com/clear-and-effective-communication-in-web)

**W11:** <https://northwestms.instructure.com/courses/153332/files/11271836/download>

**UNIT-I- NATURE OF COMMUNICATION**

**SYLLABUS**

**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

**INTRODUCTION**

In the changing business environment of multinational competition and globalization, communication tends to become an important component of an organization. Like the functional areas of production, marketing and finance, communication too is shaping into a distinct area, in the form of business or organizational or corporate communication.

Communication is the life blood of social as well as corporate world. We exist because we communicate. Even our silence communicates a lot. We all have a layman's idea of what communication is, but let us try to understand the concept fully so that we can use it effectively. Communication is the process by which we exchange meanings, facts, ideas, opinions or emotions with other people. It is an essential condition of our existence and the most important activity of ours. The word communication has been derived from Latin word "**communicare / communis**" that means to 'share' or 'participate'. Everybody knows that most of the time, through speech or writing or any other means like exchange of a common set of symbols, we are sharing information with other human beings. It is, therefore, first and foremost a social activity. Man as a social animal has to communicate.

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

Simply, Communication is an exchange of facts, ideas, opinions or emotions by two or more persons. General communication is different from business communication / Administrative

communication. Business communication means the sharing of information between people within an enterprise that is performed for the commercial benefit of the organization.

**Business communication** is the specialized branch of general communication that is especially concerned with business activities. When communication takes place among business parties concerning business affairs or business related issues is known as business communication. Business communication is nothing but, the communication between the people in the organization for the purpose of carrying out the business activities

According to William Scott in his book organizational theory “Administrative communication / business communication is a process which involves the transmission and accurate replication of ideas ensured by feedback for the purpose of eliciting actions which will accomplish organizational goals”

**(I) Flow between two or more parties.**

In business communication the materials flow from one person to another person or from many persons to different people. This flow may either be inside the organization or outside the organization.

**(ii) Flow of information, perception, imagination etc.**

Flow of information takes place when a party transfers the material to another mind. Flow of perception means transfer of different feelings. Finally, flow of imagination that occurs when a painter conveys his/her imaginations through a portrait.

**OBJECTIVES OF BUSINESS COMMUNICATION**

**1. Stronger Decision Making**

Your ability to communicate effectively increases productivity, both yours and your organization.

**2. Increased Productivity**

With good communication skills, you can anticipate problems, make decisions, co-ordinate work flow, supervise others, develop relationships and promote products and services.

**3. Steadier Work Flow**

Communication acts as tool for the effective work related flow of information.

**4. Strong Business Relationships & Enhanced Professional Image**

You can shape the impressions you and your company make on colleagues, employees, supervisors, investors, and customers in addition to perceiving and responding to the needs of these stakeholders

(the various groups you interact with) without effective communication, people misunderstand each other and misinterpret information. Ideas misfire or fail to gain attention and people and companies flounder.

#### 5. Clearer Promotional Materials

Your organizations need for effective reach of company name and public promotions are based on effective promotional material such as advertisements , bill boards , online add , posters etc are all communicated for effective message delivery and meaning.

#### 6. Provide Advice

Giving advice is based on individual-oriented and work-oriented ,advice should not given to the person for pinpointing his mistakes rather it should be helpful for his improvement. Effective advice promotes understanding and it can be a two way process if the subordinate staff given freedom.

#### 7. Provide Order

Order is an authoritative communication pattern and it is directive to somebody always a subordinate to do something. Orders will be written and oral orders , general and specific orders ,procedural and operational orders , mandatory and discretionary order. Order should be clear and complete, execution should be possible and given in a friendly way.

#### 8. Suggestion

Suggestion is supposed to be very mild and subtle form of communication. Suggestions are welcomed for it is not obligatory to accept them, it can be voluntary and anonymous and submitted through suggestion boxes.

#### 9. Persuasion

Persuasion may be defined as an effort ‘ to influence the attitudes , feelings ,or beliefs of others , or to influence actions based on those attitudes , feelings , or beliefs. Persuasion can be done to others if you are convinced, you do not imposed, you are not rigid are prepared to meet half-way and you can look at the situation from the other person’s angle also.

#### 10. Education

Education is a very conscious process of communication, it involves both teaching and learning by which organizations provide to their employees in the form of training. Education is given for management, employees and outside public.



**12. Warning**

If the employees do not abide by the norms of the organization warning is a power communication tool and it can be general and specific. Specific warning should be administered in private and after thorough investigation. The aim of the warning should be the organization betterment.

**13. Raising Morale and Motivation**

Morale stands for mental health and it is a sum of several qualities like courage, resolution, confidence. High morale and effective performance go hand to hand. Motivation is a process that account for an individual intensity, direction, and persistence of effort towards attaining a goal.

**14. To Give and Receive Information**

Communication's main idea is to give and receive information because managers need complete, accurate and precise information to plan and organize employee need it to translate planning in to reality. Information will cover all aspects of the business.

**15. To Provide Counselling**

Counseling is given to solve employee's mental stress and improve the employee's productivity.

**16. To Improve Discipline**

Finally discipline is the foremost part of any business communication. The various disciplinary codes are effectively communicated to employees through disciplinary codes.

**THE ROLE OF EFFECTIVE BUSINESS COMMUNICATION WITHIN AND OUTSIDE THE ORGANIZATION**

A business Organization is a group of people associated to earn profit. Various kinds of activities have to be performed by the people of an organization so as to earn profit. These activities need an effective and systematic communication. Without efficient communication, one cannot even imagine to do work and hence will be unable to earn profit. Since the aim of business organization is to earn profit, the organization will die without profit and this death is a result of the absence of communication. This is why communication is called life blood of a business organization.

**COMMUNICATION INSIDE AN ORGANIZATION:**

Different employees and officials in an organization need to communicate to each other. This internal communication with its importance is shown in the following way:

**1. Setting goals and Objectives:-**

Mostly, the organizations have a variety of formal and informal objectives to accomplish. These objectives may be financial results, product quality, market dominance, employees satisfaction, or service to customers. So the communication enables all the persons in an organization to work towards a common purpose.

**2. Making and Implementing decision:-**

In order to achieve the objective, people in a business organization collect facts and evaluate alternatives, and they do so by reading, asking questions, talking or by plain thinking. These thoughts are put into a written form. Once a decision has been made, it has to be implemented which requires communication.

**3. Appraisal:-**

Having implemented the decision, management needs to determine whether the desired outcome is being achieved. Statistics on such factors as cost, sales, market share, productivity and inventory levels are compiled. This is done through computers, manual papers, memos or reports.

**4. Manufacturing the products:-**

Getting an idea for a new product out of someone's head, pushing it through the production process and finally getting the product also require communication. Designing the plan regarding product, introducing the workers, purchasing raw material, marketing and distributing the product all require effective communication.

**5. Interaction between employer & employee:-**

Employees are informed about policies and decisions of employers through circulars, reports, notices etc. Employers also get in touch with employees through application, complaint etc. So, communication plays a vital role in the interaction of employer and employee.

**EXTERNAL COMMUNICATION:****1. Hiring the employees:-**

If a company wants to hire someone, it advertises the vacancy, receives applications, calls the candidates, takes the interview and then offers job to the successful candidates. The whole process requires communication.

**2. Dealing with customers:-**

Sales letters and brochures, advertisements, personal sales calls, and formal proposals are all used to stimulate the customer's interest. Communication also plays a part in such customer related functions as credit checking, billing, and handling complaints and questions.

**3. Negotiating with suppliers and financiers:-**

To obtain necessary supplies and services, companies develop written specification that outlines their requirement. Similarly, to arrange finance, they negotiate with lenders and fill out loan applications.

**4. Informing the investors:-**

Balance sheet, income statement, and ratio analysis are used to inform the investors regarding performance of business.

**5. Interacting with Govt.:-**

Government agencies make certain rules to regulate the economy. These rules are communicated to organizations through various papers. These organizations try to fulfil, these requirement like filling taxation form and other documents.

**The importance of communication for an individual and for an organization**

“Communication is the process by which information is transmitted between individuals and organization, so that an understanding response results”. “Communication is the process which involves transmission and accurate replication of ideas, ensured by feedback for the purpose of eliciting action which will accomplish organizational goals”.

**Importance of Communication for an Individual****(1) Helps in getting a desired job:-**

Getting a desired job is not an easy task. It requires a person to be excellent, especially in terms of communication abilities. Communication abilities can be classified into five categories that is

reading, writing, speaking, listening and observing. If a candidate is a good reader of not only text books and reference books but also of newspapers and magazines, this would help him developing confidence level at the time of interview. Writing skills are necessary for preparing an appropriate Bio data and covering letter, so that a better initial impression could be created. No doubt, conversational skill right at the time of interview is equally countable towards success of the candidate. Listening abilities on the other could prove to be fruitful especially when the interviewer is making a comment or asking a question. In short we can say that the presence of above mentioned five communication skills could give a better chance of being selected during an interview.

**(2) Help in maintaining social relationships:-**

We as human beings live in a cobweb of relationships rather social relationship. These social relations compel us to act simultaneously in the capacity of father, child, husband, uncle, neighbour, cousin, teacher, nephew and so on. All these relationships especially near one's could be maintained properly if we can communicate well to all these relations, that we are here to take care of them and our services are always there to help them in case of any needs.

**(3) Helps in getting on the job promotion:-**

Perhaps finding a job would not be a big deal in case of if the candidate is well connected and belongs to a well off family. But promotion on the job requires some extra skills on the part of the candidate. Amongst those skills, communication abilities rank on the top. If a person can speak well during interactive and presentation sessions, can reports properly, he will automatically be in the eyes of the management and whenever a chance for promotion comes, he will be on the top of the list.

**(4) Helps in solving other's problems:-**

It is commonly observed that around us there are so many people whom we like to meet; their company is a source of enrichment for us. When we are with them we feel secured. The only reason for such types of feelings is that such type of people are not only good listeners but they also know it well that whenever they would speak, it would only be for the sake of encouraging, not discouraging others, only for solving other's problems and not for creating problems for others. Such people are no doubt excellent communicators.

**BARRIERS OR OBSTACLES OF COMMUNICATION**

The various inadequacies that can be identified through communication evaluation are required to be analyzed in terms of various factors - obstructions and barriers - that impede flow communication. Any managerial action in this regard can be effective only when it strikes at the very root of the factors that lie at the very root of the problem. From this viewpoint, identification of different factors is necessary. Recognizing barriers to effective communication is a first step in improving communication style. Following are the barriers of communication process.

**ENCODING BARRIERS.** The process of selecting and organizing symbols to represent a message requires skill and knowledge. Obstacles listed below can interfere with an effective message.

1. **Lack of Sensitivity to Receiver.** A breakdown in communication may result when a message is not adapted to its receiver. Recognizing the receiver's needs, status, knowledge of the subject, and language skills assists the sender in preparing a successful message. If a customer is angry, for example, an effective response may be just to listen to the person vent for awhile.
2. **Lack of Basic Communication Skills.** The receiver is less likely to understand the message if the sender has trouble choosing the precise words needed and arranging those words in a grammatically-correct sentence.
3. **Insufficient Knowledge of the Subject.** If the sender lacks specific information about something, the receiver will likely receive an unclear or mixed message. Have you shopped for an item such as a computer, and experienced how some salespeople can explain complicated terms and ideas in a simple way? Others cannot.
4. **Information Overload.** If you receive a message with too much information, you may tend to put up a barrier because the amount of information is coming so fast that you may have difficulty comfortably interpreting that information. If you are selling an item with twenty-five terrific features, pick two or three important features to emphasize instead of overwhelming your receiver.
5. **Emotional Interference.** An emotional individual may not be able to communicate well. If someone is angry, hostile, resentful, joyful, or fearful, that person may be too preoccupied with emotions to receive the intended message. If you don't like someone, for example, you may have trouble "hearing" them.

**TRANSMITTING BARRIERS:** Things that get in the way of message transmission are sometimes called "noise." Communication may be difficult because of noise and some of these problems:

**1. Physical Distractions.** A bad cellular phone line or a noisy restaurant can destroy communication. If an E-mail message or letter is not formatted properly, or if it contains grammatical and spelling errors, the receiver may not be able to concentrate on the message because the physical appearance of the letter or E-mail is sloppy and unprofessional.

**2. Conflicting Messages.** Messages that cause a conflict in perception for the receiver may result in incomplete communication. For example, if a person constantly uses jargon or slang to communicate with someone from another country who has never heard such expressions, mixed messages are sure to result. Another example of conflicting messages might be if a supervisor requests a report immediately without giving the report writer enough time to gather the proper information. Does the report writer emphasize speed in writing the report, or accuracy in gathering the data?

**3. Channel Barriers.** If the sender chooses an inappropriate channel of communication, communication may cease. Detailed instructions presented over the telephone, for example, may be frustrating for both communicators. If you are on a computer technical support help line discussing a problem, it would be helpful for you to be sitting in front of a computer, as opposed to taking notes from the support staff and then returning to your computer station.

**4. Long Communication Chain.** The longer the communication chain, the greater the chance for error. If a message is passed through too many receivers, the message often becomes distorted. If a person starts a message at one end of a communication chain of ten people, for example, the message that eventually returns is usually liberally altered.

**DECODING BARRIERS.** The communication cycle may break down at the receiving end for some of these reasons:

**1. Lack of Interest.** If a message reaches a reader who is not interested in the message, the reader may read the message hurriedly or listen to the message carelessly. Miscommunication may result in both cases.

**2. Lack of Knowledge.** If a receiver is unable to understand a message filled with technical information, communication will break down. Unless a computer user knows something about the Windows environment, for example, the user may have difficulty organizing files if given technical instructions.

**3. Lack of Communication Skills.** Those who have weak reading and listening skills make ineffective receivers. On the other hand, those who have a good professional vocabulary and who



concentrate on listening, have less trouble hearing and interpreting good communication. Many people tune out who is talking and mentally rehearse what they are going to say in return.

4. **Emotional Distractions.** If emotions interfere with the creation and transmission of a message, they can also disrupt reception. If you receive a report from your supervisor regarding proposed changes in work procedures and you do not particularly like your supervisor, you may have trouble even reading the report objectively. You may read, not objectively, but to find fault. Misinterpret words and read negative impressions between the lines. Consequently, likely to misunderstand part or all of the report.

5. **Physical Distractions.** If a receiver of a communication works in an area with bright lights, glare on computer screens, loud noises, excessively hot or cold work spaces, or physical ailments, that receiver will probably experience communication breakdowns on a regular basis.

**RESPONDING BARRIERS**-The communication cycle may be broken if feedback is unsuccessful.

1. **No Provision for Feedback.** Since communication is a two-way process, the sender must search for a means of getting a response from the receiver. If a team leader does not permit any interruptions nor questions while discussing projects, he may find that team members may not completely understand what they are to do. Face-to-face oral communication is considered the best type of communication since feedback can be both verbal and nonverbal. When two communicators are separated, care must be taken to ask for meaningful feedback.

2. **Inadequate Feedback.** Delayed or judgmental feedback can interfere with good communication. If your supervisor gives you instructions in long, compound-complex sentences without giving you a chance to speak, you may pretend to understand the instructions just so you can leave the stress of the conversation. Because you may have not fully understood the intended instructions, your performance may suffer.

## **TYPES OF COMMUNICATION**

We classify the communication into different types as following;

- 1) **Intrapersonal communication** – it is talking to oneself in one's own mind. Soliloquies or asides in dramatic work are example of intrapersonal communication.
- 2) **Interpersonal communication** – it is exchange of messages between two persons. Conversation, dialogue, interview etc. are examples of interpersonal communication.

3) **Group communication**- it can be among small or large groups, like an organization, club or class room, in which all individual retain their individual identity.

4) **Mass communication**- it occurs when the message is sent to large groups, for example, by news paper, radio, or television etc.

5) **Verbal communication**

6) **Non verbal communication**

7) **Meta communication**- Here speakers' choice of words unintentionally communicates something more than what the actual words state. For example, a flattering remark like "I've never seen you so smartly dressed" could also mean that the regular attire of the listener needed improvement.

8) **Formal communication**

9) **Informal communication**

10) **Electronic communication**

### **CHANNELS OF COMMUNICATION**

Channel of communication means how communication flows from one point to another point. It may be divided into the following types

- Internal Communication,
- External Communication

#### **1. INTERNAL COMMUNICATION:**

When the flow of communication is within an organization it is internal communication. It does not include outsiders. Internal communication helps people to interact in the organization to plan, organize, staff, lead and control. It is used by all people in the organization at every level. It is Intra-company communication. Internal communication can be further subdivided into the following parts or channels:

- Horizontal communication
- Downward communication
- Upward communication



### **Horizontal Communication**

It is the communication between people of the same department, or with other people of the same level in other departments. It is also called cross-wise communication. Horizontal communication helps in sharing information through meetings, chats, brain storming sessions and peer-to-peer talk.

### **Downward communication**

When the flow of communication is from the superior level to a downward level it is called downward communication. When managers pass instructions to subordinates they are using the downward channel of communication. Downward communication helps in leading, giving policies and procedures, assigning tasks and controlling subordinates.

### **Upward Communication**

When the flow of communication is from the subordinate to the upper level it is called upward communication. When subordinates submit reports and give information to managers they are using upward channel of communication. Upward communication helps in submitting reports, appeals, requests, sharing problems or asking for advice and guidance.

## **2. EXTERNAL COMMUNICATION**

In external communication the flow of information is outside the organization. It is Intercompany communication. It is used to communicate with vendors, suppliers, competitors, Government, Consumer groups and general public. In external communication special care and consideration has to be given as it is also important for the goodwill and image of the company. Legal aspects are also given special attention while communicating externally

### **DIFFERENTIATE BETWEEN FORMAL AND INFORMAL LANGUAGE;**

#### **Formal language Informal Language**

(1) It is the language spoken in office, business and other formal places.

It is the language spoken at home or with friends.

(2) Proper and standard words are used.

Improper words and slangs are used.

(3) It consists of specific purpose words like manager, supervisor, owner, employer etc.

It has all purpose words like “boss” that stands for various personalities.

(4) It is used comparatively less than informal language. It is used in daily life

5) It is used when the speaker is relaxed. It is used when speaker is in a hurry.

### **THE PROCESS OF COMMUNICATION.**

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

#### **1. Sender's thoughts:-**

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

#### **2. Encoding / Message:-**

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

#### **3. Transmission through media:-**

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

#### **4. Noise and Barriers:-**

While transmitting the information to the receiver, the sender faces lots of barriers. These noise and barriers are explained as under:

(i) **On sender's side:-** Noise and barriers may take place during the process of encoding. Some of them may be caused by distraction, lack of concentration, typing mistake, poor language etc.

(ii) **In the medium:-** Some barriers are caused by medium such as poor transmission on T.V. and radio misprinting in newspapers etc.

**(iii) On receiver's side:-** The receiver can also create certain barriers to the receiving of message such as poor reading ability, emotions, lack of concentration etc.

### **5. Decoding by Receiver:-**

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

### **6. Idea Received:-**

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

### **7. Feed back:-**

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

### **FIVE ELEMENTS (FACTORS) OF THE PROCESS OF COMMUNICATION:**

Communication as a process can be understood from the given diagram. A sender encodes the message, and sends it using a channel to a receiver, who then decodes the message. The receiver, in turn, encodes his feedback on the message received, and sends it to the sender, which is then decoded by the sender. Different channels or media is used for this transmission of message. Noise, in the communication process, refers to any obstruction that hampers the transmission of the message from the sender to the receiver or the feedback from the receiver to the sender. Noise here can refer to both the verbal and non-verbal cues, oral and written communication etc. For instance, language barriers, misinterpretation of symbols used, incoherent diction and articulation, unintelligible handwriting etc.

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

**1. Sender:-**

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

**2. Message:-**

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

**3. Media:-**

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

**4. Receiver:-**

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

**5. Feed Back:-**

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

**FORMAL COMMUNICATION**

Formal communication refers to interchange of information officially. The flow of communication is controlled and is a deliberate effort. This makes it possible for the information to reach the desired place without any hindrance, at a little cost and in a proper way. This is also known as 'Through Proper Channel Communication.'

**CHARACTERISTICS**

Following are the chief characteristics of the formal communication:

**(1) Written and Oral:**

Formal communication can both be written and oral. Daily works are handled through oral communication, while the policy matters require written communication.

**2) Formal Relations:**

This communication is adopted among those employees where formal relations have been established by the organisation. The sender and the receiver have some sort of organizational relations.

**(3) Prescribed Path:**

The communication has to pass through a definite channel while moving from one person to another. For example, to convey the feelings of a worker to the manager, the foreman's help has to be sought.

**(4) Organizational Message:**

This channel is concerned with the authorized organizational messages only and the personal messages are out of its jurisdiction.

**(5) Deliberate Effort:**

This channel of communication is not established automatically but effort has to be made for its creation. It is decided keeping in view the objectives of the organization.

**ADVANTAGES**

The formal communication has the following advantages:

**(1) Maintenance of Authority of the Officers:**

Formal communication maintains constant relations among the superiors and the subordinates as a result of whom the dignity of the line superiors is maintained. Consequently, it is convenient to control the subordinates and fix their responsibility which is absolutely needed for effective and successful control.

**(2) Clear and Effective Communication:**

In formal communication, there is a direct contact among the managers and the subordinates. Both understand the capability, habits, feelings, etc. of one another. Managers know as to when and under which conditions their subordinates need information. In this way, this communication is capable of making available timely information. Hence, it is clear and effective.

**(3) Orderly Flow of Information:**

The information has to pass through a definite route from one person to another. Hence, the flow of information is systematic.

**(4) Easy Knowledge of Source of Information:**

In this type of communication, the source of each information can be easily located.

**LIMITATIONS**

Following are the disadvantages or limitations of the formal communication:

**(1) Overload of Work:**

In a modern business organization much information, many messages and other things have to be communicated. Under formal communication, they are routed through a definite channel and this consumes much of the time of the superiors and thus some other important works are left unattended.

**(2) Distortion of Information:**

This method can be a hindrance in the flow of information. Sometimes the distance between the sender and the receiver is so big that the information has to pass through many hands and by the time it reaches the receiver it is distorted. Thus it fails to serve its purpose.

**(3) Indifferent Officers:**

The officers do not pay much attention to the suggestions and complaints of the subordinates. In such a case a subordinate may come lose his faith in the effectiveness of communication.

**TYPES OF FORMAL COMMUNICATION (CHANNELS OF COMMUNICATION)**

Formal communication is of two types:

**(1) Vertical Communication:**

(i) Downward Communication

(ii) Upward Communication

(2) Horizontal Communication.

**(1) Vertical Communication**

Vertical communication is of the following two types:

**(i) Downward Communication:**

The communication by top hierarchy with their subordinates is called downward communication.

This communication includes orders, rules, information, policies, instructions, etc. The chief

advantage of the downward communication is that the subordinates get useful timely information which helps them in their work performance,

**(ii) Upward Communication:**

This is quite the reverse of the downward communication. This flows from the subordinates to the superiors. The subject-matter of this communication includes suggestions, reactions, reports, complaints, etc. This sort of communication helps the superiors in taking decisions.

**(2) Horizontal Communication**

Horizontal communication takes place when two individuals of the same level exchange information. Horizontal communication is used by the same level officers to solve the problems of similar nature and profit by the experience of other people. The subject-matter of horizontal communication includes information, requests, suggestions, mutual problems and coordination related information.

**FORMAL COMMUNICATION NETWORK**

The way in which formal communication is done, is known as formal communication network.

Formal communication can be done in different ways-it may be vertical communication or horizontal communication. The different forms of formal communication network have been shown in the following diagram:

**(1) Chain Communication:**

Chain communication refers to the communication between a superior and a subordinate. All the people in an organisation from top to bottom are linked with the help of a scalar chain as has been shown in diagram (1). A is placed at the highest rank, B is a subordinate of A, C is the subordinate of B, D is the subordinate of C and E is the subordinate of D.

**(2) Wheel Communication:**

In this form of communication, all the subordinates of a superior talk to one another through his medium. The superior works as a hub of a wheel. In the diagram (2), A is the superior and B, C, D and E are the subordinates. All the four subordinates communicate through the medium of A.

**(3) Circular Communication:**

This communication takes place among the members of a group. Every member of a group can



communicate with the nearest two members. In the diagram (3), A can have communication with B and E. Similarly, B can have communication with A and C. The same applies to all the members of the group. In this case the communication moves at a slow speed.

**(4) Free Flow Communication:**

This form of communication also takes place among the different members of the group. Its special feature is that every member of the group can talk to all the other people in the group.

This has been clarified in diagram (4). A can talk directly to B, C, D, E. In the same way B can talk directly to A, C, D, and E. The same applies to all the members of the group. In this case, the communication moves at a rapid pace.

**(5) Inverted 'V' Communication:**

In this form of communication, a subordinate is permitted to communicate with the boss of his boss. In this form of communication the messages move at a rapid speed, in the diagram (5), C and D are the subordinate of B who, in turn, is a subordinate of A. Here C and D can talk directly to A who happens to be the boss of B.

### **INFORMAL COMMUNICATION**

**It** refers to interchange of information unofficially. This communication is based on informal relations (like friendship, membership of the same club, the same place of birth, etc.) and, therefore, is free from all the organizational formalities.

The exchange of informal messages usually takes place on the occasion of community meals, social occasions, parties, etc. On such occasions, the superiors gather such information from their subordinates as may be difficult to get through formal communication. Such communication includes comments, suggestions, etc.

Under this, communication takes place through gesticulation, moving of head, smiling and by remaining quiet. For example, a superior wants to complain against his subordinate to his higher officer and at the same time he is afraid of giving it in writing. This can be conveyed to the higher officer through informal communication, say during the course of a conversation.

Informal communication is also called grapevine communication because there is no definite channel of communication. Under it some information passes through many individuals and covers a long distance making its origin obscure. This is exactly like a grapevine where it is difficult to find the beginning and the end.



### **CHARACTERISTICS**

**Informal or grapevine communication has the following characteristics:**

**(1) Formation through Social Relations:**

This communication is born out of social relations who mean that it is beyond the restrictions of the organisation. No superior-subordinate relationship figures therein. A more sociable superior can gather much information through this channel.

**(2) Two types of Information:**

Through this communication, information about the work and the individual can be collected.

**(3) Uncertain Path:**

Since it is beyond the restrictions of the organisation, it follows no definite channel. Like a grapevine, it moves in a zigzag manner.

**(4) Possibility of Rumour and Distortion:**

Responsibility for the true or false nature of communication does not lie on any individual and, therefore, not much attention is paid to its meaning while communicating. Consequently, the rumours keep floating.

**(5) Quick Relay:**

Informal communication makes news spread like wildfire. Not only this, people start adding something of their own which sometimes changes the real meaning of the communication.

### **ADVANTAGES**

The informal channel of communication has the following advantages:

**(1) Fast and Effective Communication:**

Under this communication, the messages move fast and their effect is equally great on the people.

**(2) Free Environment:**

Informal communication is done in a free environment. Free environment means that there is no pressure of any office-big or small. The reactions of the employees can easily be collected.

**(3) Better Human Relations:**

Informal communication saves the employees from tension. Freedom from tension helps the establishment of better human relations. This also affects the formal communication.

**(4) Easy Solution of the Difficult Problems:**

There are many problems which cannot be solved with the help of formal communication. There is more freedom in informal communication which helps the solution of difficult problems.

**(5) Satisfying the Social Needs of the Workers:**

Everybody wants good relations with the high officers at the place of his work. Such relations give satisfaction to the employees and they feel proud. But this can be possible only with the help of the informal communication.

**LIMITATIONS**

The defects or limitations of the informal communication are as under:

**(1) Unsystematic Communication:**

This communication is absolutely unsystematic and it is not necessary that information reaches the person concerned.

**(2) Unreliable Information:**

Most of the information received through this communication is undependable and no important decision can be taken on its basis.

**Difference between Formal and Informal Communication**

**1. Formal communication** is communication that takes place through the formal official channels.

Whereas informal communication is communication that takes place by passing the formal channels

**2. Formal Communication** is not flexible but Informal communication is flexible.

**3. Formal communication** is totally controlled by the management. On other hand informal communication cannot be controlled by the management.

**4. Informal communication** has documentary evidence. Informal communication has no documentary evidence.

**5. In Formal communication** official discipline is strictly maintained, but in informal communication Official decorum and discipline are not followed.

**6. In case of formal communication** secrecy can be maintained. Here in informal communication maintaining secrecy is very difficult.

**7. Formal communication** is time consuming. But in case of informal communication Less time is taken for transmitting information.

**8. Formal communication** is expensive where as informal communication is less expensive than formal communication.

**9.** In case of formal communication, there is almost no chance of misunderstanding. In informal communication due to lack of control misunderstanding can takes place.

**10.** In formal communication official discipline is maintained chance of mistakes is very low. On the other hand, in case of informal communication strict rules are not followed, there for possibility of mistakes is very high.

### **BUSINESS WRITING PRINCIPLES OR SEVEN C'S IN BUSINESS COMMUNICATION**

#### **1. Correctness:**

Normally it is assumed that correctness only refers to spelling, punctuation and grammar etc. but business Communication is something more than that. Following guideline should be considered for achieving correctness.

- Use the correct level of language
- Include only accurate facts and figures.
- Maintain acceptable writing mechanics.

#### **(a) Use the Correct Level of Language:**

There are usually three levels of language that is formal, informal and sub-standard. Informal level of language is the language of business letters, memos and reports. Formal language is used for writing research papers and legal documents etc. Sub-standard level of language is not used in any type of communication because it either refers to the street language or unacceptable language.

#### **(b) Include Only Accurate Facts and Figures:**

The writer of a business message should specifically be careful when he is quoting any fact or figure. The situation is more critical when the reader relies on the accuracy of facts and figures. An incorrect figure may lead even to the loss of customer, because customer might feel that he is not dealing with business like people. For example if a bank manager provides a wrong balance figure to his account holder, the result might be disastrous for the bank.

#### **(c) Maintain Acceptable Writing Mechanics:**

Writing mechanics include a number of considerations. For instance, use of grammar rules, Sentences structure, composition, punctuation, spelling and all other considerations.

**2. Conciseness:**

With the advent of information revolution, business messages are getting short day by day. This is because of huge inflow and outflow of messages on daily basis. Therefore, conciseness is a prime requirement. Following points should be considered for achieving conciseness. Omitting trite expressions. Avoid unnecessary repetition. Include relevant facts.

**(a) Omitting Trite Expressions:**

Trite expressions are also called clichés or stereo typed expressions. They are usually longer, formal and relatively meaningless because of over use.

**Example:**

**Trite:** In accordance with your request of recent date, we are enclosing herewith our cashier's cheque in the amount of Rs 20,000, representing a withdrawal of said saving A/c. No. 3595.

**Improved:** According to your request of April 25, cheque of Rs. 20,000 is enclosed.

**(b) Avoid Unnecessary Repetition:**

Skilful business writers avoid unnecessary repetition by rewording their message and trying to reduce it by almost 50%. In other words first draft of the message is never final and it always requires a second reworded reduced draft before dispatched to the receiver.

**Example:**

**Wordy:** I have your letter of October 14 and wish to say that we will be glad to give you a refund for shirt you purchased here last week.

**Improved:** You can avail refund for the shirt you purchased last week.

**(c) Include Relevant Facts:** Relevant facts refer to those necessary facts which should be present and should never be compromised for achieving conciseness.

**3. Clarity:**

Clarity refers to a clear understanding of the message by the receiver. In other words the receiver should not face any problem in getting the meaning of the message. The clarity could be achieved by the following techniques.

Choose words that are short, familiar and conversational. Construct effective sentences and paragraphs. Achieve appropriate readability. Include examples, illustrations etc.

**(a) Choose Words that are Short, Familiar and Conversational:**

The vocabulary of English language is so rich that a number of words are possible for a single occasion. In today's business English, analysts suggest that it's better to use such words in business writing, which are normally used in day to day conversation. Therefore, it is always better to avoid difficult and high sounding words.

**Example:**

The bank statement shows an Overdraft of Rs. 10,000. The bank statement shows an excess withdrawal of Rs. 10,000.

**(b) Construct Effective Sentences and Paragraphs:**

The number of paragraphs for a business message should not exceed more than 3-4 paragraphs. Within one paragraph, number of sentences should not exceed more than 3-4 sentences and within one sentence, number of words should not exceed more than 12-15 words.

**(c) Include Examples, Illustrations etc.:**

Examples and illustrations work as supplementary tools for the writer. Examples help the reader to understand meaning of the message.

**4. Completeness:**

It is not necessary that all seven C's could be applied to all types of business messages. The 'C' of completeness should be kept in mind especially giving replies to inquiries and writing adjustment letter. Following points are considered for the 'C' of completeness.

- Answer all questions asked.
- Give something extra when desirable.
- Check for five W's.

**(a) Answer all Questions Asked:**

If in the product related inquiry the prospective customer has asked four questions, it is much necessary to answer all the four questions. Even if a single question is missed and not answered, the inquirer is having all the reasons to believe that the person giving reply is a careless person or he is not interested in answering the questions or there is something wrong which he is willing to hide.

**(b) Give Something Extra When Desirable:**

Normally a good marketing technique applied by managers is to offer something extra apart from original questions asked. This something extra may be the point of sale for the producer because customer would like to buy from such a manufacturer who is offering something extra, which others are not offering.

**(c) Check for 5 W's:**

Five W's to Who, What, When, Where and Why. For example to order merchandise, we should make clear **What** we want, **When** we need it, **Where** it is to be sent, **How** the payment will be needed.

**5. Concreteness:**

Concreteness adds conviction to the message. It is easy for the reader to believe on concrete messages. Concreteness also increases credibility of the sender of message. Following points should be considered for achieving concreteness.

- Use specific facts and figures.
- Put action in the verb.
- Choose vivid image building words.

**(a) Use Specific Facts and Figures:**

Use of fact and figures play a vital role especially when describing a product or service.

**Example:**

**General:** These brakes stop car within short distance.

**Specific:** The hydraulic pressure brakes stop a car with a distance of two feet as soon as they are applied.

**(b) Put Action in the Verb:** The basic function of the verb is to describe action of a noun or pronoun. Therefore, care should be taken that the action should always be represented by verb and an action is found in a noun, it should be converted into verb.

**Example:**

**Noun:** They held meeting in the office.

**Verb:** They met in the office.

**(c) Choose Vivid Image Building Words:**

Vivid image building words are generally used for creating an impression upon the reader, so that the reader should start building an image of the product or service in his mind. Such words are used in sales and sales promotion letters.

**Example:** This is a very good computer.

The P-IV 800 MHz, 20GB HD, 64MB RAM, 500 MB CACHE, Intel genuine processor, in ATX casing is a computer of new millennium.

### **6. Consideration:**

Consideration refers to giving importance to the other person whether he is a reader audience, spectator or listener. For achieving consideration following points are considered.

- You attitude
- Show readers interest
- Apply integrity in the message
- Emphasize the positive

#### **(a) You Attitude:**

You attitude means writing a business message from the point of view of the customer or at least showing that the customer is very important.

#### **Example:**

**I - Attitude:** We allow 5% discount on Cash Payment.

**You - Attitude:** You can enjoy 5% discount on Cash Payment.

#### **(b) Show Readers Interest:**

People are basically selfish in their nature. They are only interested in themselves and they always look for some material benefit. Therefore business messages should always be drafted in such a manner to offer something to the customer, which is of interest for him. Mind it customers are not interested in the producer or service provider. Their focus of concentration is their own self. A customer will be a loyal customer, if he is obtaining some benefit on a regular basis.

#### **(c) Apply Integrity in the Message:**

Integrity refers to character in the business message. This would come by being honest and truthful with the customer. Never make such a promise, which can be fulfilled never give false hopes to the customer and also never bluff the customer.



**(d) Emphasize the Positive:** Most of the statements even in business messages could be written from angles. One is the positive angle and the other is the negative one. It is always better to highlight positively rather than negatively.

**Example:**

**Negative:** We do not refund if the refund item is soiled and unsalable.

**Positive:** We do refund if the returned item is clean and saleable.

**7. Courtesy:**

Surviving in today's business world requires courtesy on the part of producer or seller. A discourteous producer or service provider cannot succeed in the buyer's market. That is why famous slogan of 'Customer is always right' invented. To achieve courtesy following points should be considered.

- Be tactful.
- Omit expressions that can irritate.
- Answer/mail promptly.
- Grant and apologize.

**(a) Be Tactful:**

Tact means handling customer with a right technique. Otherwise, if customers are not handled properly, business may suffer.

**Example:**

**Tactless:** Your letter is not complete I cannot understand it.

**Tactful:** If I understand your letter correctly, you want to say that.....

**(b) Omit Expressions that Can Irritate:**

Irritating expressions are disliked by all and customers are not any exception.

**Example:**

You have failed

You have no choice

You neglect

**(c) Answer / Mail Promptly:**

It is a matter of business courtesy that all mails should be answered promptly. A late reply may give an impression that the manufacturer is not interested in the customer.



**(d) Grand and Apologize:**

It is always advisable to give some favour to the customer if he asked for it, and if some mistake is committed, it is better to apologize.

**ELECTRONIC COMMUNICATION CHANNELS**

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

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

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

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

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

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

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

The advantages of asynchronous communication are that messages can be sent and received when convenient for sender and receiver. Also, because asynchronous communication requires a methodology for storing and forwarding messages, it automatically provides a relatively permanent record of the communication. The principal disadvantage of asynchronous communication is that feedback is delayed and may be difficult to obtain.

### **1. Telephone**

The telephone was the first electronic channel to gain wide acceptance for business use. Telephones are everywhere—at least in the industrialized world. The telephone offers many advantages. It is often the fastest, most convenient means of communicating with someone. The telephone is also economical in comparison with the cost of writing and sending a letter or the travel involved in face-to-face meetings. Although standard telephone equipment limits sender and receiver to exchanging vocal information, tone of voice, rate of speech, and other vocal qualities help sender and receiver understand each other’s messages.

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

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

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

## **2. Radio**

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

The advantages of radio are that it is a relatively inexpensive medium for both sender and receiver, and vocal qualities can be used to help clarify the meaning of messages. Radio messages may be pre-recorded for a later broadcast, and receivers may record messages to listen to them at a more convenient time or for repeated play. The disadvantages are the absence of a convenient means of feedback and the use of radio to provide background entertainment, which leads receivers to pay less attention to information delivered by radio than to that delivered by other means.

## **3. Television**

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

communication when time, distance, or cost of travel would make face-to-face communication difficult.

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

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

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

#### **4. Electronic Mail**

Email has recently become the most common form of business communication, substituting for letters, memos, and many telephone calls. It is quick, convenient, and—once the appropriate hardware and software are installed—inexpensive. Most organizations in the industrialized world now have email and access to the Internet, a world-wide network connecting most of the world’s major computer networks. Although email permits most of the advantages of other forms of written

communication, email users tend to prepare email messages quickly and with less attention to detail, including grammatical and mechanical correctness, than they do when preparing paper documents.

The advantages of email are that it is both quick and convenient. It can be printed, saved electronically, or forwarded to multiple recipients. Email lists—whether maintained by an individual or by special software designed for the purpose (such as listserv, listproc, and majordomo)—simplify the process of exchanging information with groups of people who share common interests.

The disadvantages of email are that because speed often seems more important than correctness, email messages often contain egregious errors in spelling, grammar, mechanics and content. Messages containing such errors may be saved or forwarded and/or printed, duplicated, and sent to a number of people. If such a message were sent to a large mailing list, hundreds or perhaps thousands of people would see it and form an opinion about the person who sent it.

### **5. Electronic Conferencing**

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

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

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

The principal disadvantages of electronic conferences are that they require deliberate access. Whereas messages from an email list arrive in a person's mailbox automatically, he or she must deliberately access an electronic conference to see what new topics or responses have been added

since his or her last access. If the person forgets to access the conference regularly, he or she might miss an important message. Also, those posting responses to items on the conference may not stick to the subject of the item. Such deviation from the topic is usually called drift, and if the amount of drift on a conference is significant, the usefulness of the conference is diminished.

### **6. Web-based Communication**

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

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

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

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

The principal disadvantage of using the Web to communicate is that the receiver must want the information badly enough to look for it. Most communication channels allow the sender to initiate the process, perhaps even at times inconvenient for the receiver. To communicate on the Web, however, the sender places the information on a Web site and then must wait for the appropriate receivers to access it. Another disadvantage is that the sender forfeits some control over the appearance of a Web-based document. Receivers have the option of choosing not only when they



access the information but the appearance of the document as well. Receivers can, for example, choose to view or print the document using a typeface and/or type size different from the one selected by the author.

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

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

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

### **ADVANTAGES OF ELECTRONIC COMMUNICATION**

The following points highlight on the advantages of electronic communication:

- 1. Speedy transmission:** It requires only few seconds to communicate through electronic media because it supports quick transmission.
- 2. Wide coverage:** World has become a global village and communication around the globe requires a second only.
- 3. Low cost:** Electronic communication saves time and money. For example Text sms is cheaper than traditional letter.
- 4. Exchange of feedback:** Electronic communication allows instant exchange of feedback. So communication becomes perfect using electronic media.
- 5. Managing global operation:** Due to advancement of electronic media, business managers can easily control operation across the globe. Video or tele- conferencing e-mail and mobile communication are helping managers in this regard.

**DISADVANTAGES OF ELECTRONIC COMMUNICATION**

Electronic communication is not free from the below limitations:

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

**PART – A (ONE Mark)**  
**Multiple Choice Questions**  
**Online Examination**  
**PART – B (2 Marks)**

1. Define Communication
2. Write a short note internal communication?
3. Mention the main objectives of downward communication?
4. List out the main steps in communication cycle?
5. Write a short note on written communication?

**PART – C (6 Marks)**

1. Define communication and explain the importance of business communication?
2. Elucidate the physical and semantic barriers for effective communication?
3. Elaborate the various types of media in business communication?
4. Explain the socio psychological barriers in communication?
5. Elucidate the different types of communication with suitable examples?
6. Explain the various barriers of effective business communication?
7. Describe the different forms of communication?
8. Explain the upward and downward communication in business with suitable examples.



Questions	Opt 1	Opt 2	Opt 3	Opt 4	Opt 5	Opt 6	Answer
Communication is _____ of facts, ideas, opinions by two or more persons.	Exchange	Foreign exchange	Control	Understanding			Exchange
_____ channel of communication called the grapevine	Formal	Informal	Horizontal	Vertical			Informal
The downward communication flow from _____	A subordinate to a superior	A subordinate to a subordinate	A superior to a superior	A superior to a subordinate			A superior to a subordinate
Examples of oral communication _____	Letter	e-mail	Telephone	Fax			Telephone
Written communication includes _____	Reports and forms	Interviews.	Film	Speaking			Reports and forms
Communication saves time in _____	Internal communication.	Interview	Oral communication.	Schedule			Oral communication.
Internal communication is a communication between _____	Banker and customer	Superiors and subordinate.	Salesman and buyer	Insurance company and its customer			Superiors and subordinate.
Telephonic conversation is a _____	Verbal communication.	Non-verbal communication.	Visual communication	Written			Non-verbal communication.
Envelopes containing transparent papers to show the address are called _____	Window envelops	Easy envelop	Address envelop	front envelop			Address envelop
In the communication cycle, the process of retranslation of signals into ideas is called _____	Encoding	Decoding	Response	Feedback			Decoding
If each line in the inside address is started after leaving a small gap, it is known as _____	Block form	Correct form	Indented form	Address form			Indented form
The inside address should be written _____	Below the salutation	Above the heading	Above the salutation	Above the date			Above the salutation
Reports from the subordinates to the superiors take the form of _____	Upward communication	Downward communication	Face-to-face communication	Visual communication.			Upward communication
Pictures, slides, films fall under _____	Body languages	Audio-visual communication	Reporting	Visual communication			Audio-visual communication
Realizing the potential of the self is part of the _____	Communication development	Language development	Skill development	Personality development			Personality development
A memo is an example for _____	Internal communication	External communication	Lateral communication	Written communication			Internal communication
Gestures is an example for _____	Body language	Grammar	Speeches	Written			Body language
The term communis derived from _____ word.	Greek	Latin	Chinese	English			Latin
Grapevine communication is associated with _____ communication.	Formal	Informal	Horizontal	Vertical			Informal
Audio Visual communication combines _____	Auditory only	Visual only	Both auditory & visual	Written			Both auditory & visual
Communication problems otherwise known as _____	Enquire	Barriers	Encoding	Decoding			Barriers
Posters fall under _____ communication.	Oral	Visual	Written	Spoken			Visual
Informal communication is otherwise known as _____ communication.	Grapevine	Lateral	Visual	Horizontal			Grapevine
Horizontal communication flows through _____	face-to-face discussion.	telephonic talk	periodical meeting	face-to-face discussion, telecommunication , periodical meeting			face-to-face discussion, telecommunication, periodical meeting
Face-to-face communication means _____	visual communication.	direct conversation	oral communication	written			direct conversation

Physical Barriers to communication are _____	time and distance	interpretation of words	denotations	connotations			time and distance
_____ is the process of arriving at agreement through consultation.	consensus	horizontal	vertical	meaning			consensus
Information must be _____	accurate, complete, recent	inaccurate, incomplete	irregular	clear			accurate, complete, recent
Effective advice _____	is both man-oriented & work oriented	is given in the workers interest	promotes understandings	is both man-oriented & work oriented and promotes			is both man-oriented & work oriented and promotes
Audio-Visual communication is most suitable for mass _____ and mass	publicity & education	policies & political	save & store	Publicity & policies			publicity & education
When- Respected Sir- is the salutation the appropriate complimentary clause is	Yours sincerely	Yours faithfully	Yours affectionately	Yours lovingly			Yours sincerely
Appropriate salutation for an application is	My Dear Sir	Sir	Dear Sir	Sir Mr. X			Sir
A group discussion of a real life situation with in a training environment is	discussion	listening	case study method	Reading			discussion
Subscription of a letter _____	contains principal message	contains name and address of the receiver	contains name and address of the sender	Place and date			contains name and address of the receiver
Post script appears in a letter	in the beginning	in the middle	in the end	never appears			never appears
Complementary close or subscription always be _____ with salutation.	different	consistent	opposite	parallel			consistent
The possibility of misunderstanding at any step _____	brain drain	output	channel	medium			brain drain
The information the receiver gets is called	message	output	input	source			message
Information about its products is _____ information.	external	internal	planning	deciding			planning
A business letter serves as a record for _____ reference.	past	present	future	present and future			present and future
_____ is the essential aspect of communication.	enclosure	letter	telephone	feedback			feedback
Communication is the _____ of business.	Backbone	life blood	Back bone and life blood	No value			Back bone and life blood
The aim of _____ should be the organization's betterment.	order	warning	suggestion	Counseling			order
Warning can be _____	general or specific	specific	particular	Completely general			general or specific
Motivation should be achieved through _____	monetary incentives	making the workers participate in the decision making process	making achievement goals very specific	monetary, workers participation and specific goal			monetary, workers participation and specific goal
The ability to communicate effectively _____	is a natural talent that cannot be learned	depends on the education level of those around you	can be learned	depends on not using technology to send messages			can be learned
_____ are welcome, for it is not obligatory to accept them.	suggestion	order	courtesy	complaint			suggestion
_____ Communication is unsuitable for lengthy message.	oral	written	vertical	audio visual			oral
_____ Communication is the most popular means of transmitting message.	written	oral	visual	face-to-face			oral
_____ is a more powerful agent of persuasion and control.	speaker	receiver	speech	decoder			speaker
_____ is quite often a physical barrier to communication.	noise	interpretation of words	by passed instruction	only instruction			noise

_____ is the process of arriving at agreement through consultation.	consensus	horizontal	vertical	upward			consensus
Contents of offers and quotation are _____	details of product	pleasing tone	request for price	request for traders information			details of product
Audio-Visual communication is most suitable for mass _____ and mass	publicity & education	policies & political	save & store	Education & political			publicity & education
Employees should encourage giving _____	information	guidelines	suggestion	order			suggestion
The letter should be based on _____	attitude	you attitude	we attitude	my attitude			you attitude
The reimbursement of expenses is generally made by the _____	principal	agent	subordinate	owner			subordinate
_____ Interpretation of data is followed by	recommendation	suggestion	conclusions	complaint			suggestion
Communication network in any organization is	internal & external	verbal & written	oral & non-verbal	feedback			internal & external
Empathy leads to _____	greater receptivity	more involvement	greater focus	causality			greater focus

**UNIT-II –BUSINESS CORRESPONDENCE**

**SYLLABUS**

**Unit II** Business Correspondence: Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter -office Memo, Notices, Agenda, Minutes, Application letters, Preparation of resume

**BUSINESS CORRESPONDENCE**

Communication through exchange of letters is known as correspondence. We communicate our feelings, thoughts etc. to our friends and relatives through letters that may be called personal correspondence. A Businessman also writes and receives letters in his day-to-day transactions, which may be called business correspondence. Business correspondence or business letter is a written communication between two parties. Businessmen may write letters to supplier of goods and also receive letters Business Studies 156 from the suppliers. Customers may write letters to businessmen seeking information about availability of goods, price, quality, sample etc. or place order for purchase of goods. Thus, business letters may be defined as a media or means through which views are expressed and ideas or information is communicated in writing in the process of business activities

**DEFINITION**

“Business correspondence means the exchange of information in a written format for the process of business activities. Business correspondence can take place between organizations, within organizations or between the customers and the organization. The correspondence is generally of widely accepted formats that are followed universally”.

**NEED FOR WRITTEN COMMUNICATION**

1. Maintaining a proper relationship.
2. Serves as evidence.
3. Create and maintain [goodwill](#).
4. Inexpensive and convenient.
5. Formal communication.
6. Independent of [interpersonal skills](#)

**IMPORTANCE OF BUSINESS CORRESPONDENCE**

Now-a-days business operations are not restricted to any locality, state or nation. Today production takes place in one area but consumption takes place everywhere. Since the businessmen as well as customers live in far off places they don't have sufficient time to contact each other personally. Thus, there arises the need for writing letters. In the past the situation was not so. Business letters were not essential in olden days. But now the importance of letters has increased because of vast

expansion of business, increase in demand as well as supply of goods. Let us learn about the importance of business letters.

**i) Help in maintaining proper relationship**

Now-a-days business activities are not confined to any one area or locality. The businessmen as well as customers are scattered throughout the country. Thus, there is a need to maintain proper relationship among them by using appropriate means of communication. Here business letters play an important role. The customers can write letters to the businessman seeking information about products and businessmen also supply various information to customers. This helps them to carry on business on national and international basis.

**ii) Inexpensive and convenient mode**

Though there are other modes of communication like telephone, telex, fax, etc. but business information can be provided and obtained economically and conveniently through letters.

**iii) Create and maintain goodwill**

Sometimes business letters are written to create and enhance goodwill. Businessmen at times send letters to enquire about complaints and suggestions of their customers. They also send letters to inform the customers about the availability of a new product, clearance sale etc. All this results in cordial relations with the customers, which enhances the goodwill of the business.

**iv) Serves as evidence**

We cannot expect a trader to memorise all facts and figures in a conversation that normally takes place among businessmen. Through letters, he can keep a record of all facts. Thus, letters can serve as evidence in case of dispute between two parties.

**v) Help in expansion of business**

Business requires information regarding competing products, prevailing prices, promotion, market activities, etc. If the trader has to run from place to place to get information, he will end up doing nothing. It will simply result in loss of time. But through business letters, he can make all enquiries about the products and the markets. He can also receive orders from different countries and, thus enhance sales.

**ESSENTIAL QUALITIES OF A GOOD BUSINESS LETTER**

A letter should serve the purpose for which it is written. If a businessman writes a letter to the supplier for purchase of goods, the letter should contain all the relevant information relating to the product, mode of payment, packaging, transportation of goods, etc. clearly and specifically. Otherwise, there will be confusion that may cause delay in getting the goods. Again the quality of paper used in the letter, its size, colour etc. also need special attention, because it creates a positive impression in the mind of the receiver. We may classify the qualities of a good business letter as: a. Inner Qualities; and b. Outer Qualities

**a) Inner Qualities**

The inner qualities of a good business letter refer to the quality of language, its presentation, etc. These facilitate quick processing of the request and that leads to prompt action. Let us discuss the various inner qualities of a good business letter.

(i) **Simplicity** - Simple and easy language should be used for writing business letters. Difficult words should be strictly avoided, as one cannot expect the reader to refer to the dictionary every time while reading letter.

(ii) **Clarity** - The language should be clear, so that the receiver will understand the Business Studies message immediately, easily and correctly. Ambiguous language creates confusion. The letter will serve the purpose if the receiver understands it in the same manner in which it is intended by the sender.

(iii) **Accuracy** - The statements written in the letter should be accurate to, the best of the sender's knowledge. Accuracy demands that there are no errors in the usage of language - in grammar, spellings, punctuations etc. An accurate letter is always appreciated.

(iv) **Completeness** - A complete letter is one that provides all necessary information to the users. For example, while sending an order we should mention the desirable features of the goods, i.e., their quality, shape, colour, design, quantity, date of delivery, mode of transportation, etc.

(v) **Relevance** - The letter should contain only essential information. Irrelevant information should not be mentioned while sending any business correspondence.

(vi) **Courtesy** - Courtesy wins the heart of the reader. In business letters, courtesy can be shown/expressed by using words like please, thank you, etc.

(vii) **Neatness** - A neat letter is always impressive. A letter either handwritten or typed, should be neat and attractive in appearance. Overwriting and cuttings should be avoided.

#### **b) Outer Qualities**

The outer qualities of a good business letter refers to the appearance of the letter. It includes the quality of paper used, colour of the paper, size of the paper etc. Good quality paper gives a favourable impression in the mind of the reader. It also helps in documenting the letters properly. Let us discuss the various outer qualities of a good business letter.

(i) **Quality of paper** - The paper used should be in accordance with the economic status of the firm. Now-a-days the cost of the paper is very high. Therefore, good paper should be used for original copy and ordinary paper may be used for duplicate copy.

(ii) **Colour of the Paper** - It is better to use different colours for different types of letters, so that the receiver will identify the letters quickly and prompt action can be taken.

(iii) **Size of the paper** - Standard size paper (A4) should be used while writing business letters. The size of the paper should be in accordance with the envelopes available in the market.

(iv) **Folding of letter** - The letter should be folded properly and uniformly. Care should be taken to give minimum folds to the letter so that it will fit the size of the envelope. If window envelope is used then folding should be done in such a way that the address of the receiver is clearly visible through the transparent part of the envelope.

(v) **Envelope** - The size and quality of the envelope also need special attention. The size of the letter should fit the size of the letters. The business firms use different types of envelopes i.e., ordinary envelope, window envelope, laminated envelope Business Correspondence 159 etc. In window envelope there is no need to write the address of the receiver separately on the envelope. It is clearly visible through the transparent part on the face of the envelope, which may be called as window. In laminated envelope a thin plastic sheet or cloth is pasted on the inner side that gives extra protection to letters from being damaged during transit.

**PARTS OF A BUSINESS LETTER**

The quality will be maintained if we give proper attention to each and every part of the letter. The essential parts of a business letter are as follows:

1. Heading -The heading of a business letter usually contains the name and postal address of the business, E-mail address, Web-site address, Telephone Number, Fax Number, Trade Mark or logo of the business (if any)
2. Date - The date is normally written on the right hand side corner after the heading as the day, month and years. Some examples are 28th Feb., 2003 or Feb. 28, 2003.
3. Reference- It indicates letter number and the department from where the letter is being sent and the year. It helps in future reference. This reference number is given on the left hand corner after the heading. For example, we can write reference number as AB/FA Dept./2003/27.
4. Inside address - This includes the name and full address of the person or the firm to whom the letter is to be sent. This is written on the left hand side of the sheet below the reference number. Letters should be addressed to the responsible head e.g., the Secretary, the Principal, the Chairman, the Manager etc. Example:

M/S Bharat Fans  
Bharat Complex  
Hyderabad Industrial Complex  
Hyderabad  
Andhra Pradesh - 500032

The Chief Manager,  
State Bank of India  
Utkal University Campus  
Bhubaneswar,  
Orissa- 751007

5. Subject - It is a statement in brief, that indicates the matter to which the letter relates. It attracts the attention of the receiver immediately and helps him to know quickly what the letter is about. For example, Subject: Your order No. C317/8 dated 12th March 2003. Subject: Enquiry about Samsung television Subject: Fire Insurance policy

6. Salutation - This is placed below the inside address. It is usually followed by a comma (,). Various forms of salutation are: Sir/Madam: For official and formal correspondence Dear Sir/Madam: For addressing an individual Dear Sirs/Dear Madam: For addressing a firm or company.

7. Body of the letter- This comes after salutation. This is the main part of the letter and it contains the actual message of the sender. It is divided into three parts. (a) Opening part - It is the introductory part of the letter. In this part, attention of the reader should be drawn to the previous correspondence, if any. For example with reference to your letter no. 326 dated. 12th March 2003, I would like to draw your attention towards the new brand of television. (b) Main part - This part usually contains the subject matter of the letter. It should be precise and written in clear words. (c) Concluding Part - It contains a statement the of sender's intentions, hopes or expectations concerning the next step to be taken. Further, the sender should always look forward to getting a positive response. At the end, terms like Thanking you, With regards, With warm regards may be used.

8. Complimentary close - It is merely a polite way of ending a letter. It must be in accordance with the salutation. For example:

Salutation	Complementary close
i. Dear Sir/Dear Madam	Yours faithfully
ii. Dear Mr. Raj	Yours sincerely
iii. My Dear Akbar	Yours very sincerely (express very informal)



## KARPAGAM ACADEMY OF HIGHER EDUCATION, COIMBATORE

**Class: I B. Com BPS**

**Course Name: Business Communication**

**Course Code: 19AEC101**

**UNIT – II**

**Semester: I Year: 2019-22 Batch**

relations.)

9. Signature - It is written in ink, immediately below the complimentary close. As far as possible, the signature should be legible. The name of the writer should be typed immediately below the signature. The designation is given below the typed name. Where no letterhead is in use, the name of the company too could be included below the designation of the writer. For example:

Yours faithfully

For M/S Acron Electricals

(Signature)

SUNIL KUMAR

Partner

10. Enclosures - This is required when some documents like cheque, draft, bills, receipts, lists, invoices etc. are attached with the letter. These enclosures are listed one by one in serial numbers. For example :

Encl : (i) The list of goods received

(ii) A cheque for Rs. One Thousand dt. Feb. 27,2003 (Cheque No.....) towards payment for goods supplied.

11. Copy circulation - This is required when copies of the letter are also sent to persons apart of the addressee. It is denoted as C.C. For example,

C.C. i. The Chairman, Electric Supply Corporation

ii. The Director, Electric Supply Corporation iii. The Secretary, Electric Supply Corporation

12. Post script - This is required when the writer wants to add something, which is not included in the body of the letter. It is expressed as P.S. For example,

P.S. - In our offer, we provide two years warranty.

### Format of a Business Letter

Tel.

Name of the firm

E-mail:

Fax.

Postal Address

Website:

Ref.

Dated:

To

Name and

address of the person to whom letter is sent

Subject:

Salutation,

Opening part \_\_\_\_\_

## KARPAGAM ACADEMY OF HIGHER EDUCATION, COIMBATORE

Class: I B. Com BPS

Course Name: Business Communication

Course Code: 19AEC101

UNIT – II

Semester: I Year: 2019-22 Batch

Business Studies

Main part \_\_\_\_\_

Concluding part \_\_\_\_\_

Complementary close

Signature  
(name)  
Designation

Enclosures  
CC-  
PS-

### TYPE OF BUSINESS LETTERS

Business letters are written for the fulfillment of several purposes. The purpose may be to enquire about a product to know its price and quality, availability, etc. This purpose is served if you write a letter of enquiry to the supplier. After receiving your letter the supplier may send you details about the product as per your query. If satisfied, you may give order for supply of goods as per your requirement. After receiving the items, if you find that the product is defective or damaged, you may lodge a complaint. These are the few instances in which business correspondence takes place. Let us learn the details about some important business letters.

#### i. Business Enquiry Letter

Sometimes prospective buyers want to know the details of the goods which they want to buy, like quality, quantity, price, mode of delivery and payment, etc. They may also ask for a sample. The letter written to sellers with one or more of the above purposes is known as enquiry letter.

## KARPAGAM ACADEMY OF HIGHER EDUCATION, COIMBATORE

Class: I B. Com BPS

Course Name: Business Communication

Course Code: 19AEC101

UNIT – II

Semester: I Year: 2019-22 Batch

### Specimen of Business Enquiry Letter

Tel. 23241053  
Fax.: 23244155

M/s Acron Electricals  
22/c, Main Road  
Darya Ganj, New Delhi-2

E-mail: [elc@acr.vsnl.net.in](mailto:elc@acr.vsnl.net.in)  
Website: <http://www.acronele.com> Fax.

Ref. PR/F/2002/27

Dated: July 27, 2002

M/s Bharat Fans  
Bharat Complex  
Hyderabad Industrial Estate  
Hyderabad - 500032

Subject: Enquiry about the prices of fans

Dear Sir,

We are dealing in retail trade of electrical appliances. We would be interested in selling your product, Bharat Fans through our retail showroom.

Could you, therefore, send us your quotations and let us know the terms and conditions of payment.

Thanking you,

Yours faithfully,  
For M/s Acron Electricals  
Sd/-  
(A.B.Kumar)  
Partner.

### Points to be kept in mind while writing letters of enquiry-

- Letters of enquiry should clearly state the information required, which may be asking for a price list or a sample.
- Write specifically about the design, size, quantity, quality, etc. about the product or service in which the buyer is interested.
- The period or the date, till which information is required, may also be mentioned.

### ii. Quotation Letter

After receiving the letter of enquiry from a prospective buyer, the sellers supply the relevant information by writing a letter that is called quotation letter. These letters are written keeping in view the information asked for like price list, mode of payment, discount to be allowed etc. Businessman should reply to the inquiries carefully and promptly.

### Specimen of Quotation Letter

Tel. 508632-35  
Fax. 508600

M/s Bharat Fans  
Bharat Complex  
Hyderabad Industrial Estate  
Hyderabad - 500032

E-mail: [bh@fan.vsnl.net.in](mailto:bh@fan.vsnl.net.in)  
Website: <http://www.bhfan.com>

Ref.-SL/F/2002/12

Dated: August 10, 2002

M/s Acron Electricals  
22/c, Main Road  
Darya Ganj, New Delhi-2

Subject: Your letter No. PR/F/2002/27 dated July 27, 2002

## KARPAGAM ACADEMY OF HIGHER EDUCATION, COIMBATORE

Class: I B. Com BPS

Course Name: Business Communication

Course Code: 19AEC101

UNIT – 1I

Semester: I Year: 2019-22 Batch

Dear Sir,

Thank you for your letter of enquiry. We would be glad to meet your requirements of selling our fan in your retail showroom.

Our quotations are given in the price list enclosed. We offer 10% discount on order above Rs. 50,000. Besides, we allow a grace period of 45 days for payment of dues to our regular customers.

We are confident that you will find our prices competitive and our terms and conditions reasonable. We look forward to meeting your requirements.

Thanking you,

Yours faithfully,  
For M/s Bharat Fans  
Sd/-  
(Des Gupta)

Encl: Price List & Terms and Conditions

Sales Manager

### iii. Order Letter

In the previous section, we have studied about letters of enquiry and reply to enquiry i.e., quotation letter. The prospective buyer after receiving the reply to his enquiry letter may decide to place an order with that business house which offers goods at minimum price and at favourable terms and conditions. Letters written by a buyer to the seller giving the order to purchase the goods is called order letter.

#### Specimen of Order Letter

Tel. 3241053

Fax. 3244155

M/s Acron Electricals

22/c, Main Road

Darya Ganj, New Delhi-2

E-mail: [elc@acr.vsnl.net.in](mailto:elc@acr.vsnl.net.in)

Website: <http://www.acronelc.com>

Ref. PR/F/2002/32

Dated: August 22, 2002

M/s Bharat Fans

Bharat Complex

Hyderabad Industrial Estate

Hyderabad - 500032

## KARPAGAM ACADEMY OF HIGHER EDUCATION, COIMBATORE

Class: I B. Com BPS

Course Name: Business Communication

Course Code: 19AEC101

UNIT – II

Semester: I Year: 2019-22 Batch

Subject: Your letter of quotation No. SL/F/2002/12 dated August 10,2002

Dear Sir,

Many thanks for your prompt reply to our enquiry letter of July 27, 2002. As we find your prices and terms quite reasonable, we wish to place a trial order as per the list enclosed.

As pointed out in our enquiry letter, quality is important. Should the goods meet our expectations, substantial orders will follow.

Payment will be made within the time limit prescribed in your quotation letter.

Thanking You,

Yours faithfully,  
For M/s Acron Electrical  
Sd/-  
(A.B.Kumar)  
Partner

Encl: Order List

### iv. Complaint Letter

A complaint letter is written when the purchaser does not find the goods upto his satisfaction. It is normally written by the purchaser when he receives wrong, defective or damaged goods or receives incorrect quantity of goods. It can also be written directly to the transit authority when the goods are damaged in transit. Thus, we may define a letter of complaint as the letter that draws the attention of the supplier or any other party on account of supply of defective or damaged goods.

#### Points to be considered while writing a complaint letter

- Complaint letters should be written immediately after receiving the defective goods.
- Mistakes as well as difficulty due to mistake should be mentioned clearly
- Proposal to correct the mistakes should be made
- Suggestions on how the complaint should be dealt with, i.e., mention of compensation, replacement, discount, cancellation etc, should be made.
- Mention period in which the corrective action should be taken
- Request to be careful in future

## KARPAGAM ACADEMY OF HIGHER EDUCATION, COIMBATORE

Class: I B. Com BPS

Course Name: Business Communication

Course Code: 19AEC101

UNIT – II

Semester: I Year: 2019-22 Batch

### Specimen of Complaint Letter

Tel. 3241053

Fax. 3244155

M/s Acron Electricals

22/c, Main Road

Darya Ganj, New Delhi-2

E-mail: [elc@acr.vsnl.net.in](mailto:elc@acr.vsnl.net.in)

Website: <http://www.acronelec.com>

Ref. PR/F/2002/27

Dated: September 5, 2002

M/s Bharat Fans

Bharat Complex

Hyderabad Industrial Estate

Hyderabad - 500032

Subject: Complaint regarding fans

Dear Sir,

I would like to draw your attention to the fact that some fans are found missing in the parcel, dispatched by you, which I received today. It appears that the following items were not included.

Bharat fan super quality      3 (Three)

Bharat fan standard          2 (Two)

We will appreciate if the above fans are sent to us or the amount credited to our account.

Yours faithfully  
For M/s Acron Electrical  
Sd/-  
(A.B.Kumar)  
Partner

### v. Recovery Letter

The letter written by the seller for collection of money for the goods supplied to the buyer is called recovery letter. The aim of recovery letter is to collect money without annoying the customers. The letter should include information regarding the amount of arrears, argument for payment, and last date for payment. The language of recovery letter should be polite, so that the customer is not offended and future transactions with him are not adversely affected.

## KARPAGAM ACADEMY OF HIGHER EDUCATION, COIMBATORE

Class: I B. Com BPS

Course Name: Business Communication

Course Code: 19AEC101

UNIT – II

Semester: I Year: 2019-22 Batch

### Specimen of Recovery letter

Tel. 508632-35  
Fax. 508600

M/s Bharat Fans  
Bharat Complex  
Hyderabad Industrial Estate  
Hyderabad - 500032

E-mail: [bh@fan.vsnl.net.in](mailto:bh@fan.vsnl.net.in)  
Website: <http://www.bhfan.com>

Ref.-SL/F/2002/12

Dated: December 10, 2002

M/s Acron Electricals  
22/c, Main Road  
Darya Ganj, New Delhi-2

Subject: Recovery of dues

Dear Sir,

We believe that the payment of our bill No. 1713 dated September 2, 2002 must have escaped your attention. As the payment is due since long, we would appreciate if you send us your cheque immediately. Please let us know whether payment is being withheld for some special reasons.

Thanking you,

Yours faithfully,  
For M/s Bharat Fans  
Sd/-  
(Des Gupta)  
Sales Manager

### SALES LETTERS

The market keeps fluctuating based on many factors such as economy, inflation, etc. This fluctuation makes the market either a sellers market or a buyers market. If it is a sellers market then companies have nothing to worry, as customers will hunt for them. But if it is a buyers market, companies need to be on their toes always to beat competition.

A Sales Prospecting Letter is a tool in the hands of the seller to bring about awareness of the very existence of the company as well as its wide range of products. This letter views all customers as prospects who, at some point in time, will use or buy the products of the company prospecting them for.

### DOS AND DON'T'S OF SALES PROSPECTING LETTER

- A Sales Prospecting Letter should primarily talk about a product in the light of the customer's need
- It should give all the aspects of a product, positive as well as not so positive in the light of the other competitive products
- A Sales Prospecting Letter should in the first paragraph give an introduction to the company launching the product
- The next paragraph should talk about the range of products the company has to offer
- The following paragraph should then start talking about the one product that is being promoted
- The second last paragraph is the one that gives the salient features of the product being talked about
- The last paragraph in the letter should leave a number or email address to which the reader may be asked to write in case of any queries
- How will the product benefit the reader should be an integral part of the letter



## KARPAGAM ACADEMY OF HIGHER EDUCATION, COIMBATORE

**Class: I B. Com BPS**

**Course Name: Business Communication**

**Course Code: 19AEC101**

**UNIT – II**

**Semester: I Year: 2019-22 Batch**

- A Sales Prospecting Letter should not aim at demeaning the other companies offering similar products, as that is totally against the business ethics
- This letter should preferably be sent in the names of individual prospective customers rather than a generic one to give it that personal touch
- A Sales Prospecting Letter should be checked for any grammatical or punctuation errors
- Since this is the first point of contact between the prospective customer and the company, the tone of the letter should never be dictatorial
- The language of the letter should be simple to understand
- A typed Sales Prospecting Letter is always a better option than a hand-written one primarily because if the writing is not easy to read then it may put off the prospective customer
- Since this is a letter where an order may be given at the time of reading the letter itself, an order/service form with a pre-paid envelope should also be sent with the letter
- Any offers that are being given by the company should also be given in the letter
- Transparency of communication is very important. It is better to tell everything to the prospective customer than to keep them in the dark for any issues later

### SAMPLE SALES PROSPECTING LETTER

Dear Sir or Madam

We are proud to announce the opening of \_\_\_\_\_ (name) that is a Spa cum Gym in your neighborhood. This is the second branch of our Spa cum Gym. Our first branch is located at \_\_\_\_\_ (name of locality where they have 1<sup>st</sup> branch).

We offer both Spa and Gym facilities to our customers that may either be used as individual services or as a package service. Our rates for individual Spa service are Rs. \_\_\_\_\_ per month, for Gym they are Rs. \_\_\_\_\_ per month and for both as a package the charges are Rs. \_\_\_\_\_ per month. Our staff is trained under \_\_\_\_\_ (brand under which they are trained) so we assure you of best services at reasonable prices.

We have attached a membership form for your comfort. Please feel free to call us at \_\_\_\_\_ (number) or send us an email at \_\_\_\_\_ and we will be glad to assist you.

We look forward to serving you to your utmost satisfaction.

Best regards,

(Name of signing authority)

### INVITING TENDER SAMPLE

Dear Sir/Madam, Subject: Open Call for Tenders for the supply of Systems Assistance and On-Site Support Services for the Maintenance and Publication of Databases at the European University Institute Institute

**Reference: CFT/EUI/ICTS/2015/004**

1. The European University Institute is planning to award the public contract referred to above. The tender documentation consists of this letter, the tender specifications (including the technical specifications) with its annexes and the draft contract.
2. If you are interested in this contract, you should submit a tender in Italian or English, provided you comply with the conditions for participation in tenders as set out in Article 2.4 of the EUI President's Decision N<sup>o</sup> 44/2014 of 5 December 2014 implementing title V concerning procurement of the EUI's Financial Rules (Public Procurement Regulation).

3. You must submit your tender in one original and four paper copies, as well as a digital copy. Tenders must be placed inside two sealed envelopes, addressed as indicated below (double envelope system). The inner envelope must bear, in addition to the name of the Service to which it is addressed, as indicated in the Special Tender Specifications, the words 'Bando di gara — Non deve essere aperto dal servizio postale interno'. If self-adhesive envelopes are used, they must be sealed with adhesive tape and the sender must sign across that tape. The outer envelope or parcel should be sealed with adhesive tape and signed across the seal and carry the above mentioned information and the name of the tenderer. The inner envelope must also contain four sealed envelopes, one containing the administrative documents, one the technical tender, one the financial tender, and one the supporting documents. Each of these envelopes must clearly indicate the content ("Envelope 1 – Administrative documents; "Envelope 2 – Technical Offer" "Envelope 3 – Economic Offer" and "Envelope 4 – Further documentation").

Boxes may be used instead of envelopes if the size or weight of the tender so requires. You must submit the tender:

a) by courier service not later than 1 July 2015, to the address indicated below, in which case the evidence of the date of dispatch shall be constituted by the date of dispatch or by the date of the deposit slip

b) or in person by the tenderer or candidate or by an agent to the premises of the Institute no later than 3.00 pm on 1 July 2015 to the address indicated below. In this case, the tenderer must obtain a proof of receipt, signed and dated by the EUI's agent in the Protocol Office who took delivery.

The EUI's Protocol Office is open from Monday to Friday during business hours between 8.30 am-1.00 pm and 2.00 pm-5.00 pm. It is closed on Saturdays, Sundays and EUI public holidays and closure days.

**Address where tenders must be submitted (by courier or in person) :**

**CALL for TENDER: for the supply of Systems Assistance and On-Site  
Support Services for the Maintenance and Publication of Databases at  
the European University Institute**

**Ref: CFT/EUI/ICTS/2015/004**

**EUROPEAN UNIVERSITY INSTITUTE**

**Protocol Office**

**Via dei Roccettini, n. 9**

**50014 San Domenico di Fiesole (FI)**

**Italia**

**4. Signature and legibility of tender documents**

All tenders must:

Be signed by an authorized representative of the tendered;

- Be perfectly legible so that there can be no doubt as to words/terms and figures included;
- Include the costing sheet or other model documents as indicated in the technical specifications.

**Joint venture or consortium**

If a tenderer is a joint venture or consortium of two or more persons, the tender must be a single one with the object of securing a single contract, each person must sign the tender and will be jointly and severally liable for the tender and any contract. Those persons must designate one of their members to act as leader with authority to bind the joint venture or consortium. The composition of the joint venture or consortium must not be altered without the prior written consent of the European University Institute in its capacity as Contracting Authority.

The tender may be signed by the representative of the joint venture or consortium only if it has been expressly so authorized in writing by the members of the joint venture or consortium, and the authorizing contract, notaries act or deed must be submitted to the Contracting Authority.

All signatures to the authorizing instrument must be certified in accordance with the national laws and regulations of each party comprising the joint venture or consortium together with the powers of attorney establishing, in writing, that the signatories to the tender are empowered to enter into commitments on behalf of the members of the joint venture or consortium.

**5. Period of validity of submitted tenders**

The period of validity of the tender, during which tenderers may not modify the terms of their tenders in any respect, is six months from the date indicated in point 3, i.e. date of receipt of tenders.

**6. Legal obligations related to the submission of a tender**

Submission of a tender implies acceptance of all the terms and conditions set out in this invitation to tender, in the Special Tender Specifications and in the draft contract and, where appropriate, waiver of the tenderer's own general or specific terms and conditions. Submission of a tender is binding on the tenderer to whom the contract is awarded for the duration of the contract

**7. Costs**

All costs incurred during the preparation and submission of tenders are to be borne by the tenderers and will not be reimbursed.

**8. Contacts**

Contacts between the Contracting Authority and tenderers are prohibited throughout the procedure save in exceptional circumstances and under the following conditions only:

After the opening of tenders: If, after the tenders have been opened, some clarification is required in connection with a tender, or if obvious clerical errors in the tender must be corrected, the responsible officer may contact the tenderer(s), although such contact may not lead to any alteration of the terms of the tender.

**9. Waiver**

This invitation to tender is in no way binding on the EUI. The EUI's contractual obligation commences only upon signature of the contract with the successful tenderer.

**10. Right of the Institute to cancel the procedure**

Up to the point of signature, the Institute may either abandon the procurement or cancel the award procedure, without the candidates or tenderers being entitled to claim any compensation. This decision will be substantiated and the candidates or tenderers notified.

**11. Alteration or withdrawal of tenders** Tenderers may alter or withdraw their tenders by written notification prior to the deadline for submission of tenders. No tender may be altered after this deadline. Withdrawals must be unconditional and will end all participation in the tender procedure.

**12. Ownership of tenders**

Once the EUI has opened the tender, the document shall become the property of the EUI and shall be treated confidentially. 13. Award notice and information to tenderers You will be informed of the outcome of this procurement procedure by e-mail with delivery receipts and by publication of the name of the successful tenderer on EUI's website:

**13. Data Protection Policy**

If processing your reply to the invitation to tender involves the recording and processing of personal data (such as your name, address and CV), such data will be processed pursuant to the EUI's Data Protection Policy (President's Decision No 40/2013 regarding Data Protection at the European University Institute). Unless indicated otherwise, your replies to the questions and any personal data requested are required to evaluate your tender in accordance with the specifications of the invitation to tender and will be processed solely for that purpose by the Director of the Service in charge, acting as Data Controller.

**14. Dispute settlements**

Any dispute relating to a procurement procedure under the present rules shall be submitted in good faith by either party to mediation under the International Mediation Rules of the Milan Chamber of Arbitration. The request for mediation shall be submitted in writing to the Secretariat of the Milan Chamber of Arbitration at the latest within 13 days from the notification of the results of the adjudication pursuant to Article 38 of the EUI's Public Procurement Regulation (outlined in EUI President's Decision No. 44/2014 of 5 December 2014). If for any reason the dispute remains unsettled 60 days after the request for mediation, it shall be subject to arbitration under the Rules of the Milan Chamber of Arbitration to be commenced within the following 30 days. The seat of the arbitration shall be Milan and the language of the arbitration shall be English. The award shall be final and binding. The arbitral tribunal shall apply the EUI's relevant regulatory acts, including the EUI's regulation on Public Procurement and the EUI's Financial Rules, complemented, where necessary, by the law of Italy.

**SOCIAL CORRESPONDENCE**

Social correspondence includes all varieties of personal writings between acquaintances. Some examples of social correspondence are personal thank you notes, invitations, letters and cards. Although social correspondence often is casual in nature, there is a proper etiquette that applies even to correspondence among friends.

Social correspondence include personal letters, notes, invitation letters, card and thank you letters.

The Social Letters which are written to relations and intimate friends should be written in an easy, conversational style. The Social letters are really of the nature of friendly chat: and, being as a rule unpremeditated and spontaneous compositions, they are informal and free-and-easy as compared with essays. Just as in friendly talks, as in friendly letters, we can touch on many subjects and in any order we like. And we can use colloquial expressions which would in formal essays be quite out of place. But this does not mean that we can be careless and slovenly in dashing off our letters. For, it is insulting to ask a friend to decipher a badly written, ill-composed and confusing scrawl.

The Social Letters which are written to relations and intimate friends should be written in an easy, conversational style. So, it must for us to take care and preserve some order in expressing our thoughts. Above all, it must be remembered that, however free-and-easy may be our style, we are as much bound by the rules of spelling, punctuation, grammar and idiom in writing a letter as we are in writing the most formal letter.

The Social Letters which are written to relations and intimate friends should be written in an easy, conversational style. Such ungrammatical expressions as “an advice, those sort of things and he met my brother and I” are not permissible both in a friendly letter and in a business letter. Mistakes in spelling, punctuation and grammar at once stamp a letter-writer as uneducated.

**Forms of address:**

In Social Letters to relations and intimate friends, use the proper form of address. The proper form of address is the name (without title) of the person to whom you are writing, prefixed by such qualifying terms as Dear, My Dear, Dearest etc...

**For examples:**

Dear Father,

Dear Mother,

Dear Brother,

Dearest Sister,

Dear Edward, My Dear Bill,

But if you are writing to an ordinary person who is much older than you are, or of superior rank, it is respectful to use a prefix like Mr., Mrs., Ms. Etc...The Social-letters which are written to relations and intimate friends should be written in an easy, conversational style.

**For Example:**

Dear Mr. Bill,

Dear Mrs. Bill Mary,

Students who write to their teachers should use this prefix while addressing their teachers.

**AGENDA**

**HOW TO WRITE AN AGENDA**

An organized meeting needs a well-written agenda. Don't let meeting become the over-long, inefficient slog into which so many meetings seem to devolve. By sticking to a detailed, yet flexible agenda, you can keep your meeting streamlined and focused, ensuring that you meet all of your goals for your meeting in the shortest amount of time. Whether you're looking to write your own agenda, use a template, or make the most of an agenda you already have, get started with Step 1

**1. Start by giving your agenda a title.** From the most beautiful literature to the driest spreadsheet, early every important document needs a title, and meeting agendas are no exception. Your title should tell the reader two things: First, that s/he is reading an agenda, and second, what topic the meeting is covering. When you've made a decision, place your title at the top of your blank document. The title doesn't have to flowery or complicated — in a business context, simple and direct titles are usually best.

- Resist the urge to use fancy or large fonts for your title. In most situations, you'll want to use a plain, dignified font like Times New Roman or Calibri and to make your title the same size as the rest of the lettering on the document (or only slightly larger). Remember, the purpose of your title is to inform readers of what they are viewing, not necessarily to amuse or distract them.



**2. Include "who?", "where?", and "when?" information in the header.** Following the title, meeting agendas usually have a header which can vary in detail depending upon the level of formality your workplace encourages. This header is usually located about one line below the title. Generally, in the header, you'll want to include brief factual information about the meeting that doesn't have to do with the topic being discussed. This is so that people who aren't at the meeting can tell when and where it occurred and who was there. Below are some of the things you may want to include; regardless of the information you choose, be sure to clearly label each piece of information (bolding the label text works well here):

- Date and time. These can be grouped together or in their own separate sections.
- Location. If your business has multiple locations, you may want to write the address, whereas if it has just one location, you may want to name the room you're meeting in (e.g., Conference Room #3).
- Attendees. Job titles are usually optional and not required.
- Special individuals present. These may be special guests, speakers, or meeting leaders.

**3. Write a brief statement of the meeting objective(s).** Meetings that don't have a clearly-defined purpose risk wasting precious time as attendees decide what to talk about. Skip a line after your header and use bolded or underlined text to label your objective section with a title like "Objective" or "Purpose", followed by a colon or a line break. Then, in a few concise and to-the-point sentences, describe the items of discussion for the meeting. Aim to write about 1-4 sentences here.

- For instance, if you're looking to write an objective statement for a budget meeting, you might use this one: "**Objective:** Outline key budget goals for the 2014-2015 fiscal year and discuss long-term, cost-cutting measures. Additionally, R&D Director Marcus Feldman will present the results of a recent competitiveness study."
- If you've ever written in a scientific context, think of the objective statement as the meeting abstract or executive summary. You're essentially saying, in broad strokes, what you plan to be discussed at the meeting without going into detail.

**4. Write a schedule outlining the main elements of the meeting.** Schedules help combat a common flaw: business meetings often run far, far too long. Skip a line after your statement of the objective(s), give your schedule a bolded or underlined title, then begin making entries that correspond to the main topics of discussion in your schedule. For ease of reading, start each entry on its own line.

- Label each entry with either the time you plan for it to begin and end or the amount of time you plan for each entry to take. Pick one system or the other and be consistent — mixing and matching looks unprofessional.

**5. Allocate time in the schedule for any special guests.** If any guests are coming to your meeting to discuss topics of importance, you'll want to devote a chunk of the meeting time to these people. Plan on assigning each guest a single schedule entry even if s/he has more than one topic of discussion. This way, each one will be able to organize his or her topics as s/he sees fit.

- It is best to contact the guests ahead of time to figure out how much time each one will need for their discussion topic. This helps to avoid embarrassing scheduling conflicts.

**6. Leave extra time at the end of the meeting for Q&A.** During this time, people can ask for clarification about confusing topics of discussion, offer their own adjunct opinions, suggest topics for future meetings, and make other comments. You can make this Q&A time explicit by including it as the final entry in your schedule or you can simply bring it up yourself after the final element of the meeting.

- If you reach the end of your meeting and no one has any additional questions to ask or comments to make, you can always end the meeting early. Many of your attendees will likely be thankful for this!

**7. Optionally, provide an outline of the discussion topics.** Generally, the schedule is the "meat" of the meeting agenda — the part that people will look to to guide the discussion. However, while it isn't essential to go this extra mile, providing an [additional outline](#) of key points can be a big help for meeting attendees. An outline provides attendees a reminder of the organisation of the ideas presented during the meeting, helping jog everyone's memory of the specific topics mentioned. Below is a sample of the type of outline organization you might want to employ (see [How to Write an Outline](#) for more information):

- I. High-priority Budget Items
  - A. Employee travel budget
- B. Dealership fees
  - i. Negotiating a better deal?
- C. Lobbying costs
  - II. Revenue-boosting Measures
    - A. Alternative service deals
      - i. Presenting options to customers
- ii. Soliciting feedback
  - B. Re-investment in mobile technology

**8. Check the agenda for errors before distributing it.** Because some attendees may end up relying heavily on the meeting agenda, it's wise proofread it for errors and completeness before giving it out. Doing so isn't just a courtesy to the attendees — it also reflects positively on your attention to detail and the respect you have for them.

- Additionally, ensuring there are no errors in your agenda can save you time and face.

## **MINUTES**

### **Why meeting minutes are important**

The term "minutes" since it's actually a little misleading. After all, your committee or Board doesn't want or need a record of its meeting proceedings minute by minute! But it is important to capture the essence of the meeting, including details such as: decisions made (motions made, votes, etc.)

Next steps planned identification and tracking of action items, minutes are a tangible record of the meeting for its participants and a source of information for members who were unable to attend. In some cases, meeting minutes can act as a reference point, for example: when a meeting's outcomes impact other collaborative activities or projects within the organization, minutes can serve to notify (or remind) individuals of tasks assigned to them and/or timelines

## **ESSENTIALLY FIVE STEPS INVOLVED WITH MEETING MINUTES:**

### **1. Pre-planning:**

- A well-planned meeting helps ensure effective meeting minutes. If the Chair and the Secretary or minutes-taker work together to ensure the agenda and meeting are well thought out, it makes minute taking much easier. For example, depending on the meeting structure and the tools you use (see Tools below), the minutes-taker could work with the Chair to create a document format that works as an agenda and minutes outline.

Meeting agenda = outline:



At the very least, it's important to get a copy of the meeting agenda and use it as a guide or outline for taking notes and preparing the minutes – with the order and numbering of items on the minutes matching those of the agenda. In addition, the agenda and/or meeting notice also provides information that will need to be included in the minutes, such as: the names of all the meeting attendees, including guests or speakers documents that are sent out with the agenda or handed out in the meeting – copies (digital or hard copy) of handouts should be stored with the meeting minutes for future reference and for sharing with those who were unable to attend the meeting (and others as determined by the meeting's Chair).

**Clarifying Expectations:**

When you take on a new role as minutes-taker or Secretary, be sure to ask the Chair of the committee or Board what their expectations are of your role during the meeting, as well as the type of detail he/she expects in the minutes. For example, if your Board or committee will be dealing with motions, or voting on items/issues, be clear on whether you need to offer names of those making motions, seconding, etc. If you will be dealing with this type of procedures, you (and your Chair) may want to refer to Robert's Rules of Order

**2. Record taking - what should be included?**

Before you start taking notes, it's important to understand the type of information you need to record at the meeting. As noted earlier, your organization may have required content and a specific format that you'll need to follow, but generally, meeting minutes usually include the following:

- Date and time of the meeting
- Names of the meeting participants and those unable to attend (e.g., "regrets")
- Acceptance or corrections/amendments to previous meeting minutes
- Decisions made about each agenda item, for example:
  1. Actions taken or agreed to be taken
  2. Next steps
  3. Voting outcomes – e.g., (if necessary, details regarding who made motions; who seconded and approved or via show of hands, etc.)
  4. Motions taken or rejected
  5. Items to be held over
  6. New business
  7. Next meeting date and time

**TIPS THAT MIGHT HELP NOTE TAKING:**

- **Create an outline** – as discussed earlier, having an outline (or template) based on the agenda makes it easy for you to simply jot down notes, decisions, etc. under each item as you go along. If you are taking notes by hand, consider including space below each item on your outline for your hand-written notes, then print these out and use this to capture minutes.
- **Check-off attendees as they enter the room** - if you know the meeting attendees, you can check them off as they arrive, if not have folks introduce themselves at the start of the meeting or circulate an attendance list they can check-off themselves.
- **Record decisions or notes on action items** in your outline as soon as they occur to be sure they are recorded accurately

- **Ask for clarification if necessary** – for example, if the group moves on without making a decision or an obvious conclusion, ask for clarification of the decision and/or next steps involved.
- **Don't try to capture it all** – you can't keep up if you try to write down the conversation verbatim, so be sure to simply (and clearly) write (or type) just the decisions, assignments, action steps, etc.
- **Record it** – literally, if you are concerned about being able to keep up with note taking, consider recording the meeting (e.g., on your smart phone, iPad, recording device, etc.) but be sure to let participants know they are being recording. While you don't want to use the recording to create a word-for-word transcript of the meeting, the recording can come in handy if you need clarification.

### 3. The Minutes Writing Process

- Once the meeting is over, it's time to pull together your notes and write the minutes. Here are some tips that might help:
- Try to write the minutes as soon after the meeting as possible while everything is fresh in your mind.
- Review your outline and if necessary, add additional notes or clarify points raised. Also check to ensure all decisions, actions and motions are clearly noted.
- Check for sufficient detail: For Board of Director's minutes, [an Association Trends article](#) (by lawyers Jefferson C. Glassie and Dorothy Deng) suggests the following for Board minutes:
  1. include a short statement of each action taken by the board and a brief explanation of the rationale for the decision
  2. when there is extensive deliberation before passing a motion, summarize the major arguments
  3. Edit to ensure brevity and clarity, so the minutes are easy to read
  4. Be objective.
  5. Write in the same tense throughout
  6. Avoid using people's names except for motions or seconds. This is a business document, not about who said what.
  7. Avoid inflammatory or personal observations. The fewer adjectives or adverbs you use, the better.
  8. If you need to refer to other documents, attach them in an appendix or indicate where they may be found. Don't rewrite their intent or try to summarize them.

### 4. Distributing or Sharing Meeting Minutes

- As the official "minutes-taker" or Secretary, your role may include dissemination of the minutes. However, before you share these, be sure that the Chair has reviewed and either revised and/or approved the minutes for circulation.
- **Online sharing**
- The method of sharing or distribution will depend on the tools that you and your organization use. Since minutes and other documentation can create a pile of paper, it's great if you can use a paperless sharing process. For example, if you are using a word processing tool (e.g., Microsoft Word) that doesn't offer online sharing, you might want to create a PDF of the document and send this and the other attachments or meeting documentation via email.

Alternately, if you are all using Google docs – for meeting invitations, agenda and additional document sharing – you can simply “share” the document with that group once it has been finalized. Committee or Board members can simply read the documents online and save a few trees!

### **5. Filing/Storage of Meeting Minutes**

- Most committees and Boards review and either approve or amend the minutes at the beginning of the subsequent meeting. Once you’ve made any required revisions, the minutes will then need to be stored for future reference.

## **PREPARATION OF RESUME**

### **RESUME - Meaning**

A resume is also known as CV or curriculum vitae. Resume is an influential and credible summary of an individual’s employment qualifications. There is no standard format for a resume. It gives an idea to the reader that how you can be an asset to their organization. There are several steps an individual needs to take to acquire his/ her dream job. The first step starts with preparing a good CV or resume. CV stands for curriculum vitae. It is known by several names personal profile, bio-data, personal data sheet, qualification sheet and summary. In practice, it is a written statement of our personal history-biographical details, educational qualification, work experience, achievements and other strong points that make us for getting selected for a job.

The resume is an organized summary of the applicant’s particulars. It is not a substitute for a job letter, but a supplement to it. Its alternate titles are “Data Sheet”, “Bio-Data” etc. a resume is usually attached to an application letter. It is therefore, read only after the application letter, but we should prepare first. A resume is a written compilation of your education, work experience, credentials, and accomplishments and is used to apply for jobs. There are several basic types of resumes used to apply for job openings. Depending on your personal circumstances, choose a chronological, a functional, combination, or a targeted resume. A resume should be:

- Neat
- Have factual and relevant information
- Self describing
- Clearly indicate why you are best suited for this job
- Up to date

Resumes should be written not for yourself but for the reader. A good resume must be properly planned, drafted and finally revised. Regard your resume as work in progress and give it a polish

every couple of months. You never know when you will be asked for it. Your resume needs to recap and capture the spirit of our competency/what's best about you.

## **TYPES OF RESUME**

There are several basic types of resumes used to apply for job openings

- (i) **Chronological Resume-** These resume gives a quick brief up of what the candidate has done in a timeline-beginning with the latest events and moving back in reverse chronology. It stresses upon the degrees, job headings and the dates. Such a resume demonstrates steady development/movement to the current time.
- (ii) **Skills Resume-** These resume stresses upon the skills and competencies possessed and used by the candidate, rather than the job and the date in which those skills have been used. It is generally prepared when the candidate frequently changes his job or when his education and experience do not harmonize/match with the position for which the candidate is applying.
- (iii) **Functional Resume:** A functional resume focuses on your skills and experience, rather than on your chronological work history. It is used most often by people who are changing careers or who have gaps in their employment history.
- (iv) **Combination Resume:** A combination resume lists your skills and experience first. Your employment history is listed next. With this type of resume you can highlight the skills you have that are relevant to the job you are applying for, and also provide the chronological work history that employers prefer.
- (v) **Resume With Profile:** A resume with a profile section includes a summary of an applicant's skills, experiences and goals as they relate to a specific job.
- (vi) **Targeted Resume:** A targeted resume is a resume that is customized so that it specifically highlights the experience and skills you have that are relevant to the job you are applying for. It definitely takes more work to write a targeted resume than to just click to apply with your existing resume. However, it's well worth the effort, especially when applying for jobs that are a perfect match for your qualifications and experience.

- (vii) **Mini Resume:** A mini resume contains a brief summary of your career highlights qualifications. It can be used for networking purposes or shared upon request from a prospective employer or reference writer who may want an overview of your accomplishments, rather than a full length resume.
- (viii) **Non-traditional Resume:** A non-traditional resume is a web-based version of your resume that may include photos, graphics, images, graphs and other visuals.

### **Do's and Dont's in the Resume**

1. Shouldn't be too long. It should not exceed two pages generally.
2. CV should be true and factual.
3. The first page should contain enough personal details for a recruitment consultant or potential employer to contact you easily.
4. Choose a format that highlights key skills, key competencies, key achievements or key attributes.
5. Your employment background should begin with your current job and work backwards.
6. List all relevant qualifications.
7. Do not include negative or irrelevant information.
8. Include details of training or skills development events attended.
9. Include personal details.
10. Use a very good quality paper.
11. Do not use a type size less than 11pt.
12. Typefaces such as Times New Roman or Arial should be used.
13. CV should be carefully typed. No spelling errors should be there.
14. Use bulleted paragraphs. This will save space and make the CV more effective.
15. Emphasize achievements that are recent, and are most relevant for the position for which the candidate is applying.
16. Items in resume must be concise and parallel.
17. While submitting a resume, it must be accompanied with a cover letter to make the readers aware of what is being send, and how can it be beneficial to the readers.

18. Include references if possible in a resume. If giving references, use three to five. Include atleast one lecturer, and at least one employer.
19. To stress upon the key points in a resume, put them in appropriate headings, list them vertically, and provide details.

### **CONTENTS OF RESUME**

The usual contents of a resume are:

**Heading:** Name, address and telephone number of the applicant. Job title and career objectives may also be included.

**Education:** Academic qualifications mentioning degrees, certificates, scholarships, awards, honours, and other academic recognition received by the applicant. It should begin with the most recent information.

**Experience:** Listing of previous employers, job titles and period of service. Brief description of job duties and names of superior may also be included. It should also begin with the most recent information.

**Personal Data:** Age, height, health, marital status etc., of the applicant.

**Reference:** Names, titles, addresses and telephone numbers of people who will recommend the applicant for the job. These people should know about applicant's job skills, aptitude and experience.

**Miscellaneous:** Co-curricular activities, interests and hobbies of the applicant. Driving license, passport, domicile and national identity card number may also be mentioned if material.



**Some useful tips for preparation of resume**

Be brief and concise: You've got about 30 seconds to make your pitch so don't beat around the bush.

Be perfect: Proofread ruthlessly. Weed out typos and grammatical boo-boos. Double-check dates and facts. Ensure punctuation marks are correct and in their proper places.

Be active: Go for action verbs. Delete personal pronouns and articles. These will invigorate your resume and free up space for more information.

Be inviting. Your resume must look attractive to be read. Use conservative fonts like Times New Roman or Arial, at least 10 in size. Include ample white space. Organize items under section headings to give the eyes a break. Print on crisp, white paper.

**APPLICATION LETTER**

An application for employment, job application, or application form (often simply called an application) is a form or collection of forms that an individual seeking employment, called an applicant, must fill out as part of the process of informing an employer of the applicant's availability and desire to be employed, and persuading the employer to offer the applicant employment.

A letter of application, also known as a cover letter, is a document sent with your resume to provide additional information on your skills and experience. A letter of application typically provides detailed information on why are you qualified for the job you are applying for. Effective application letters explain the reasons for your interest in the specific organization and identify your most relevant skills or experiences. Your application letter should let the employer know what position you are applying for, why the employer should select you for an interview, and how you will follow-up.

From the employer's perspective, the application serves a number of purposes. These vary depending on the nature of the job and the preferences of the person responsible for hiring, as "each organization should have an application form that reflects its own environment". At a minimum, an application usually requires the applicant to provide information sufficient to demonstrate that he or



she is legally permitted to be employed. The typical application also requires the applicant to provide information regarding relevant skills, education, and previous employment. The application itself is a minor test of the applicant's literacy, penmanship, and communication skills - a careless job applicant might disqualify themselves with a poorly filled-out application.

**Contents of application letter**

1. Your address and contact details
2. The date
3. The full name of the person you are writing to, and/or his/her job title 'The Personnel Manager'
4. the address of the organisation you are applying to
5. the salutation; e.g. Respected Sir/Madam
6. a subject heading; e.g. **Application for the Post of Asst. Manager**
7. First paragraph: 'I am writing to apply for the post of ..., which was advertised ... on (date).
8. working experience relevant to this job
9. education relevant to this job
10. descriptions of how you fulfil all the requirements in the job advert or necessary for this post
11. why you want to work for this organisation (showing your knowledge of the organisation)
12. when you are available for interview
13. Yours sincerely / faithfully
14. your signature
15. your full name
16. enclosures

**Organisation of Application**

- order: decide whether your education or your working experience is more useful to the employer, and put that in the second paragraph
- Write good topic sentences: start each paragraph with words that show what it is about; e.g. 'My working experience...'; 'My degree in...'; 'My leadership skills...'; 'The reason that I would like to work for your company is...'

- Write a different job application letter for each organisation that you apply to. You will need different addresses, dates, and names, and you will need to emphasise different skills, qualifications and experience depending on the requirements of the job.
- be polite and formal, but not too polite; e.g. don't use "esteemed"

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

### **Solicited Job Letter:**

Solicited job letter written in response to an invitation (usually advertisement) has the advantage that a vacancy exists and that the employer is anxious to fill it. Its disadvantage is that it faces competition.

### **Unsolicited Job Letter:**

Unsolicited job letter, written to an employer who has not invited an application, does not face competition. But, possibility of non-availability of job is its disadvantage.

## **FUNCTIONS OF JOB APPLICATION LETTERS:**

### **1. Attracting Attention:**

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

### **2. Creating Desire**

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

### **3. Convincing the Employer:**

Convincing the employer by giving specific details of qualifications and experience, names of references, and results of aptitude and intelligence tests previously taken. Further, enclosed

certificates, recommendation letters from former employers, teachers, etc. and samples of work, e.g. translations, poetry, paintings, etc., may also convince the employer.

**4. Stimulating Action:**

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

**CONSIDERATIONS OF WRITING EFFECTIVE JOB LETTERS:**

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

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

**PART – B**

1. State the meaning of business letter?
2. List out the two types of letters?
3. Write a short note on minutes?
4. Bring out the objectives of a sales letter?
5. State the meaning for agenda?

**PART – C**

1. Explain the functions of a business letter?
2. Describe the importance of agenda and minutes in a business
3. Elucidate the mechanical structure of business letters?
4. Prepare a memorandum to the senior executive seeking suggestions for reducing the operational expenses of the company
5. Describe the types of business letter with suitable example?
6. Prepare a Resume to apply for the post of accounts manager in Roshan & Co.,
7. Explain the important functions of sales letter?
8. Determine the importance of three P's in sales correspondent.

Questions	Opt 1	Opt 2	Opt 3	Opt 4	Opt 5	Opt 6	Answer
Colours also have a _____ effect.	psychological	physiological	sociological	socio psychological			psychological
Blue colour refers _____	sincerity	traditional	danger	faith			sincerity
When the words spoken or written in the communication are not understood by the receiver in the same _____	semantic barrier	physical barrier	socio-psychological	psychological			semantic barrier
Informal communication is otherwise known as _____	person to person communication	internal communication	external communication	Authoritative communication			internal communication
Facial expressions and gestures are known as _____	face to face communication	oral communication	oral and face to face communication	Multimedia communication			oral communication
Listening helps to make _____ effective.	communication	oral communication	visual communication	report			communication
Communication in an organization should ideally flow _____	from top to bottom	from bottom to top	both ways	horizontally			from top to bottom
The participants of a board meeting are _____	member	directors	member and directors	outsiders			member
_____ are the official records of the proceeding of a meeting.	Agenda	Minutes	Notice	notes			Agenda
Minutes of resolutions is only resolutions _____	recorded	development	decision-making	authenticated			recorded
A report is a basic management tool used in _____	personality development	decision - making	individual development	Self motivation			personality development
Press reports refers to _____	reports in newspapers	reports through letters	oral communication	written communication			reports through letters
An informal report is usually in the form of a _____ communication.	person to person	prescribed form	regular intervals	authoritative			person to person
A concise and accurate record of the proceedings at a meeting is called as _____	resolution	minutes	invoice	agenda			resolution
List of items of business to be considered at a meeting is called as _____	agenda	dividend	prospectus	reports			prospectus
An Agenda prepared in connection with _____	meeting	business tours	exhibition	personal notes			meeting
Minutes of a meeting are usually prepared by _____	secretary	chairman	shareholder	laymen			laymen
_____ is a communication which contains the decision of the higher authority of the organization.	amendment	resolution	debate	minutes			resolution
A collection letter is associate with _____	debtors	creditors	company	customers			debtors
A report prepared in a prescribed form and presented according to an established procedure is _____	formal	informal	statutory	general			formal
The minute books are the _____ book of the company.	subsidiary	statutory	obligatory	secondary			statutory
The value mail, e-mail, video conferencing etc., some of the _____ based media of communication.	computer	traditional	science	rules			science
_____ and testimonials are important because they express the opinion of others the applicants	references	qualification	service certificate	letters			service certificate
Statutory Report is _____	an informal report	not having legal sanction	always a statistical report	Formal report			an informal report
A report prepared and presented according to the form and procedure laid down law is called a _____	law report	procedure report	company report	statutory report			law report
A circular is a form of _____	oral communication	face-to-face communication	group communication	visual communication			group communication
Dunning letters are also called _____	collection letters	letter of credit	compliant letters	Suggestion letters			collection letters
C.I.F. means _____	Cost, Indent and Freight	Cost, Insurance and Fare	Cost, Insurance and Freight	Cost, Indent and Fare			Cost, Insurance and Freight
Letter of credit is issued _____	by bank	by supplier	by customer	By public			By public

Circular letter is meant for _____	mass communication	personal communication	secret communication	Informal communication			mass communication
Marine insurance is effected FPA. FPA denotes _____	free of particular average	free of particular assignment	free of partial average	Fare of particular assignment			free of partial average
Exit communication takes place when an employee _____ the organization.	entry	learning from.	enter into	leaves			enter into
Clearance sales refer to _____	sale of pure chemicals	sale of detergents	sale of food products	Sale of chemicals			sale of detergents
_____ means giving a particular bias to the reality	abstracting	slanting	inferring	information			slanting
Internal communication is necessary because _____	business activities are easy	business has grown in size	government needs certain information	employees expects some information			business has grown in size
Unsolicited communication is a _____	physical barrier	semantic barrier	social barrier	socio-psychological barrier			socio-psychological barrier
Part of the message is lost in transmission is _____	poor retention	inattentiveness	faulty transmission	emotions			faulty transmission
_____ stands for mental health	morale	motivation	co-operation	coordination			morale
_____ is a very conscious process of communication	warning	order	action	education			education
The effort to influence the attitudes, feeling or beliefs is _____	instruction	persuasion	suggestion	motivation			persuasion
A _____ is a specific offer for sale.	enquiry	quotation	reply	statement			quotation
CWO stands for _____	cash with offer	cash with order	cash with option	cash with opinion			cash with order
Business letter must possess the quality of _____	coherence	incompleteness	faultiness	jargons			coherence
_____ means the right use of putting in points or stops in writing.	exclamation	semi colon	comma	full stop			full stop
An informal report is usually in the form of a _____ communication.	person to person	many to one	one to many	company to company			person to person
A report as per law and procedure is called _____	formal report	statutory report	non statutory report	informal report			statutory report
_____ reports are prepared and presented at regular and prescribed intervals	periodic reports	special reports	informal reports	non-periodical reports			periodic reports
_____ is a basic management tool used in decision-making.	business letter	report	document	specific reports			report
_____ depends on the proper arrangement of fact	precision	completeness	clarity	coherence			clarity
_____ is the list of words used in the reports.	conclusion	glossary	index	reference			glossary
_____ is the main part of the report.	conclusion	recommendations	description	references			description
_____ is the first part of the body of the report.	contents	introduction	conclusion	abstract			introduction
_____ are related to a single occasion or situation.	non-recurrent reports	investigative reports	special reports	formal reports			special reports
_____ should come as a logical conclusion to investigation and analysis	recommendations	suggestion	inferences	conclusions			inferences
_____ is a device by which losses suffered by a few are shared by many.	insurance	cheque	finance	risk bearer			insurance
_____ of information subsystems provides more meaningful management information.	co-ordination	integration	direction	planning			integration
_____ system monitors and control physical processes.	process	transaction	operations	office automation			process
_____ enhances office communications and productivity.	office automation	executive systems	decision making	strategic systems			office automation
_____ is an integrated user-machine system.	management information system	executive system	decision making system	knowledge based system			management information system
_____ system provides expert advice for operational chores.	business	operation support	end user systems	expert systems			expert systems

**UNIT-III- REPORT WRITING**

**SYLLABUS**

**Unit III** Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, and check lists for reports.

**REPORT**

Reports are documents designed to record and convey information to the reader. Reports are part of any business or organization; from credit reports to police reports, they serve to document specific information for specific audiences, goals, or functions. The type of report is often identified by its primary purpose or function, as in an accident report, a laboratory report, a sales report, or even a book report. Reports are often analytical, or involve the rational analysis of information. Sometimes they simply “report the facts” with no analysis at all, but still need to communicate the information in a clear and concise format.

Other reports summarize past events, present current data, and forecast future trends. While a report may have conclusions, propositions, or even a call to action, the demonstration of the analysis is the primary function. A sales report, for example, is not designed to make an individual sale. It is, however, supposed to report sales to date, and may forecast future sales based on previous trends. This chapter is designed to introduce you to the basics of report writing.

**REPORT WRITING**

**REPORT ON BUSINESS COMMUNICATION**

A report is a description of an event carried back to someone who was not present on the scene. It may be defined as an organized statement of facts related to a particular subject prepared after an



investigation is made and presented to the interested persons. Report can be written or oral, but in most of the cases it is written.

According to **R. C. Sharma** and **Krishna Mohan**, “A report is a formal communication written for a specific purpose that includes a description of procedures followed for collection and analysis of data, their significance, the conclusions drawn from them and the recommendations, if required.”

### **THE OBJECTIVES OF PREPARING REPORT**

The prime objective of report is to provide information about any event or object or situation to the proper persons. It helps business people to take accurate and pragmatic decisions. The purposes of Report can be mentioned as below-

- To carry business information to the concerned quarters
- To analyze the data for interpretation
- To help planning by providing factual information
- To help decision making by providing necessary information and evidence
- To reduce administrative cost by eliminating searching cost for information
- To help establish effective control system through the information on employee performance
- To help reduce and resolve organizational disputes
- To help to bring effective coordination between and among the departments
- To help to bring dynamism in the organization by supplying latest information
- To find out the reason behind a problem
- To present the findings of investigation or inquiry
- To recommend specific action to solve a problem

So, we find that report serves some important purposes. In fact it aims to provide every support to business people through providing necessary factual information.

### **THE IMPORTANCE OF BUSINESS REPORTS**

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

#### **Purpose**

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

### **Problem Solving**

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

### **Financial Reporting**

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

### **Marketing Reports**

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

### **Business Communication**

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

**KARPAGAM ACADEMY OF HIGHER EDUCATION, COIMBATORE****Class: I B. Com BPS****Course Name: Business Communication****Course Code: 19AEC101****UNIT – III****Semester: I****Year: 2019-22 Batch****THE FUNCTIONS OF BUSINESS REPORT**

Type	Function
1. Laboratory Report	Communicate the procedures and results of laboratory activities
2. Research Report	Study problems scientifically by developing hypotheses, collecting data, analyzing data, and indicating findings or conclusions
3. Field Study Report	Describe one-time events, such as trips, conferences, seminars, as well as reports from branch offices, industrial and manufacturing plants
4. Progress Report	Monitor and control production, sales, shipping, service, or related business process
5. Technical Report	Communication process and product from a technical perspective
6. Financial Report	Communication status and trends from a finance perspective
7. Case Study	Represent, analyze, and present lessons learned from a specific case or example
8. Needs Assessment Report	Assess the need for a service or product
9. Comparative Advantage Report	Discuss competing products or services with an analysis of relative advantages and disadvantages
10. Feasibility Study	Analyze problems and predict whether current solutions or alternatives will be practical, advisable, or produced the desired outcome(s)
11. Instruction Manuals	Communicate step-by-step instructions on the use of a product or service
12. Compliance Report	Document and indicate the extent to which a product or service is within established compliance parameters or standards

**KARPAGAM ACADEMY OF HIGHER EDUCATION, COIMBATORE****Class: I B. Com BPS****Course Name: Business Communication****Course Code: 19AEC101****UNIT – III****Semester: I****Year: 2019-22 Batch**

Type	Function
13. Cost-Benefit Analysis Report	Communicate costs and benefits of products or services.
14. Decision Report	Make recommendations to management and become tools to solve problems and make decisions
15. Benchmark Report	Establish criteria and evaluate alternatives by measuring against the establish benchmark criteria
16. Examination Report	Report or record data obtained from an examination of an item or conditions, including accidents and natural disasters
17. Physical Description report	Describe the physical characteristics of a machine, a device, or object
18. Literature Review	Present summaries of the information available on a given subject

**Organized Reports**

Reports vary by size, format, and function. You need to be flexible and adjust to the needs of the audience while respecting customs and guidelines. Reports are typically organized around six key elements:

1. Whom the report is about and/or prepared for
2. What was done, what problems were addressed, and the results, including conclusions and/or recommendations
3. Where the subject studied occurred
4. When the subject studied occurred
5. Why the report was written (function), including under what authority, for what reason, or by whose request
6. How the subject operated, functioned, or was used

Pay attention to these essential elements when you consider your stakeholders, or those who have an interest in the report. That may include the person(s) the report is about, whom it is for, and the larger audience of the business, organization, or industry. Ask yourself who the key decision makers are who will read your report, who the experts or technicians will be, and how executives and workers may interpret your words and images.

While there is no universal format for a report, there is a common order to the information. Each element supports the main purpose or function in its own way, playing an important role in the representation and transmission of information.

### **ELEMENTS OF A BUSINESS REPORT**

The elements of a report vary depending on the organization or structure of the report and there are various styles of organizing a report. Normally reports are organized in three ways-

- **Letter-Text Combination Form:** Letter-text combination form is the widely adopted form for origination long report. Letter-text combination form finally takes the book form when it is presented or handed over to the authority formally. A complete report in letter-text combination form includes the following parts and sub-divisions
- **Letter Form:** If the materials of a report are short, brief and informal, they can be arranged as a form of business letter. The main parts of a letter report are heading or title, date, address, salutation, the body, complimentary close and signature. It is usually written in the first person I or We.
- **Memorandum Form:** A simple way of presenting report is a memorandum form as it maintains less formality. The date of the report is mentioned at the top. It is followed by the name of the person to whom the report is addressed, the name of the writer and the subject of the report. Next follows the actual text and the conclusion. Like the letter form, the text of the report here is also divided into paragraphs with headings and sub heading.

**KARPAGAM ACADEMY OF HIGHER EDUCATION, COIMBATORE****Class: I B. Com BPS****Course Name: Business Communication****Course Code: 19AEC101****UNIT – III****Semester: I****Year: 2019-22 Batch****▪ Ten Common Elements of a Report**

Page	Element	Function	Example
1. Cover	Title and image	Like the cover of a book, sometimes a picture, image, or logo is featured to introduce the topic to the reader.	
2. Title Fly	Title only	This page is optional.	Feasibility Study of Oil Recovery from the X Tarpit Sands Location
3. Title Page	Label, report, features title, author, affiliation, date, and sometimes for whom the report was prepared		Feasibility Study of Oil Recovery from the X Tarpit Sands Location Peak Oilman, X Energy Corporation Prepared for X
4. Table of Contents	A list of the main parts of the report and their respective page numbers		<ul style="list-style-type: none"><li>• Abstract.....1</li><li>• Introduction.....2</li><li>• Background.....3</li></ul>
5. Abstract	<ul style="list-style-type: none"><li>• Informational abstract: highlight topic, methods, data, and results</li><li>• Descriptive abstract: (All of the above without</li></ul>		This report presents the current status of the X tarpit sands, the study of oil recoverability, and the findings of the study with specific recommendations.

**KARPAGAM ACADEMY OF HIGHER EDUCATION, COIMBATORE****Class: I B. Com BPS****Course Name: Business Communication****Course Code: 19AEC101****UNIT – III****Semester: I****Year: 2019-22 Batch**

Page	Element	Function	Example
	statements of conclusion or recommendations)		
6. Introduction	Introduces the topic of the report		Oil sands recovery processes include ways to extract and separate the bitumen from the clay, sand, and water that make up the tarsands. This study analyzes the feasibility of extraction and separation, including a comprehensive cost/benefits analysis, with specific recommendations.
7. Body	Key elements of body include: <ul style="list-style-type: none"><li>• Background</li><li>• Methodology</li><li>• Results</li><li>• Analysis and Recommendations</li></ul>		<ul style="list-style-type: none"><li>• Background: History of oil extraction and separation from tarpit sands.</li><li>• Methodology: Specific analysis of the site based on accepted research methods.</li><li>• Results: Data from the feasibility study.</li><li>• Analysis and Recommendations: Analysis of the data and recommendations based on that analysis.</li></ul>
Page	Element	Function	Example



Page	Element	Function	Example
8. Conclusion	Concise presentation of findings	This portion clearly indicates the main results and their relation to recommended action or outcome.	
9. References	Bibliography or Works Cited	This part contains a list of citations.	
10. Appendix	Related supporting materials	This may include maps, analysis of soil samples, and field reports.	

### **MAIN ADVANTAGES OF BUSINESS REPORTS**

Report bears very much importance in the field of business, commerce and trade. For this reason, A student of [business](#) studies should know about pros and cons of report and its various aspects. Advantages of report writing also make us to understand the [importance of report writing](#). However, Report writing provides the below advantages in our business as well as personal life:

**1. Keep Records:** Report keeps record and provides valuable source of information. We can re-use this information for future reference.

**2. Provide Information:** [Report](#) provides information in terms of tables, graphs, charts and illustration and therefore we can be aware of facts and figures as an update. Nowadays, information are treated as the most valuable asset.

**3. Indicate Status:** Report indicates the current status of any project and therefore we keep on knowing what we are doing. It communicates to donors and founders for project progresses.

**4. Facilitates Research:** It facilitates research work as it is source of quantitative and qualitative information. For example, A [market report](#) shown the market condition of a product.

**5. Setting Actions:** Report shows comparison and analysis with critical evaluation and therefore it helps to determine future actions.

**6. Decision Making:** Decisions can be easily made based on the recommendations given in report.

**7. Building Relation:** Report builds relationship between author and reader. It creates impression on author's knowledge and philosophy and also provides insight regarding his analytical and critical understanding.

A report gives us many advantages for our business concerns and personal life too as some advantages of report writing.

### **THE CHARACTERISTICS OF THE READER**

Business reports are quite often intended for a wide variety of different audiences. It is critical that you carefully identify the intended audience for your report, otherwise it is likely that your report will be misdirected and less effective. You should consider exactly what the readers of your report already know and what they need to know to make informed decisions.

### **AN EFFECTIVE REPORT CAN BE WRITTEN GOING THROUGH THE FOLLOWING STEPS-**

1. Determine the objective of the report, i.e., identify the problem.
2. Collect the required material (facts) for the report.
3. Study and examine the facts gathered.
4. Plan the facts for the report.
5. Prepare an outline for the report, i.e., draft the report.
6. Edit the drafted report.

7. Distribute the draft report to the advisory team and ask for feedback and recommendations.

**THE ESSENTIALS OF GOOD/EFFECTIVE REPORT WRITING ARE AS FOLLOWS-**

1. Know your objective, i.e., be focused.
2. Analyze the niche audience, i.e., make an analysis of the target audience, the purpose for which audience requires the report, kind of data audience is looking for in the report, the implications of report reading, etc.
3. Decide the length of report.
4. Disclose correct and true information in a report.
5. Discuss all sides of the problem reasonably and impartially. Include all relevant facts in a report.
6. Concentrate on the report structure and matter. Pre-decide the report writing style. Use vivid structure of sentences.
7. The report should be neatly presented and should be carefully documented.
8. Highlight and recap the main message in a report.
9. Encourage feedback on the report from the critics. The feedback, if negative, might be useful if properly supported with reasons by the critics. The report can be modified based on such feedback.
10. Use graphs, pie-charts, etc to show the numerical data records over years.
11. Decide on the margins on a report. Ideally, the top and the side margins should be the same (minimum 1 inch broad), but the lower/bottom margins can be one and a half times as broad as others.
12. Attempt to generate reader's interest by making appropriate paragraphs, giving bold headings for each paragraph, using bullets wherever required, etc.

**DIFFERENT TYPES OF REPORTS USED IN BUSINESS ARE:**

- **Informational reports.** These reports present facts about certain given activity in detail without any note or suggestions. Whatever is gathered is reported without giving any thing by way of either explanation or any suggestion. A vice-chancellor asking about the number of candidates appearing at a particular examination naturally seeks only information of the fact (candidates taking up the examination) of course without any comment. Generally such

reports are of routine nature. Sometimes they may fall under statutory routine category. A company registrar asking for allotment return within the stipulate period is nothing but informational routine, falling under statutory but routine report.

- **Analytical reports.** These reports contain facts along with analytical explanations offered by the reporter himself or may be asked for by the one who is seeking the report. Such reports contain the narration of facts, collected data and information, classified and tabulated data and also explanatory note followed by the conclusions arrived at or interpretations. A company chairman may ask for a report on falling trends in sale in a particular area. He will in this case be naturally interested in knowing all the details including that of opinion of any of the investigator.
- **Research reports.** These reports are based on some research work conducted by either an individual or a group of individuals on a given problem. Indian oil company might have asked its research division to find some substitute for petrol, and if such a study is conducted then a report shall be submitted by the research division detailing its findings and then offering their own suggestions, including the conclusions at which the division has arrived at as to whether such a substitute is these and if it is there can the same be put to use with advantage and effectively. All details shall naturally be asked and has to be given. In fact such a report is the result of a research.
- **Statutory reports.** These reports are to be presented according to the requirements of a particular law or a rule or a custom now has become a rule. The auditor reports to company registrar has to be submitted as per the requirements of country legal requirement. A return on compensation paid to factory workers during a period by a factory has to be submitted to competent authorities periodically. These reports are generally prepared in the prescribed form as the rules have prescribed.
- **Non statutory reports.** These reports are not in the nature of legal requirements or rules wants, therefore, the reports are to be prepared and submitted. These reports are required to be prepared and submitted: (i) for the administrative and other conveniences, (ii) for taking decision in a matter (iii) for policy formulations, (iv) for projecting the future or (v) any thing alike so that efficient and smooth functioning maybe assured and proper and necessary

decision may be taken with a view to see that every thing goes well and the objectives of the organization are achieved with assured success.

- **Routine reports.** These reports are required to be prepared and submitted periodically on matters required by the organization so as to help the management of the organization to take decisions in the matters relating to day to day affairs. The main objectives of routine reports are to let the management know as to what is happening in the organization, what is its progress where the deviation is, what measures have been taken in solving the problems and what to do so that the organization may run smoothly and efficiently. Routine reports are generally brief. They only give the facts. No comments or explanations are usually offered in such reports. Generally forms are prescribed for preparation and submission of such reports.
- **Special reports.** Such a type of report is specially required to be prepared and submitted on matters of special nature. Due to an accident a death of the foreman has occurred in a factory. The factory manager may ask for a detail report from the head foreman. Such a report is classified as special reports. These reports contain not only facts and details but they may contain suggestion, comments and explanations as well.

### **CLASSIFICATION OF BUSINESS REPORT**

Business reports can be of various types. On the basis of mode of presentation it can be oral or written. On the basis of degree of formality it can be formal or informal, formal reports again can be divided into two types (i) **informational** and (ii) **analytical**.

#### **(A) On the basis of mode of presentation:**

Any report can be presented either in written form or in oral.

##### **1. Oral report:**

When report on a matter presented verbally or through oral media then it is known as oral report. In this case, after investigating the matter the investigator express his/her findings verbally to the top management.

It is less effective because it cannot be used as documentary evidence.

**2. Written report:**

On the other hand when reports are presented in written form then it is called written report. Written reports are prepared by following specific format. It has documentary evidence.

**(B) On the basis of degree of formality:**

Business reports can be prepared either by following specific formats and formalities or it can be drafted informally without maintaining much formalities. Thus on the basis of degree of formality business reports can be of two types:

**1. Formal:**

Formal reports are usually detailed. It examines a complex problem in depth and provides recommendations. Formal reports are prepared according to specific formats. This type of report again can be divided in two categories:

**(i) Informational:**

This type of report presents information on particular topic but does not provide any explanation and recommendations.

**Example:** Annual reports, progress reports of taskforces, etc.

**(ii) Analytical:**

Analytical reports not only present and analyze data but also interpret the data and make recommendation. Usually critical problems are analyzed through analytical reports.

**Example:** Feasibility reports, request approval, evaluation of investment project, etc.

**2. Informal:** These types of reports are prepared to assist routine managerial functions. These reports are usually written by subordinates. Informal reports are short in length and written in letter or memo, format. These reports are less planned.

**ESSENTIAL STAGES OF WRITING A REPORT**

All reports need to be clear, concise and well structured. The key to writing an effective report is to allocate time for planning and preparation. With careful planning, the writing of a report will be made much easier. The essential stages of successful report writing are described below. Consider how long each stage is likely to take and divide the time before the deadline between the different stages. Be sure to leave time for final proof reading and checking.

### **Stage One: Understanding the report brief**

This first stage is the most important. You need to be confident that you understand the purpose of your report as described in your report brief or instructions. Consider who the report is for and why it is being written. Check that you understand all the instructions or requirements, and ask your tutor if anything is unclear.

### **Stage Two: Gathering and information**

Once you are clear about the purpose of your report, you need to begin to gather relevant information. Your information may come from a variety of sources, but how much information you will need will depend on how much detail is required in the report. You may want to begin by reading relevant literature to widen your understanding of the topic or issue before you go on to look at other forms of information such as questionnaires, surveys etc. As you read and gather information you need to assess its relevance to your report and select accordingly. Keep referring to your report brief to help you decide what is relevant information.

### **Stage Three: Organising your material**

Once you have gathered information you need to decide what will be included and in what sequence it should be presented. Begin by grouping together points that are related. These may form sections or chapters. Remember to keep referring to the report brief and be prepared to cut any information that is not directly relevant to the report. Choose an order for your material that is logical and easy to follow.

### **Stage Four: Analyzing your material**

Before you begin to write your first draft of the report, take time to consider and make notes on the points you will make using the facts and evidence you have gathered. What conclusions can be drawn from the material? What are the limitations or flaws in the evidence? Do certain pieces of evidence conflict with one another? It is not enough to simply present the information you have gathered; you must relate it to the problem or issue described in the report brief.

### **Stage Five: Writing the report**

Having organised your material into appropriate sections and headings you can begin to write the first draft of your report. You may find it easier to write the summary and contents page at the end when you know exactly what will be included. Aim for a writing style that is direct and precise.



Avoid waffle and make your points clearly and concisely. Chapters, sections and even individual paragraphs should be written with a clear structure. The structure described below can be adapted and applied to chapters, sections and even paragraphs.

- **Introduce** the main idea of the chapter/section/paragraph
- **Explain** and expand the idea, defining any key terms.
- **Present** relevant evidence to support your point(s).
- **Comment** on each piece of evidence showing how it relates to your point(s).
- **Conclude** your chapter/section/paragraph by either showing its significance to the report as a whole or making a link to the next chapter/section/paragraph.

### **Stage Six: Reviewing and redrafting**

Ideally, you should leave time to take a break before you review your first draft. Be prepared to rearrange or rewrite sections in the light of your review. Try to read the draft from the perspective of the reader. Is it easy to follow with a clear structure that makes sense? Are the points concisely but clearly explained and supported by relevant evidence?

Writing on a word processor makes it easier to rewrite and rearrange sections or paragraphs in your first draft. If you write your first draft by hand, try writing each section on a separate piece of paper to make redrafting easier.

### **Stage Seven: Presentation**

Once you are satisfied with the content and structure of your redrafted report, you can turn your attention to the presentation. Check that the wording of each chapter/section/subheading is clear and accurate. Check that you have adhered to the instructions in your report brief regarding format and presentation.

Check for consistency in numbering of chapters, sections and appendices. Make sure that all your sources are acknowledged and correctly referenced. You will need to proof read your report for errors of spelling or grammar. If time allows, proof read more than once. Errors in presentation or expression create a poor impression and can make the report difficult to read.

## **THE STRUCTURE OF A REPORT**

The main features of a report are described below to provide a general guide. These should be used in conjunction with the instructions or guidelines provided by your department.

### **Title Page**

This should briefly but explicitly describe the purpose of the report (if this is not obvious from the title of the work). Other details you may include could be your name, the date and for whom the report is written.

Geology of the country around Beacon Hill, Leicestershire

Angus Taylor

2 November 2004

(Example of a title page)

### **Terms of Reference**

Under this heading you could include a brief explanation of who will read the report (audience) why it was written (purpose) and how it was written (methods). It may be in the form of a subtitle or a single paragraph.

A report submitted in fulfillment of the requirements for Course GL456, Department of Geology, and University of Leicester.

(Example of terms of reference)

### **Summary (Abstract)**

The summary should briefly describe the content of the report. It should cover the aims of the report, what was found and what, if any, action is called for. Aim for about 1/2 a page in length and avoid detail or discussion; just outline the main points. Remember that the summary is the first thing that is read. It should provide the reader with a clear, helpful overview of the content of the report.

Exposure of rocks belonging to the Charnian Super group (late Precambrian) were examined in the area around Beacon Hill, north Leicestershire. This report aims to provide details of the stratigraphy at three sites - Copt Oak, Mount St. Bernard Abbey and Oaks in Charlwood. It was observed that at each of these sites, the Charnian Super group consists mainly of volcanoclastic sediments (air-fall

and ash-flow tuffs) interblended with mudstones and siltstones. These rocks show features that are characteristic of deposition in shallow water on the flanks of a volcano (e.g. welding and alteration of ignimbrites). Further studies are required to understand depositional mechanisms and to evaluate the present-day thickness of individual rock units.

(Example of a summary (abstract))

### **Contents (Table of Contents)**

The contents page should list the different chapters and/or headings together with the page numbers. Your contents page should be presented in such a way that the reader can quickly scan the list of headings and locate a particular part of the report. You may want to number chapter headings and subheadings in addition to providing page references. Whatever numbering system you use, be sure that it is clear and consistent throughout.

### **Introduction**

The introduction sets the scene for the main body of the report. The aims and objectives of the report should be explained in detail. Any problems or limitations in the scope of the report should be identified, and a description of research methods, the parameters of the research and any necessary background history should be included.

In some reports, particularly in science subjects, separate headings for Methods and Results are used prior to the main body (Discussion) of the report as described below.

### **Methods**

Information under this heading may include: a list of equipment used; explanations of procedures followed; relevant information on materials used, including sources of materials and details of any necessary preparation; reference to any problems encountered and subsequent changes in procedure.

### **Results**

This section should include a summary of the results of the investigation or experiment together with any necessary diagrams, graphs or tables of gathered data that support your results. Present your results in a logical order without comment. Discussion of your results should take place in the main body (Discussion) of the report.

### **Discussion**

The main body of the report is where you discuss your material. The facts and evidence you have gathered should be analyzed and discussed with specific reference to the problem or issue. If your discussion section is lengthy you might divide it into section headings. Your points should be grouped and arranged in an order that is logical and easy to follow. Use headings and subheadings to create a clear structure for your material. Use bullet points to present a series of points in an easy-to-follow list. As with the whole report, all sources used should be acknowledged and correctly referenced. For further guidance check your departmental handbook and the Student Learning Centre guide: [Referencing and Bibliographies](#).

### **Conclusion**

In the conclusion you should show the overall significance of what has been covered. You may want to remind the reader of the most important points that have been made in the report or highlight what you consider to be the most central issues or findings. However, no new material should be introduced in the conclusion.

### **Appendices**

Under this heading you should include all the supporting information you have used that is not published. This might include tables, graphs, questionnaires, surveys or transcripts. Refer to the appendices in the body of your report.

In order to assess the popularity of this change, a questionnaire (Appendix 2) was distributed to 60 employees. The results (Appendix 3) suggest the change is well received by the majority of employees.

Example of use of appendices

### **Bibliography**

Your bibliography should list, in alphabetical order by author, all published sources referred to in your report. There are different styles of using references and bibliographies. Refer to the study guide [Referencing and Bibliographies](#) and check your departmental handbook for guidelines. Texts which you consulted but did not refer to directly could be grouped under a separate heading such as 'Background Reading' and listed in alphabetical order using the same format as in your bibliography.

### **Acknowledgements**

Where appropriate you may wish to acknowledge the assistance of particular organisations or individuals who provided information, advice or help.

### **Glossary of Technical Terms**

It is useful to provide an alphabetical list of technical terms with a brief, clear description of each term. You can also include in this section explanations of the acronyms, abbreviations or standard units used in your report.

### **SAMPLE REPORT**

#### **Formal Report**

**Document Type: monograph**

**Report Format: formal**

**Report Type: comprehensive**

33 West Avenue South

Anywhere, ON Z9Z 9Z9

March 29, 2018

M. My Instructor, Professor

Some College, Main Campus

PO Box 2034

Anytown, ON Y8Y 8Y8

Dear M. Instructor:

In response to your request to look into the evaluation methods of Mohawk College students, we have completed a report that investigates the current evaluation methods at Mohawk College and studies the prevalence and impediments of evaluations based upon students' ability to work effectively as part of a team.

The study revealed that the current typical course evaluation breakdown involves marks for assignments and examinations as well as some for attendance and participation. There were little or no evaluations based on students' ability to work effectively as part of a team.

Students felt that group assignments helped them understand the material in the course better than other evaluation methods and helped them prepare for the workplace. Students also thought that evaluations based on students' ability to work effectively as part of a team did not evaluate the students' understanding of the material as well as other evaluation methods and were not as fair as other assignments.

Interviews with instructors demonstrated that instructors found group work assessments difficult to administer and hard to determine individual contributions to the group.

Based on these findings, the report recommends that administration at Mohawk College

1. review the academic literature to determine if group work does prepare students for the workplace
2. conduct a wider study of students in other programs and all semesters to determine how students are currently being evaluated
3. encourage evaluation of students using group work evaluations
4. work with faculty to resolve the issues involved with administering group work evaluations

Thank you for the opportunity to complete this study. You can contact us at 555-3333 if you have any questions about the report.

Sincerely,

Signature

**A CHECKLIST**

A checklist is important because it not only gives you a mechanism for your report of the scene, but also serves as a way to ensure that you are thorough in your observations. You are documenting not only what you see but also what you don't see; both of which are important when you get to court. Think of everything you write in your checklist as a potential piece of a puzzle. Your job at the crime scene is to find as many pieces as you can; beginning to form a picture of what happened – what the puzzle looks like.

**Report Writing Checklist****Report Title** .....**Unit** .....

<b>Structure</b>	<b>Comment</b>
Title page	
Table of contents	
List of figures, tables or illustrations	
Executive summary	
Introduction	
Body <ul style="list-style-type: none"><li>• Results</li><li>• Findings</li><li>• Discussion</li></ul>	
Conclusion	
Recommendations	
Appendices	
Reference list	
<b>Writing</b>	
Paragraphing	
Sentence structure and grammar	
Appropriate vocabulary	
Use of punctuation	
Spelling	



**KARPAGAM ACADEMY OF HIGHER EDUCATION, COIMBATORE**

**Class: I B. Com BPS**

**Course Name: Business Communication**

**Course Code: 19AEC101**

**UNIT – III**

**Semester: I**

**Year: 2019-22 Batch**

<b>Layout</b>	
Use of headings and subheadings	
Use of tables	
Numbering system	
Consistency of style	

**CHECKLIST FOR ENSURING THAT A REPORT FULFILLS ITS GOALS.**

1. Report considers the audience's needs
2. Format follows function of report
3. Format reflects institutional norms and expectations
4. Information is accurate, complete, and documented
5. Information is easy to read
6. Terms are clearly defined
7. Figures, tables, and art support written content
8. Figures, tables, and art are clear and correctly labeled
9. Figures, tables, and art are easily understood without text support
10. Words are easy to read (font, arrangement, organization)
11. Results are clear and concise
12. Recommendations are reasonable and well-supported
13. Report represents your best effort
14. Report speaks for itself without your clarification or explanation

Anything not covered by your checklist should be written in a narrative report. Chances are you've covered most everything if you've been documenting as you go. I can't stress enough the importance of maintaining a checklist when investigating a death scene. It reminds you to look at everything, even when you are distracted. It becomes a guide when piecing the puzzle together. It helps to eliminate the questions.

The ideas presented here are meant to be general in nature. Keep in mind that key to any successful crime scene investigation is close attention to the statutes of the jurisdiction in which you are working. Following such laws and guidelines regarding the collection of evidence may mean the difference between a successful prosecution and the guilty going free. Work closely with you local prosecutor and coroners.

One of the most powerful elements of the checklist is that it can empower people. Although a checklist may be viewed as a rigid list of rules which must be followed, the ambiguity of situations means that we have to be flexible and creative when using checklists.

People have to figure out how to use a checklist to fit their needs, and in some cases, what to do if a checklist doesn't include something. Because checklists cannot include every possibility, we have to be prepared. In some cases, they just provide us with a place to begin.

### **POSSIBLE QUESTIONS**

#### **PART – A (ONE Mark)**

#### **Multiple Choice Questions**

#### **Online Examination**

#### **PART – B**

1. Write a short note on informal report?
2. State the meaning of formal report?
3. Define report?
4. Bring out the reasons for preferring written report?
5. State the features of formal report?

**PART – C**

1. Elaborate the types of business reports with suitable examples.
2. Determine the features of a good business reports.
3. Describe the process of preparing a report.
4. Elucidate the essentials of formal report.
5. Elaborate the elements of structure in preparing a business report.
6. Prepare an analytical report in the letter form, in aspect of identifying the causes of brain drain in communication.
7. Elaborate the importance of selecting a suitable report.
8. Describe the nature and features of a good report

Questions	Opt 1	Opt 2	Opt 3	Opt 4	Opt 5	Opt 6	Answer
_____ systems provide network resources for direct hands on computing.	MIS	DSS	end user computing	expert systems			end user computing
_____ systems process data resulting from business transactions.	transaction processing	DSS	office Automations	MIS			transaction processing
EDP stands for _____	enterpreneural development programme	electronic data processing	electronic data passing	electronic data patroning			electronic data processing
_____ is usually indicated if anything is to be attached to a letter.	appendix	annexures	index	enclosures			enclosures
_____ is an important element in all business letters.	signature	letter head	salutation	complimentary close			salutation
_____ is something written after the letter is closed.	copy distribution	enclosures	postscripts	reference			postscripts
_____ is the process of arriving at agreement through consultation.	consensus	grapevine	informal	braindrain			braindrain
An _____ report can be denied at any time	oral	written	special	informal			oral
A _____ report is one which is prepared in a prescribed form.	oral	written	informal	formal			formal
Reports submitted by the branch manager is a _____ report.	technical	logical	individual	special			individual
An abstract is also called as _____	introduction	synopsis	inference	content			synopsis
Status enquiries are made for the following purpose	for complaint	for job	for credit sales	for knowing the status			for credit sales
An offer to sell goods at a price and conditions specified is called _____	prospectus	resolution	quotation	offer			quotation
The minimum number of members necessary for a meeting is called as _____	quorum	resolution	proxy	prospectus			quorum
Request for an overdraft is written to _____	secretary	director	banker	company			banker
Letter announcing reduction of prices is called _____	sales letter	circular letter	collection letter	offer letter			offer letter
Report in the form of a person-to-person communication is _____	formal report	informal report	statutory report	non-statutory report			informal report
Bio-data is enclosed with the following letter _____	sales letter	application letter	complaint letter	collection letter			application letter
The words CIF are used in the following letters _____	circular letters	complaint letter	export business letter	agency letter			export business letter
The report published through newspaper is called as _____	annual report	business report	budget report	press report			press report
Post script is _____	vital information	relation information	important information	Additional information			Additional information
Informal communication network within the organization is known as _____	interpersonal communication	intrapersonal communication	mass communication	grapevines			grapevines
Which of the following is NOT an external business written communication _____	complaint letter	curriculum vitae	memo	enquiries letter			memo
Effective communication can only be achieved when _____	the audience is understood	feedback is encouraged	thoughts are organized	systematic delivery of speech			the audience is understood
Which of the following is NOT a way to help generate ideas when writing _____	brain storming	free writing	guessing	clustering			guessing
Words that have more than one meaning are called as _____	equivocal terms	jargon	trigger wards	biased language			equivocal terms
_____ is personal and professional	advice	counseling	order	suggestion			counseling
An effort to influence the attitude and feeling of others is _____	persuasion	suggestion	advice	appreciation			persuasion
A forceful means of communication which demands immediate action is _____	warning	motivation	persuasion	advice			warning
A written message which is conveyed over an electronic network is _____	notice	fax	telegram	e-mail			e-mail
Interaction between two people is _____	dyadic communication	group discussion	symposium	conference			dyadic communication
_____ involves both person to person as well as person to group interaction	Team Work	Group Discussion	Criticism	Communication			Group Discussion
Group Discussion is also used as a _____ for personality assessment of candidates for job selection.	Resourse	Technique	Tool	Solution			Technique
Excessive talking does not mean _____	Naughty	Crooked	Communication	Discussion			Communication
There is a difference between an opinion and a _____	Suggestion	Idea	Perception	Assumption			Suggestion
_____ is nothing more than a battle of egos and results in a yelling contest	Emotion	Mind	Argument	Decision			Argument
Body of a letter is divided into _____ parts	1	2	3	4			3
The _____ body of the presentation should be broken into short and clear units	Main	Middle	Upper	Lower			Main
_____ of the letter consists of main message	Heading	Body	Greeting	Closing			Body
The _____ of business letter is called layout	Body	Content	Pattern	Body, Content and Pattern			Body, Content and Pattern
Goals help us to _____	Communicate	Success	Success	Motivate			Communicate
Which of the following does NOT involve communicating in the workplace?	Answering customer letters	Listening to instructions	Lifting heavy boxes	Working on a team project			Lifting heavy boxes

The primary audience for a business message is made up of	people who represent the opinions of the majority	everyone who receives it	decision makers in an organisation	Individual			decision makers in an organisation
Report writing style should _____	contain personal pronouns	use the 'you' approach	avoid emotional language	personal approach			avoid emotional language
The part of the report that presents the findings and information that are analysed and discussed is the	introduction	conclusion	body or centre section	sub heading			body or centre section
An executive summary _____	offers a conclusion to a report	Briefly states the purpose of the report, methods, findings and conclusions	focuses on the recommendation	focuses on the reports			Briefly states the purpose of the report, methods, findings and conclusions
The type of edit that focuses on reviewing the ideas that are expressed is	the mechanical style edit	the substantive edit	the language edit	the format edit			the language edit
The formal statement advising that the report has been completed within the terms of reference and by the due date is called _____	a title page	an introductory letter	a letter of transmittal.	acknowledgements			a letter of transmittal.
Which of the following is NOT a problem when calling for a meeting	Personal agenda	Team spirit	Interpersonal conflicts	Cultural differences			Team spirit
Which of the following is NOT an external business written communication	Complaint letter	Curriculum Vitae	Memo	Enquiries letter			Memo
Report can be _____	Oral	Written	Oral as well as Written	Only Written			Oral as well as Written
An informal report is usually in the form of a _____	person to person	many to one	one to many	company to company			person to person
A report as per law and procedure is called _____	formal report	statutory report	non statutory report	informal report			statutory report.
_____ reports are prepared and presented at regular and prescribed intervals	periodic reports	special reports	informal reports	non-periodical reports			periodic reports
_____ is a basic management tool used in decision making	business letter	report	document	specific reports			report
_____ is the list of words used in the reports	conclusion.	glossary	index	reference			glossary
_____ is the main part of the report	conclusion.	recommendations	description	references			description
_____ is the first part of the body of the report	contents	introduction	conclusion	abstract			introduction
_____ are related to a single occasion or situation	non-recurrent reports.	investigative reports	special reports	formal reports			special reports
An _____ report can be denied at any time	oral.	written	special.	informal.			oral

**UNIT-IV- VOCABULARY AND LISTENING**

**SYLLABUS**

**Unit IV** Vocabulary: Words often confused, words often misspelt, common errors in English, Introduction to phonetics, need and use of it, Word stress and sentence stress, Contrastive stress in sentences to highlight different words- intonation- rising and falling tone, falling and rising tone, word power, vocabulary , jargon, rate of speech, pitch, tone and clarity of voice.  
The importance of listening in the work place- Introduction, what is listening? Barriers to listening, strategies for effective listening, listening in a business context

**COMMONLY CONFUSED WORDS**

Some words in English cause trouble for speakers and writers because these words share a similar pronunciation, meaning, or spelling with another word. These words are called commonly confused words. For example, read aloud the following sentences containing the commonly confused words *new* and *knew*

I liked her *new* sweater.

I *knew* she would wear that sweater today.

These words may sound alike when spoken, but they carry entirely different usages and meanings. *New* is an adjective that describes the sweater, and *knew* is the past tense of the verb *to know*. To read more about adjectives, verbs, and other parts of speech see [Chapter 2 “Writing Basics: What Makes a Good Sentence?”](#).

Recognizing Commonly Confused Words

*New* and *knew* are just two of the words that can be confusing because of their similarities. Familiarize yourself with the following list of commonly confused words. Recognizing these words in your own writing and in other pieces of writing can help you choose the correct word.

**Commonly Confused Words**

A, An, And

## KARPAGAM ACADEMY OF HIGHER EDUCATION, COIMBATORE

Class: I B. Com BPS

Course Name: Business Communication

Course Code: 19AEC101

UNIT – 1V

Semester: I Year: 2019-22 Batch

- *A* (article). Used before a word that begins with a consonant.

**a** key, **a** mouse, **a** screen

- *An* (article). Used before a word that begins with a vowel.

**an** airplane, **an** ocean, **an** igloo

- *And* (conjunction). Connects two or more words together.

peanut butter **and** jelly, pen **and** pencil, jump **and** shout

Accept, Except

- *Accept* (verb). Means to take or agree to something offered.

They **accepted** our proposal for the conference.

- *Except* (conjunction). Means only or but.

We could fly there **except** the tickets cost too much.

Affect, Effect

- *Affect* (verb). Means to create a change.

Hurricane winds **affect** the amount of rainfall.

- *Effect* (noun). Means an outcome or result.

The heavy rains will have an **effect** on the crop growth.

Are, Our

- *Are* (verb). A conjugated form of the verb *to be*.

My cousins **are** all tall and blonde.

- *Our* (pronoun). Indicates possession, usually follows the pronoun *we*.

We will bring **our** cameras to take pictures.

By, Buy

- *By* (preposition). Means next to.

My glasses are **by** the bed.

- *Buy* (verb). Means to purchase.

I will **buy** new glasses after the doctor's appointment.

Its, It's

- *Its* (pronoun). A form of *it* that shows possession.

The butterfly flapped **its** wings.

- *It's* (contraction). Joins the words *it* and *is*.



It's the most beautiful butterfly I have ever seen.

Know, No

- *Know* (verb). Means to understand or possess knowledge.

I **know** the male peacock sports the brilliant feathers.

- *No*. Used to make a negative.

I have **no** time to visit the zoo this weekend.

Loose, Lose

- *Loose* (adjective). Describes something that is not tight or is detached.

Without a belt, her pants are **loose** on her waist.

- *Lose* (verb). Means to forget, to give up, or to fail to earn something.

She will **lose** even more weight after finishing the marathon training.

Of, Have

- *Of* (preposition). Means *from* or *about*.

I studied maps **of** the city to know where to rent a new apartment.

- *Have* (verb). Means to possess something.

I **have** many friends to help me move.

- *Have* (linking verb). Used to connect verbs.

I should **have** helped her with that heavy box.

Quite, Quiet, Quit

- *Quite* (adverb). Means *really* or *truly*.

My work will require **quite** a lot of concentration.

- *Quiet* (adjective). Means not loud.

I need a **quiet** room to complete the assignments.

- *Quit* (verb). Means to stop or to end.

I will **quit** when I am hungry for dinner.

Right, Write

- *Right* (adjective). Means proper or correct.

When bowling, she practices the **right** form.

- *Right* (adjective). Also means the opposite of left.

The ball curved to the **right** and hit the last pin.

## KARPAGAM ACADEMY OF HIGHER EDUCATION, COIMBATORE

Class: I B. Com BPS

Course Name: Business Communication

Course Code: 19AEC101

UNIT – 1V

Semester: I Year: 2019-22 Batch

- *Write* (verb). Means to communicate on paper.

After the team members bowl, I will **write** down their scores.

Set, Sit

- *Set* (verb). Means to put an item down.

She **set** the mug on the saucer.

- *Set* (noun). Means a group of similar objects.

All the mugs and saucers belonged in a **set**.

- *Sit* (verb). Means to lower oneself down on a chair or another place

I'll **sit** on the sofa while she brews the tea.

Suppose, Supposed

- *Suppose* (verb). Means to think or to consider

I **suppose** I will bake the bread, because no one else has the recipe.

- *Suppose* (verb). Means to suggest.

**Suppose** we all split the cost of the dinner.

- *Supposed* (verb). The past tense form of the verb suppose, meaning required or allowed.

She was **supposed** to create the menu.

Than, Then

- *Than* (conjunction). Used to connect two or more items when comparing

Registered nurses require less schooling **than** doctors.

- *Then* (adverb). Means next or at a specific time.

Doctors first complete medical school and **then** obtain a residency.

Their, They're, There

- *Their* (pronoun). A form of *they* that shows possession.

The dog walker feeds **their** dogs everyday at two o'clock.

- *They're* (contraction). Joins the words *they* and *are*.

**They're** the sweetest dogs in the neighborhood.

- *There* (adverb). Indicates a particular place.

The dogs' bowls are over **there**, next to the pantry.

- *There* (pronoun). Indicates the presence of something

**There** are more treats if the dogs behave.

To, Two, Too

- *To* (preposition). Indicates movement.

Let's go **to** the circus.

- *To*. A word that completes an infinitive verb.

**to** play, **to** ride, **to** watch.

- *Two*. The number after one. It describes how many.

**Two** clowns squirted the elephants with water.

- *Too* (adverb). Means *also* or *very*.

The tents were **too** loud, and we left.

Use, Used

- *Use* (verb). Means to apply for some purpose.

We **use** a weed whacker to trim the hedges.

- *Used*. The past tense form of the verb *to use*

He **used** the lawnmower last night before it rained.

- *Used to*. Indicates something done in the past but not in the present

He **used to** hire a team to landscape, but now he landscapes alone.

Who's, Whose

- *Who's* (contraction). Joins the words *who* and either *is* or *has*.

**Who's** the new student? **Who's** met him?

- *Whose* (pronoun). A form of *who* that shows possession.

**Whose** schedule allows them to take the new student on a campus tour?

Your, You're

- *Your* (pronoun). A form of *you* that shows possession.

**Your** book bag is unzipped.

- *You're* (contraction). Joins the words *you* and *are*.

**You're** the girl with the unzipped book bag.

The English language contains so many words; no one can say for certain how many words exist. In fact, many words in English are borrowed from other languages. Many words have multiple meanings and forms, further expanding the immeasurable number of English words

### Strategies to Avoid Commonly Confused Words

When writing, you need to choose the correct word according to its spelling and meaning in the context. Not only does selecting the correct word improve your vocabulary and your writing, but it also makes a good impression on your readers. It also helps reduce confusion and improve clarity. The following strategies can help you avoid misusing confusing words.

1. **Use a dictionary.** Keep a dictionary at your desk while you write. Look up words when you are uncertain of their meanings or spellings. Many dictionaries are also available online, and the Internet's easy access will not slow you down. Check out your cell phone or smartphone to see if a dictionary app is available.
2. **Keep a list of words you commonly confuse.** Be aware of the words that often confuse you. When you notice a pattern of confusing words, keep a list nearby, and consult the list as you write. Check the list again before you submit an assignment to your instructor.
3. **Study the list of commonly confused words.** You may not yet know which words confuse you, but before you sit down to write, study the words on the list.

### . Commonly misspelled English words

- **Commonly misspelled English words** (UK: **misspelt words**) are words that are **often unintentionally misspelled** in general writing. ...
- Within a particular field of study, such as computer graphics, other **words** might be more **common** for **misspelling**, such as "pixel" **misspelled** as "pixle" (or variants "cesium" and "caesium").

### Overview of Phonetics, Homophones and their Importance in Effective Communication

To emerge as a winner and stand apart from the crowd in today's fierce competitive world, an individual must have excellent communication skills. Communication is not only interacting with others but successfully conveying the message to the recipients and also get the appropriate feedback.

How do you capture the interest of the listeners? How will you ensure that the listener is with you till the end or not?

Communication is just not using complicated words or terminologies but is also to correctly pronounce them. It is commonly observed that our communication suffers due to our incorrect pronunciations. The alphabets and the words must sound correct to make the communication impressive.

How will one come to know that your pronunciation is correct or not? How will you find out whether you are sounding correct or not?

Here comes the importance of Phonetics.

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

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

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

**Phonetics has three divisions:**

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

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

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

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

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

“I knew you will fair well in your interview”

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

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

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

“I want a bread peace”

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

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

“There is a bird sitting on the branch”

Peter and David are not serious with their careers”

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

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

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

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

## RHYTHM

Rhythm in English comes from two different areas:

### 1-Word stress

In order to understand word stress in English, you need to know what a syllable is. A syllable can only be one of two things:

**1 vowel OR**

**1 vowel + 1 consonant**

To have a **syllable** then, you must have at least **1 vowel**. The number of **consonants** is not important.  
For example: sun.

**[s] is consonant      [u] is a vowel      [n] is a consonant**

That means the word [sun] has **2 consonants** and **1 vowel**. So how many **syllables** does it mean the word [sun] has? The answer is: **1 syllable**. The reason is that it only has **1 vowel**.

One more example: how about the word [Macdonald]?

**[m]** is a consonant

**[a]** is a vowel

**[c]** is a consonant

**[d]** is a consonant

**[o]** is a vowel

**[n]** is a consonant

**[a]** is a vowel

**[l]** is a consonant

**[d]** is a consonant

How many vowels does the word [Macdonald] have then? 3 vowels.

**Mac      do      nald**

**1      2      3**

So when you pronounce the word [Macdonald], you should only pronounce **3 syllables**, not 4 and not 5, otherwise, listeners will be very confused and will probably ask you to repeat, which can be embarrassing.

Most 2 or 3-syllable words also have 1 stress but... some 4 or more syllable words could have 2 stresses, 1 primary stress and 1 secondary stress.

Let's see some examples of word stress:



# KARPAGAM ACADEMY OF HIGHER EDUCATION, COIMBATORE

**Class: I B. Com BPS**

**Course Name: Business Communication**

**Course Code: 19AEC101**

**UNIT – 1V**

**Semester: I Year: 2019-22 Batch**

<b>1-syllable word</b>	in	o
<b>2-syllable word</b>	instant	Oo
<b>3-syllable word</b>	instantly	Ooo
<b>4-syllable word</b>	instantiate	oOoo
<b>5-syllable word</b>	instantaneous	ooOoo
<b>6-syllable word</b>	instantaneously	ooOooo

## 2-Sentence Stress

In English, **sentence stress** is the key to creating the **rhythm** of the language. **Rhythm**, among a few other things, is what native speakers depend on to understand the message(s) of the speaker. In English, we usually **stress**...

1- Nouns	2- Verbs	3- Adverbs
Example 1		
My	friend's	in vi ted me to
Pronoun	Noun	Verb Pronoun Preposition
o	O	o O o

Do not be confused between **word stress** and **sentence stress**. In word stress, we look at the **syllable we stress in a word, but in sentence stress, we look at the word we stress in a sentence.**

Now let's make the sentence longer by adding an adjective and adverb.

Example 2							
My	new	friend's	in	vi	ted	me	to
PRO	ADJ	NOUN	VERB			PRON	PREP
o	O	o	o	O	o	o	o

It depends on the purpose of the message we're trying to communicate, but in general, *we stress the nouns, verbs, adjectives and adverbs (content words) in the sentence* as they are the ones that essentially carry the full weight of the message.

Notice that [my] [the] [me] [to] and [his] (referred to as "function" words) were not stressed in example 2 because they bore no impact on the meaning of the sentence. That is generally the case. However, there are many situations when we do stress the "function" words as follows:

1-My new friend's invited **ME** to his party (not **YOU**)

2-My friend's invited me to **HIS** party (not **YOUR** party)

### Contrastive Stress

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

A) Would you prefer coffee or tea?

B) Tea, please.

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

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

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

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

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

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

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

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

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

### INTONATION

In linguistics, **intonation** is variation in spoken pitch when used, not for distinguishing words (a concept known as tone), but, rather, for a range of other functions such as indicating the attitudes and emotions of the speaker, signalling the difference between statements and questions, and between different types of questions, focusing attention on important elements of the spoken message and also helping to regulate conversational interaction. (The term *tone* is used by some British writers in their descriptions of intonation but to refer to the pitch movement found on the nucleus or tonic syllable in an intonation unit.)

Although intonation is primarily a matter of pitch variation, it is important to be aware that functions attributed to intonation such as the expression of attitudes and emotions, or highlighting aspects of grammatical structure, almost always involve concomitant variation in other prosodic features. David Crystal for example says that "intonation is not a single system of contours and levels, but the product of the interaction of features from different prosodic systems – *tone, pitch-range, loudness, rhythmicity* and *tempo* in particular

**Rising Intonation** means the pitch of the voice rises over time. **Falling Intonation** means that the pitch **falls** with time. Dipping or **Fall-rise Intonation** falls and then rises. Peaking or **Rise-fall Intonation** rises and then **falls**.

A rising intonation pattern would simply be a rise in the human voice; it would be a change in pitch; a glide in the pitch of our voice upwards. Listen to the video.

### Examples of Rising Intonation:

We tend to use this rising intonation pattern when we're asking **questions**. So the pitch of our voice tends to go up. So for instance:

- 'when does the meeting start?' - '...start?' rises up, it comes up in the voice
- 'would you like a cup of tea?' - '...tea?' rises up

The question is a sort of way of sending out an invitation for some kind of response from whoever you're speaking to.

We do sometimes use a falling intonation, which I'll talk more about in a moment, for some sorts of questions, but typically speaking we tend to use this rising intonation for questions.

### Examples of Rising Intonation:

Another instance in which we would use this upward or rising inflection would be on **lists**. So if I'm saying:

- 'I'd like some eggs, some milk, some cheese and some bread.'

Each item is spoken with a rising intonation, and we would use a falling intonation on 'bread' to say that we've finished the list. On lists and most questions we would use this rising intonation pattern.

### Examples of Falling Intonation:

A falling intonation or downward intonation pattern, would simply mean that the pitch of the voice drops down. Listen to the video. So I would say, for instance, if I'm making a **statement** or **exclamation**:

- 'that's wonderful'

...that's one instance in which I would use a falling intonation.

### Examples of Falling Intonation:

Commands is another situation, so I would say:

- 'put that down!'
- 'go over there'

- ‘stand against the wall’
- ‘put that over there’

...all of which would have falling intonation.

Statements, commands and exclamations, those are the three instances in which we use this falling intonation.

### Vocabulary

Having a good vocabulary will help you to improve your language level and become a more confident speaker of English. Decide which area of vocabulary you need help with today and choose a topic to work on. You can listen to the words in the first exercise to practise your pronunciation. When you do the online interactive exercises, you can see how well you've done.

Practising little and often is the best way to improve your vocabulary, so come back tomorrow to choose another topic to work on.

### Jargon

**Jargon** is a type of language that is used in a particular context and may not be well understood outside that context. The context is usually a particular occupation (that is, a certain trade, profession, or academic field), but any ingroup can have jargon. The main trait that distinguishes jargon from the rest of a language is special vocabulary—including some words specific to it, and often different senses or meanings of words, that outgroups would tend to take in another sense; — therefore misunderstanding that communication attempt. Jargon is thus "the technical terminology or characteristic idiom of a special activity or group".

Most jargon is **technical terminology**, involving **terms of art** or **industry terms**, with particular meaning within a specific industry. A main driving force in the creation of technical jargon is precision and efficiency of communication when a discussion must easily range from general themes to specific, finely differentiated details without circumlocution. A side-effect of this is a higher threshold for comprehensibility, which is usually accepted as a trade-off but is sometimes even used as a means of social exclusion .

**Tone, pitch** and intonation all refer to different aspects of pronunciation or use of **voice**. **Pitch** is the degree of highness or lowness with which one speaks. For example, some people naturally have a high-pitched **voice**. Emotional factors can also affect the **pitch** of someone's **voice**.

### Clear Communication Skills

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

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

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

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

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

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

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

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

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

**POSSIBLE QUESTIONS**

**PART – A (ONE Mark)  
Multiple Choice Questions**

**Online Examination**

**PART-B**

1. Bring out any four advantages in enriching the vocabulary?
2. What do you mean by phonetics?
3. What is mean by common misspelt words?
4. Explain word stress and sentence stress.
5. Frame two sentences using the word piece and peace?
6. Frame two sentences using the word till and until?
7. Frame two sentences using the word right and write?



**PART – C**

1. Elucidate the various steps to be followed to enrich the vocabulary?
2. Elaborate the rules in spelling with suitable examples?
3. Describe the advantages in enriching vocabulary?
4. Using the words given below frame a short passage for each word:
  - i) Principle
  - ii) Principal
  - iii) Advice
  - iv) Advise
5. Using the words given below frame a short passage for each word:
  - i) Know
  - ii) No
  - iii) Knew
  - iv) New
6. Add prefix or suffix to the following words and make appropriate sentences using those words.
  - (i) Personal
  - (ii) Place
  - (iii) National      (iv) Print      (v) Sell
7. Use the following idiomatic expressions and frame sentences on your own.
  - (i) Out of order    (ii) Pros and cons    (iii) Kith and kin
  - (iv) Null and void    (v) Off and on
8. Using the following phrasal verbs and form sentences for each word.
  - (i) Running out    (ii) Break down    (iii) Brings out
  - (iv) Carried out    (v) Fell through

Questions	Opt 1	Opt 2	Opt 3	Opt 4	Opt 5	Opt 6	Answer
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	organizing the speech, choosing supporting materials and selecting a topic			organizing the speech, choosing supporting materials and selecting a topic
Audience adaptation is an important factor in which of the following?	choosing the speech topic	preparing the speech	presenting the speech	choosing the speech topic, preparing the speech and presenting the speech			choosing the speech topic, preparing the speech and presenting the speech
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	formulating a specific purpose, writing an introduction and conclusion and choosing visual aids			formulating a specific purpose, writing an introduction and conclusion and choosing visual aids
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				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 gender	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 attitude	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	verify data, state a hypothesis in a form that can be tested and derive a hypothesis from theory			verify data, state a hypothesis in a form that can be tested and derive a hypothesis from theory
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 assumption	Implicit Personality Theory			content analysis
The _____ body of the presentation should be broken into short and clear units	Main	Middle	Upper	Lower			Main
are _____ basic parts of a formal report.	Formal reports	Informal reports	Short reports	Progress report			Informal reports
Classification of Report is:	Prefatory Parts	Text Parts	Supplementary Parts	Body parts			Supplementary Parts
Which writing style characterizes the memos?	Informal reports, Short reports	Formal reports, Long reports	Formal or Informal	Informal reports, Long reports			Formal or Informal reports, Short or Long Reports
-----are routine reports prepared at regular time interval-daily, weekly, monthly quarterly or annually.	Informal	Formal	Impersonal tone.	Neutral			Informal
What are the three general purposes for giving speeches?	Periodic Reports	Formal Reports	Progress Reports	Conference Reports			Periodic Reports
What kind of topics are important for a speech?	To persuade, act, & adjust your speaking style	To inform, make people laugh, & have fun	To inform, persuade	Reports			To inform, make people laugh, & have fun
What does a successful speech require?	Any kind of topics	Topics that only you find interesting	Topics that matter to listeners, as well as to yourself	Topics that matter to your listeners, as well as to yourself and Topics that matter to your listeners, as well as to yourself			Topics that matter to your listeners, as well as to yourself
What are the three general purposes for giving speeches?	Knowledge of both sources and the types of supporting material that speech makers typically use.	To write about Skills and hobbies in which you are expert	Talk about a subject	Speak			Knowledge of both sources and the types of supporting material that speech makers typically use.
The proper use of sounds to form words clearly and accurately	Pitch	Personification	Pronunciation	Pronunciation			Pitch
All of the following are dimensions of the speaking situation that a speaker should analyze <i>except</i> :	Public or private sphere	Formal or informal demeanor	Monologic or dialog	Monologic and dialogic			Formal or informal demeanor
The following are all generic speaking skills that are taught and practiced in introductory speech classes <i>except</i> :	Analysis	Style	Organization	Research			Analysis
In educational presentations, a "deliverable" is:	The speech outline	A PowerPoint slideshow	The speech	Anything that is assigned to accompany the presentation			Anything that is assigned to accompany the presentation
All of the following are typical presentations in a business and professional context <i>except</i> :	Marketing presentations	Employment interviews	Project proposals	Training sessions			Training sessions
What is the purpose of a ceremonial speech?	to meet a need	to transmit ideas	to evoke emotion	to sway opinions			to meet a need
All of the following are typical speaking situations in the social and ceremonial context <i>except</i> :	Presenting the Woman of the Year award	Proposing a toast at a wedding	Telling a joke	Nominating a candidate			Nominating a candidate
All of the following are typical speaking situations in the civic and political context <i>except</i> :	Talk shows	Public debates	Community forums	Rallies			Community forums
According to your text, a series of short speeches that are informative and on various aspects of the same general topic is called a:	symposium	panel	forum	debate			debate
A skill resume	Summarizes what a person did in a reverse time sequence order	Can showcase abilities and strengths through a series of unrelated jobs	Emphasizes degrees	is appropriate when a person's education and experience are a logical preparation for a position.			Can showcase abilities and strengths through a series of unrelated jobs
Which of the following should NOT be included in a professional resume?	Technical jargon	Marital Status	Names of honor society	Personality traits			Marital Status
A chronological resume is appropriate when	You want to emphasize degrees	You are changing fields	you want to show comparison	your education and experience are not the usual routine to the position.			You want to emphasize degrees
Employers will be most likely to reject resumes that:	are more than one page long	do not include the name if the company the person is applying to.	Contain grammatical errors	Present experience and credentials in reverse chronological order.			Contain grammatical or spelling errors
Which of the following is a techniques for emphasizing material in a resume:	Including it as part of a lengthy paragraph	Using very little white space	Positioning it in the middle of a page	Gerunds, which are verbs that end with 'ing'			Presenting it in vertical lists
Which of the following should NOT be included in a resume:	Complete sentence	The word "I"	Sentence fragments	The word "I"			The word "I"
Which of the following is not appropriate for the layout of a resume:	Additional white space to offset important information	Placing the education section before the work experience section	Using several colors	Including bullets			Using several colors to design
Mr. John is involved in some capacity with working with computer hardware, choose the appropriate resume for him	Chronological resumes	Skill resume	resume	Gender			Skill resume
The kind of information should be include in resume:	Work experience	Education	Affiliation and membership	Work experience, Education and Affiliation and membership			Work experience, Education and Affiliation and membership
Which one of the following is NOT one of the basic components of a resume?	Contact Information	Objectives	Work experience	Religious background			Religious background
The best way to apply for a job is to submit a resume that is:	Specifically written for that particular job	Full of personal information	Suitable for any job	Self-recommending			Specifically written for that particular job
The application letter and the resume performs	The same task	overlapping task	Two different tasks	Two opposite tasks			Two different tasks
A summary placed at the beginning of the CV acts as a:	Statement of objectives	Preface	Synopsis	Letter of recommendation			Preface
The application letter is:	Description of your core strengths and suitability for the job	a summary of your qualifications and experience	a forward	a statement of your job objective			Description of your core strengths and suitability for the job
The chances that an interview will be successful, if you do all of the following EXCEPT:	prepare by researching company	Learn about the process of interviewing	Wait for the interviewer	listen actively to the interviewer			Wait for the interviewer to contact you with a decision
All of the following are recommended in the job interview process EXCEPT:	bringing a notebook and pen	preparing a practice video of yourself and handing over to the interviewer.	bringing extra copies of your resume	finding out what employees wear at organization			preparing a practice video of yourself and handing over to the interviewer.

A job applicant should prepare a list of questions to ask during the interview. Which of the following is an appropriate one to be asked:	Salary details	Profitability of the company	Training opportunities	Casual leave details		Training opportunities for employees
All of the following are examples of traditional interview questions EXCEPT:	Where do you see yourself in thirty years?	What have you read recently?	How do you fit to this?	What is your greatest weakness?		Where do you see yourself in thirty years?
The best time to begin discussing salary and benefits is	during the job interview	after you get the job offer	In the follow-up letter	In the job application letter		after you get the job offer
If you have more than one job offer, all of the following are good questions to ask yourself EXCEPT:	Am I willing to take work home?	Am I willing to travel?	Where do I need to stay?	Will this job give me time to look for another job?		Will this job give me time to look for another job?
Which is NOT typical behavior of a successful interviewee?	having eye-contact with the interviewer	Using technical jargon	Asking questions about the company	Personalizing the questions asked		Asking questions about who its competitors
Tease or stress questions are intended to judge:	the candidate's technical skill	The candidate's intelligence quotient	The candidate's stress level	How the candidate handles them		How the candidate handles them
In an interview, if you do not know an answer, you should:	Bluff	Keep guessing	Remain quiet	Admit you do not know the answer		Admit you do not know the answer
Which of the following is a good interview strategy?	Do not bring anything into the interview with you	criticize your former employer	Remember to smile	Provide yes or no answer		Remember to smile often
The word interview comes from:	French	Germany	Latin	Italic		Latin
The person who answers the questions in the interview is called:	Interviewer	Interviewee	Panel member	Manager		Interviewee
The person who asks the questions in the interview is called:	Interviewer	Interviewee	Panel member	Manager		Interviewer
Which type of interview follow formal procedures:	Structured interview	Un Structured interview	Stress interview	Appraisal interview		Structured interview
Which type of interview does not follow formal procedures:	Structured interview	Un Structured interview	Stress interview	Appraisal interview		Un Structured interview
It is designed to place the interviewee in a stress situation:	Structured interview	Un Structured interview	Stress interview	Appraisal interview		Stress interview

errors

ular job



**UNIT-V-APPROPRIATE USE OF TECHNOLOGY**

**SYLLABUS**

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

**ELECTRONIC MAIL.**

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

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

**Relevance**

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

**Subject line**

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

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

**Content**

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

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

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

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

**Tone**

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

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

**Language**

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



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

**Response time**

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

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

**ELECTRONIC COMMUNICATION CHANNELS**

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

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

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

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

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

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

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

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

### **1. Telephone**

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

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

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

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

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

## **2. Radio**

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

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

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

### **3. Television**

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

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

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

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

**4. Electronic Mail**

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

**5. Electronic Conferencing**

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

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

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

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

### **6. Web-based Communication**

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

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

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

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



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

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

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

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

### **ADVANTAGES OF ELECTRONIC COMMUNICATION**

The following points highlight on the advantages of electronic communication:

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

than traditional letter.

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

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

### **DISADVANTAGES OF ELECTRONIC COMMUNICATION**

Electronic communication is not free from the below limitations:

**1. Volume of data:** The volume of tele-communication information is increasing in such a fast rate that business people are unable to absorb it within relevant time limit.

**2. Cost of development:** Electronic communication requires huge investment for infrastructural development. Frequent change in technology also demands for further investment.

**3. Legal status:** Data or information, if faxed, may be distorted and will cause zero value in the eye of law.

**4. Undelivered data:** Data may not be retrieved due to system error or fault with the technology. Hence required service will be delayed.

**5. Dependency:** Technology is changing everyday and therefore poor countries face problem as they cannot afford new or advanced technology. Therefore poor countries need to be dependent towards developed countries for sharing global network.

### **ORAL PRESENTATION**

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

### **IMPORTANCE OF ORAL PRESENTATION**

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



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

### **CHARACTERISTICS OF ORAL PRESENTATION**

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

#### **Pre Planned**

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

#### **Certainty**

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

#### **Conciseness**

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

#### **Attractive presentation**

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

#### **Consideration of the Receiver or Audience**

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

#### **Neutrality**

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

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

**Realistic**

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

**Free from error**

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

**Patience**

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

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

**TYPES OF ORAL PRESENTATIONS**

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

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

**More formal types of oral presentation include:**

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

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

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

**Advantages**

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

**Disadvantages**

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

Oral presentations typically involve three important steps:

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

**1. Planning**

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

**Audience:**

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

**Introduction:**

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

**Main Body:**

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

**Conclusion:**

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

**2. Practicing**

- Practicing your presentation is essential.

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

### **3. Presenting**

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

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

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

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

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

## **PRESENTATION PLAN**

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

## **I THE BEGINNING OR THE INTRODUCTION**

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

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

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

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

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

### **1.B Greet audience.**

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

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

### **1.C Introduce oneself, (name, position, and company)**

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

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

My name is...

I am a student at the INT

I am a doctoral candidate,

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

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

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



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

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

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

### **1.D Give title and introduce subject**

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

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

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

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

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

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

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



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

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

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

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

### **1.E Give your objectives (purpose, aim, goals)**

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

### **1.F Announce your outline.**

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

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

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

**1. G Questions and comments from the audience.**

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

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

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

You should refer to your transparency or outline.

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

**2 THE MIDDLE OR THE BODY****2.A Content.**

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

**2.B Quantity**

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

**2.C Sequencing your ideas.**

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

**2.D Keeping the audience's attention**

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

**2. E Signposting or signaling where you are.**

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

**3 THE END OR CONCLUSION**

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

**3.A Content**

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

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

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

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

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

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

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

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

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

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

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

And finally you may well have to deal with questions.

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

### **3.B Dealing with difficult questions**

1. Make sure you understand the question.

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

2. In answering:

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

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

(ii) admit that you are not responsible.

- I saw that in the work of...

(iii) agree but give an alternative point of view

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

### **POWER POINT PRESENTATION**

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

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

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

### **Planning the power point presentation**

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

### Using colour

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

### Using text

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

## Step 2: Making the most of graphics and animations

### Using graphics

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

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

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

### Using animations and transitions

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

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

### Step 3: Using PowerPoint to help structure your presentation

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



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

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

#### **Step 4: Preparing to Present**

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

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



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

### **Step 5: Presenting with PowerPoint**

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

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

### **Text to put on a powerpoint presentation:**

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

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

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

**Number of slides**

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

**Presenting a visual in the presentation**

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

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

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

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

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

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

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

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

### **Presenting the PowerPoint:**

#### **1) Start With Your Audience**

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

#### **2) Your Message is Important**

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

#### **3) Keep Your Slides Short and to the Point**

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

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

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

### **5) Use Bullet Points Rather Than Paragraphs**

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

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

### **6. Don't Read Your Slides Word for Word**

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

### **7. Use Easy to Read Text**

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

### **8. Try to Keep it Under 20 Minutes**

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

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

### **10. Use Videos to Add Engagement**

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

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

### **11. Quality Over Quantity**

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

### **12. Practice, Practice, Practice**

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

Sometimes just changing the order of points increases their impact.

### **13. Learn From the Best PowerPoint Presentations**

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

### **14. Make it Actionable**

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

Guidelines for an effective presentation session:

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

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

### **IMPORTANCE OF POWERPOINT PRESENTATION.**

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

- **Learning Solutions**

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

- **Corporate Training Session**

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

- **Marketing Strategy**

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

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

### **CREATING INTEREST AND ESTABLISHING A RELATIONSHIP WITH THE AUDIENCE**

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

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

### **VISUAL AIDS**

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

Think of using visual aids for the following reasons:

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

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

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

### **When to use visual aids**

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

Think about using visual aids at the following times:

#### **Introduction**

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

#### **Main points**

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



### Conclusion

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

### DIFFERENT TYPES OF VISUAL AIDS

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

#### PowerPoint (or equivalent)

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

#### IMPORTANCE OF VISUAL AIDS

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

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

#### Overhead projector slides/transparencies

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

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

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

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

### **White or black board**

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

### **Paper handouts**

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

### **Flip chart**

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

### **Video (DVD or VHS)**

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

### **Artefacts or props**

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

**Designing visual aids**

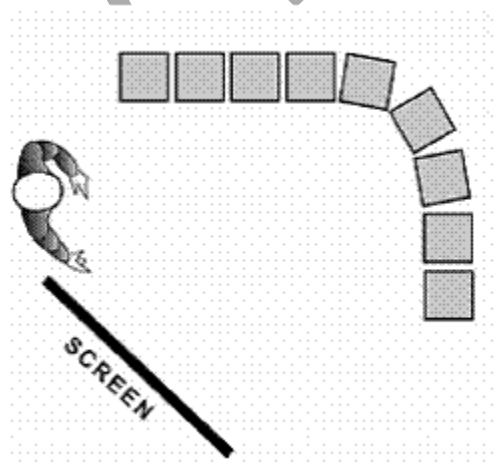
There are many different rules for designing visual aids, some of which will apply directly to different kinds of equipment. In general, sticking to the following guidelines will produce high quality visual images:

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

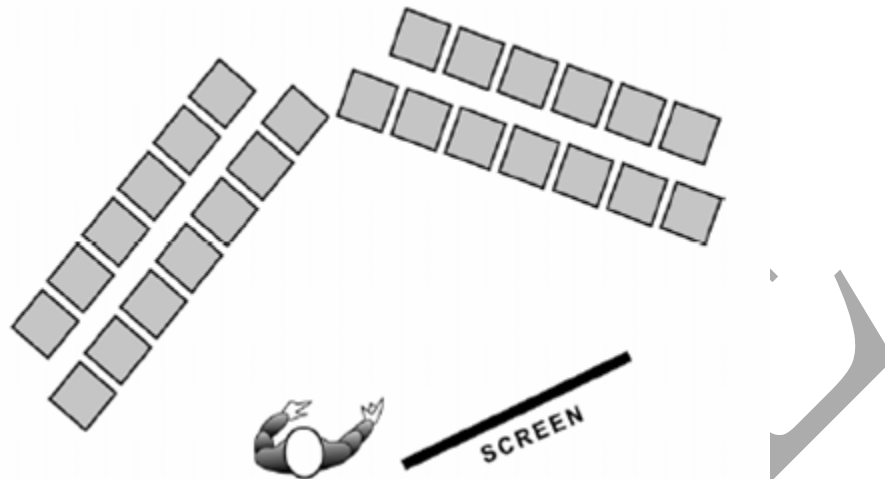
Always remember that an audience should be able to understand a visual image in a matter of seconds.

**Room layout**

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



Speaking to small audiences



Speaking to larger audiences

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

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

## **INTERVIEW**

### **MEANING**

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

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

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

### **OBJECTIVES OF INTERVIEW**

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

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

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

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

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

**TYPES OF INTERVIEW**

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

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

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

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

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

**2. Unstructured Interview**

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

**3. Group Interview**

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

**4. Exit Interview**

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

**5. Depth Interview**

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

**6. Stress Interview**

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

**7. Individual Interview**

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



### 8. Informal Interview

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

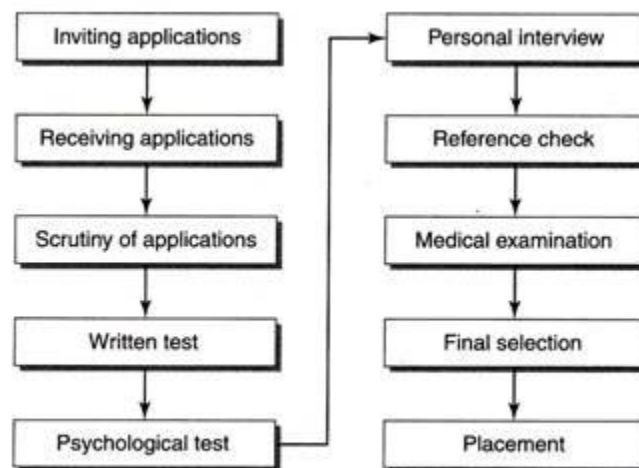
### 9. Formal Interview

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

### 10. Panel Interview

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

### INTERVIEW TECHNIQUES:



**Fig. 5.6** Steps Involved in Selection Procedure

**1. Inviting applications:**

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

**2. Receiving applications:**

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

**3. Scrutiny of applications:**

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

**4. Written tests:**

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

**5. Psychological tests:**

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

**6. Personal interview:**

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

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

**7. Reference check:**

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

**8. Medical examination:**

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

**9. Final selection:**

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

**10. Placement:**

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

**Various symbols of positive and negative attitude of an interview**

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

**Positive**

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

**Negative**

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

g) Diligent, responsible, smart

Lack of concentration, dull, weak

h) Strong and determined attitude

Lack of determination

**Positive**

a) Sticking to the main point

b) Relevant responses

c) Well organized presentation

d) Appropriate use of humour

e) Spontaneous replies

f) Speaking well of people

g) Eye contacting confident

**Negative**

Changing the subject

Irrelevant responses

Disorganized presentation

Uncalled of levity

Long pause before replying

Criticism of others

Looking sideways , downward.

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

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

- Preparation
- During conducting of interview
- Evaluation

**I. Preparation:**

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

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

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

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

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

## **II. During the interview:**

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

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

## **III. Evaluation:**

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

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

**The pitfalls to be avoided by an interviewer:**

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

**1. Halo Effect:**

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

**2. Stereotype Error Trap:**

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

**3. Expectancy Error:**

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

**4. Ideal image error:**

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

**5. Personal bias of the interviewer:**

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

**6. Pseudoscience and myths:**

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

**7. Stereotypes Mechanism:**

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

**8. Other pitfalls:**

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

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

**THE IMPORTANCE OR INTERVIEW**

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

***A. From Interviewer Point of View:***

Interview has following importance for the interviewer.

**1. To match the applicant and the job:**

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

**(a) Matching Qualification:**

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

**(b) Matching Candidate Ability:**

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

**(c) Other Areas:**

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

**2. To develop the image of organization:**

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

***B. From Interviewee Point of View:***

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

**1. To have information:**

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

**2. To have a suitable job:**

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

**INTERVIEWEE'S PREPARATION FOR THE INTERVIEW**

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

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



## KARPAGAM ACADEMY OF HIGHER EDUCATION, COIMBATORE

**Class: I B. Com BPS**

**Course Name: Business Communication**

**Course Code: 19AEC101**

**UNIT – V**

**Semester: I**

**Year: 2019-22**

**Batch**

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

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

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

**KARPAGAM ACADEMY OF HIGHER EDUCATION, COIMBATORE****Class: I B. Com BPS****Course Name: Business Communication****Course Code: 19AEC101****UNIT – V****Semester: I****Year: 2019-22****Batch**

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

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

**1. Appear disinterested**

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

**2. Dress inappropriately**

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

**3. Appear arrogant**

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

**4. Talk negatively about current or previous employers**

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

**5. Answer a cell phone or text during the interview**

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

**6. Appear uninformed about the company or role**

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

**7. Avoid providing specific examples**

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

**8. Ask generic questions (or none at all)**

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

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

### **9. Provide too much personal information**

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

### **10. Ask the hiring manager personal questions**

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

## **SPEECH- MEANING**

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

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

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

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

## **TECHNIQUES AND TRAININGS**

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

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

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

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

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

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

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

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

**KARPAGAM ACADEMY OF HIGHER EDUCATION, COIMBATORE****Class: I B. Com BPS****Course Name: Business Communication****Course Code: 19AEC101****UNIT – V****Semester: I****Year: 2019-22****Batch**

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

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

**TOOLS:**

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



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

### **CHARACTERISTICS/FEATURES OF A GOOD SPEECH**

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

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



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

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

### **CHARACTERISTICS OF A GOOD SPEECH**

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

#### **(1) Clarity**

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

#### **(2) Informal, personal and conversational**

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

#### **(3) Concrete, vivid and imagery**

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

#### **(4) Brevity**

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

#### **(5) Interesting, jovial and humorous**

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

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

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

### **(6) Listener-oriented**

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

### **BUSINESS REPORT PRESENTATIONS**

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

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

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

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

**Authority**—establish your credibility on the topic.

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

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

**Interaction**—find opportunities to directly engage the audience in the presentation

**Graphics**—include charts, images, diagrams, media to amplify and clarify your message points.

**Response**—direct the audience members on what they can or should do next in regard to the subject of the presentation.

### **Avoiding Audience Boredom**

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

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

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

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

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

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

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

### **Constructing the Actual Presentation**

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

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

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

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

### **Model Presentation Outline**

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

#### **Part I: Introduction**

What this presentation is about

Why it's important Presentation agenda

What you are going to tell them

What they will get out of it

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

#### **Part II: Background**

Review the issue

Why we are talking about this now

Introduce references, citations for validation, substantiation

Reference appropriate research [invite audience discussion]

#### **Part III: the Main Point**

Introduce your main point in a series of screens and bullets

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

Invite questions

#### **Parts IV, V, and Beyond**

Introduce subsequent points in order of importance

Relate the discussion to your main point and primary message

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

#### **Conclusion**

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

Take any remaining questions

Direct audience members on their next move

Thank the audience

**POSSIBLE QUESTIONS**

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

**PART – B**

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

**PART – C**

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

Questions	Opt 1	Opt 2	Opt 3	Opt 4	Opt 5	Opt 6	Answer
There was no .....	cause for anxiety	cause to anxiety	cause with anxiety	cause in anxiety			cause for anxiety
He ..... the company since 2000.	is working with	is working at	has been working in	have been working in			has been working in
She is not only pretty .....	very also a charming	very charming	but also very charming	Charming			but also very charming
He stopped ..... two hours ago.	working	at work	with work	to have work			working
The biggest difference between speech and writing is that speech consists of	reading	writing	words	sounds			sounds
Spoken ideas are usually shorter than ..... sentences	written	read	listened	written and read			written
..... language tends to be more conservative and old-fashioned	Spoken	Written	Listened	Read			Written
In ..... comprehension the listener needs to understand what the speaker means and not to think about the language too much	listening	reading	writing	speaking			listening
..... is not understanding what words mean, but it is what speaker means	Skimming	Scanning	Comprehension	Note Taking			Comprehension
Speech sounds can be classified into ..... types	three	four	six	two			two
Words spoken out of ..... can cause irreparable damage	Sincerity	Affection	Bitterness	Happiness			Bitterness
Oral Presentation aims at .....	providing information	solving problems	entertaining the listeners	providing information, solving problem and entertaining the listeners			providing information, solving problem and entertaining the listeners
Presentation can be .....	individual	group	individual and group	only individual			individual and group
Steps in the process of oral presentation are .....	Planning	writing	completing	Planning writing and completing			Planning writing and completing
Steps while presenting an oral report are .....	to determine the report objective	to find out the device	to organize the content	to determine, to find and organize the content of the report			to determine, to find and organize the content of the report
Audio Visual communication combines	auditory only	visual only	both auditory & visual	written.			both auditory & visual
Pictures, slides, films fall under	body languages	audio-visual communication	reporting	visual communication			audio-visual communication
Posters fall under ..... communication.	oral	visual	written	spoken			visual
Audio-Visual communication is most suitable for mass ..... and mass	publicity & education.	policies & political.	save & store	Publicity & policies			publicity & education.
One advantage of telephone communication is	Good for problem solving	Permits use of some non-verbal cues	Conveying large amount of information	Keeping a permanent record			Permits use of some non-verbal cues
Teleconferencing is not suitable for	Meetings	Interviews	Problem solving	Keeping in touch with country offices			Problem solving
One advantage of telephone communication is	Good for problem solving	Permits use of some non-verbal cues	Conveying large amount of information	Keeping a permanent record			Permits use of some non-verbal cues
All the following types of information can be posted on the intranet, except	Employee benefits	Declared holidays	Company policies	Performance appraisals			Performance appraisals
One advantage of the intranet is	Easy to develop and maintain	Easy to get started	Avoids information overload	Will be readily used by all employees			Avoids information overload
One disadvantage of the intranet is	Large investment in time and money	Encourages grapevine	Is inferior to email	Not suited for small organizations			Large investment in time and money
A company's total budget is allocated among six departments in unequal amounts. The best visual to show the proportionate share that each department will receive is a	table	bar chart	line graph	pie chart			pie chart
When you are presenting a series of numbers in a business document, you should use a	line graph	table	pie chart	bar chart			table
For which situation would a bar chart NOT be an appropriate visual	Presenting the sum of the components of an item	Comparing a segment of a whole to another segment of the whole	Comparing items over time	Comparing a segment of a whole to the whole			Comparing a segment of a whole to the whole
Which is appropriate for an e-mail message	A somewhat degrading comment about a colleague's writing abilities	An urgent notice to committee members letting them know of a change in location for their afternoon meeting	Sarcasm because your boss, who was late to work this morning, reminds the staff to return from breaks on time	Gossip that your friend at another company would love to hear			An urgent notice to committee members letting them know of a change in location for their afternoon meeting
Which is NOT one of the three purposes for giving oral presentations	To persuade	To debate	To build goodwill	To inform			To debate
Which of the following is an informative presentation	Promoting a new service that your company is offering	Convincing customers to upgrade to a higher level of service	Demonstrating three successful sales techniques to new employees	Entertaining the audience to stroke the customers' egos			Demonstrating three successful sales techniques to new employees
A presentation designed to entertain and validate the audience is	persuasive presentation.	informative presentation.	oral presentation.	goodwill presentation			goodwill presentation
All of the following would be examples of persuasive presentations except	selling a company's service to a new client.	changing an audience's opinion to secure enough votes for an innovative new policy.	stroking the audience's egos to validate their commitment to the organization.	convincing upper management to accept a proposal for hiring additional personnel.			changing an audience's opinion to secure enough votes for an innovative new policy.
Which of the following is recommended for an effective PowerPoint presentation	Make seven to ten points on each slide.	Use a light background if the lights will be turned on during the presentation.	Customize your slides with your organization's logo.	Use a different background design for each slide in the presentation			Use a light background if the lights will be turned on during the presentation.
It is possible to learn how to make good presentations with a	Simple Affair	Lack-lusture	Concious effort	Complex Affair			Concious effort
The first step towards planning the presentation is acquiring a sound knowledge of	Audience	Employees	Customers	Stakeholders			Audience
The ..... should be short but capable of catching the audience's attention	Introduction	Preface	Abstract	Conclusion			Introduction
..... briefly and clearly mention the main themes of the presentation	Development of the main themes	Introduction of the main themes	Integration of the themes	Statement of the objective			Introduction of the main themes
..... is the main part of the presentation	Development of the main themes	Introduction of the main themes	Integration of the themes	Statement of the objective			Development of the main themes

All the themes that have been developed earlier are pulled together and woven into one composite whole in _____	Development of the main themes	Introduction of the main themes	Integration of the themes	Statement of the objective			Integration of the themes
A clear picture of the presentation is given in the _____	Development of the main themes	Introduction of the main themes	Integration of the themes	Statement of the objective			Integration of the themes
In _____ the main points are highlighted in order to create an enduring impression	Development of the main themes	Introduction of the main themes	Integration of the themes	Summary/Conclusion			Summary/Conclusion
The first step in preparing the presentation is to collect all _____	Relevant objectives	Main themes	Relevant Information	Subject matter			Relevant Information
In a presentation the selected information should be arranged in _____ and _____ are indispensable to a good presentation	Logical	Chronological	Objective	Descriptive			Logical
_____ should be loud enough to be audible to the people sitting in the last row	Reading, Writing	Practice, Rehearsal	Preparation, Getting Ready	Summary, Conclusion			Practice, Rehearsal
Maintain _____ with the audience throughout the presentation	Speech	Tone	Microphone	Voice			Voice
_____ should be natural and congruent with the message	Eye Contact	Relationship	Friendship	Morale			Eye Contact
_____ is a very reliable index of a speaker's confidence level	Postures	Gestures	Eye Contact	Voice			Gestures
Which of the following are commonly used audio visual aids	Postures	Gestures	Eye Contact	Voice			Postures
_____ can enhance the effectiveness of the presentation	Flip Chart	Flow Chart	Bar Chart	Pie Chart			Flip Chart
There should be _____ between the spoken words and the contents of the visual	Animation	Audio-Visual	Recitation	Dictation			Audio-Visual
Showing _____ is an insult to the audience	Perfect Correspondence	Relevant Correspondence	Opposite Correspondence	Simple Correspondence			Perfect Correspondence
In a presentation the speaker should not be _____	Nice visual	Irrelevant visual	Orderly prepared visual	Badly prepared visual			Badly prepared visual
_____ conclusion prompts immediate action	Interrupted	Questioned	Disturbed	Distracted			Interrupted
_____ while making a presentation is not a good move	Sharp and Meaningful	Precise and Forceful	Short and Sweet	Lengthy and Depth			Precise and Forceful
Presentation should not begin with _____ unless you have a very strong reason to do so	Talking	Walking	Standing behind the podium	Questioning			Standing behind the podium
Too many _____ in a presentation prove to be a distraction	Audio on Speaker	Visual on OHP	Animation on Screen	Questioning Audience			Visual on OHP
There must be sufficient _____ between one visual and the next	Audio	Visual	Animation	Questions			Visual
_____ is an important aspect of preparation	Time Gap	Break	Interval	Correspondence			Time Gap
	Viewing the Presentation	Listening to the Presentation	Briefing the Presentation	Describing the Presentation			Briefing the Presentation