1. Define Business Communication? How a message is prepared? Why proofreading is necessary for a good written message.

Ans:

Communication is defined as "The flow of material information perception, understanding and imagination among various parties".

Business includes those organizations, which are engaged in the production and distribution of goods and services to earn profit. Therefore, Business communication means, "Flow of information, perception etc. either within a business organization or outside the organization among different parties"

We can extract the following points form the above definition;

(i) Flow between two or more parties.

In business communication the material 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.

PREPARING MESSAGE:

After having completed the five steps of planning a message, it should be drafted on paper. A routine short communication may be written easily with little or no revising. But complex and longer letters and reports should be revised and edited properly before they are sent out.

First Draft:
The first draft of message should be prepared by choosing proper words to express ideas, mistakes of grammar, punctuation and spelling should be ignored for the time being.

Revising and Editing:
The draft should be read paragraph by paragraph, sentence by sentence and word by word to check the continuity of ideas and grammatical, punctuation and spelling mistakes. While revising and editing the message it must be ensured that the message meets all the principles of good business communication.

Proof Reading:
A careful proof reading is essential after the revised and edited message has been finally typewritten. Before it is mailed, it should be read by responsible and reliable person, because errors, if left un-corrected, may result in loss of goodwill, sales, income and even lives.

Proof reading for everything at once is hard to do. A better practice is to proof read separately for:

a. Context: Does the statement mean what the writer meant to say? Does the message posses all the qualities of effective communication?

b. Accuracy: Is the language free from errors of spelling, punctuation, grammar, capitalization?
Are figures, diagrams and other marks accurate?

c. Form and Appearance: Is the layout correct? Does it look good?

Proof reading may be done in different ways:
i   **(i)** Foreword reading.
ii   **(ii)** Backward reading.
iii   **(iii)** Asking another person to read.
iv   **(iv)** Reading with another person.

2. What is the different purpose/objectives for which interview is carried? Identify and describe the eight essential components of communication.

Ans:

Interties 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. CONUSELLING: taken by a supervisor, officer, or counselor 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 behavior 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.

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 instills 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

In order to better understand the communication process, we can break it down into a series of eight essential components:

1. Source : The **source** imagines, creates, and sends the message. The speaker begins by first determining the message—what to say and how to say it.

The second step involves encoding the message by choosing just the right order or the perfect words to convey the intended meaning.

The third step is to present or send the information to the receiver or audience.

Finally, by watching for the audience's reaction, the source perceives how well they received the message and responds with clarification or supporting information.

2. Message :

The **message** is the stimulus or meaning produced by the source for the receiver or audience."
When you plan to give a speech or write a report, your message may seem to be only the words you choose The words are brought together with grammar and organization. You may choose to save your most important point for last. The message also consists of the way you say it—in a speech, with your tone of voice, your body language, and your appearance—and in a report, with your writing style, punctuation, and the headings and formatting you choose. In addition, part of the message may be the environment or context you present it in and the noise that might make your message hard to hear or see.

3. Channel :
"The **channel** is the way in which a message or messages travel between source and receiver."
When you speak or write, you are using a channel to convey your message. Spoken channels include face-to-face conversations, speeches, telephone conversations and voice mail messages, radio, public address systems, and voice over Internet protocol (VoIP). Written channels include letters, memorandums, purchase orders, invoices, newspaper and magazine articles, blogs, e-mail, text messages, tweets, and so forth.

4. Receiver :
The **receiver** receives the message from the source, analyzing and interpreting the message in ways both intended and unintended by the source.

As a receiver you listen, see, touch, smell, and/or taste to receive a message. Your audience "sizes you up,"much as you might check them out long before you take the stage or open your mouth. The nonverbal responses of your listeners can serve as clues on how to adjust your opening. By imagining yourself in their place, you anticipate what you would look for if you were them.

5. Feedback : When you respond to the source, intentionally or unintentionally, you are giving feedback.
Feedback is composed of messages the receiver sends back to the source. Verbal or nonverbal, all these feedback signals allow the source to see how well, how accurately (or how poorly and inaccurately) the message was received. Feedback also provides an opportunity for the receiver or audience to ask for clarification, to agree or disagree, or to indicate that the source could make the message more interesting. As the amount of feedback increases, the accuracy of communication also increases.

6. Environment :

The **environment** is the atmosphere, physical and psychological, where you send and receive messages.

The environment can include the tables, chairs, lighting, and sound equipment that are in the room. The room itself is an example of the environment. The environment can also include factors like formal dress, that may indicate whether a discussion is open and caring or more professional and formal. People may be more likely to have an intimate conversation when they are physically close to each other, and less likely when they can only see each other from across the room. In that case, they may text each other, itself an intimate form of communication. The choice to text is influenced by the environment. As a speaker, your environment will impact and play a role in your speech. It's always a good idea to go check out where you'll be speaking before the day of the actual presentation.

7. Context :

The **context** of the communication interaction involves the setting, scene, and expectations of the individuals involved. Context is all about what people expect from each other, and we often create those expectations out of environmental cues. A professional communication context may involve business suits (environmental cues) that directly or indirectly influence expectations of language and behavior among the participants.
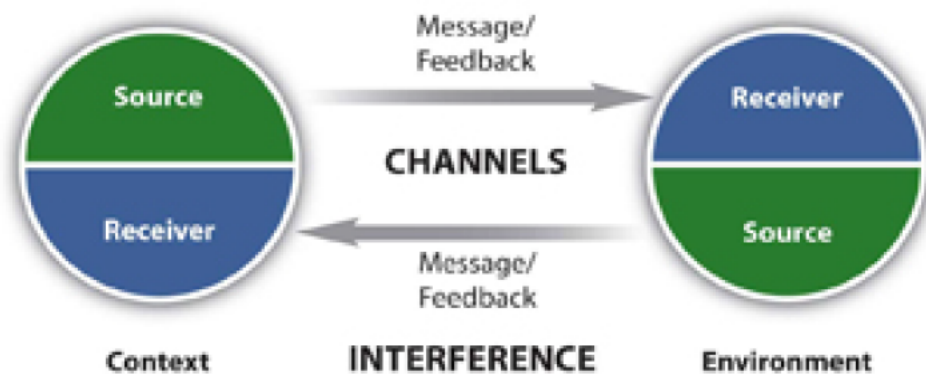
8. Interference :

Interference, also called noise, can come from any source. "**Interference** is anything that blocks or changes the source's intended meaning of the message For example, if you drove a car to work or school, chances are you were surrounded by noise. Car horns, billboards, or perhaps the radio in your car interrupted your thoughts, or your conversation with a passenger

3. What assumptions are present in transactional model of communication? Find an example of a model of communication in your workplace and provide an example for all eight components.

Ans:

Rather than looking at the source sending a message and someone receiving it as two distinct acts, researchers often view communication as a **transactional** process, with actions often happening at the same time. The distinction between source and receiver is blurred in conversational turn-taking, for example, where both participants play both roles simultaneously.

Message/
Feedback

Source

Receiver

CHANNELS

Receiver

Source

Message/
Feedback

Context

INTERFERENCE

Environment

4. How should an effective interviewer behave during interview? What pitfall an effective interviewer avoid? What are the guidelines to an interview to conduct and effective interview? Or what are 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 are following guidelines in general which could enable an interviewer to conduct a good and effective interview.

a) Preparation
b) Conduct during interview
c) Evaluation

a) Preparation: The interviewer should prepare himself before the interview, the following points are to be considered in this regard.

1. Reading applicant's Resume: There is much information provider in his resume so the resume should be read in detail. So as 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 prospective lawsuit.

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 avid these biases.

b) Conduct 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 case, 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.

c) 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.

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 from 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 cleans 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 n the name lines or makes on the palm of hand and shape and bulges of the skull are not scientific tolls to judge the ability of the candidate. An interviewer should avoid them.

7. Stereotypes Mechemiol:

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;

i. Illusion that the previous experience of itself guarantees ability to do the job well.

ii. Being impressed because the applicant needs a job even though the necessary qualification is lacking.

iii. Talking too much by interviewee not listening.

iv. Poor preparation before interview.

v. Asking inappropriate questions.

vi. Being discourteous and rude towards the applicant.

vii. Jumping to conclusion.

vi. Being discourteous and rude towards the applicant.

vii. Jumping to conclusion.

viii. Accepting facts without intending to determine meaning and accuracy.

ix. Leaving unexplored gaps.

x. Allowing candidate to guide the interviewer.

xi. Depending on memory to conduct interview and to evaluate the applicant's qualification.

 xii. Asking other questions when the applicant hesitates a moment. **xiii.** Appearing to be critical and cold towards the applicant.

xiv. Not observing non-verbal be clues.

xv. Poor questions **(a)** leading question **(b)** loaded question **(c)** dead ended question.

5. Describe in details various types of conference.

Ans:

1. Informational conference :

As the name implies the purpose of informational conference is to disseminate some information to the participants of the conference. As such no discussions are held during such types of conference. As the purpose is simply to give the information, a larger number of participants during the meeting are also possible.

2. Suggested solution conference:

In such types of conferences a pre-decided solution is presented in front of the participants so that approval or disapproval bout the solution could be obtained.

3. Problem solving conference: This type of conference is called when the executive has no adequate solution to suggest regarding a problem and he seeks solution from participants.

6. "Communication is a two-way process of exchanging ideas or information between two human beings". Explain this statement with the help of a diagram.

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:

• 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.

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

 • 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 form 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.
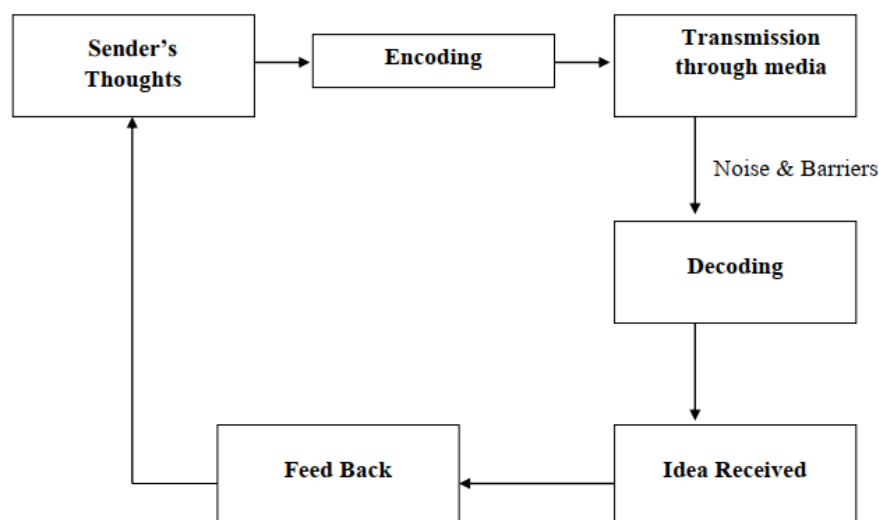
7. Differentiate between sales and sale promotion letter. Emanate the usual contents of resume. Give specimen of the resume of a candidate for the post of an assistant accountant.

Distinction between sales and sales promotion letters

Sales Letter	Sales Promotion Letter
Aims at selling some goods / services.	Aims at creating good relationships.
Has formal style.	Has informal style.
Generally issued in a series.	Issued for an important circumstance or event.
Has convincing tone and attitude.	Has suggestive tone and attitude.
Motivates the reader to buy.	Expresses desire to serve the reader.

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. 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, honors, 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.

8. Briefly explain the usefulness of a daily report of stock exchange to prospective investor.

A Market Report may be defined as a periodical publication of the conditions or review of the conditions of business transacted in a commodity or capital market. Such reports may be prepared and published in newspaper and commercial bulletins daily, weekly, fortnightly or monthly.

Stock Exchange is an organized market and is a part of Capital Market. Stock Exchange may have an international dimension. Indies the country, we find almost every day Stock Exchange Reports published in all important newspaper. It provides an index of business conditions in the country in terms of values and volumes of shares transacted in an exchange, e.g., Karachi Stock Exchange.

Usefulness

The usefulness of a daily Stock Exchange Report can be viewed from various angles, e.g., investors, businessmen, government, general public, etc. for prospective investors the usefulness may be enumerated as follows:

1. It gives details of prices of shares of different companies quoted on Stock Exchange.

2. It indicates paid up value, yesterday's rates and the loss or gain, if any, over the previous day's closing.

3. It provides indications about the biggest gains, heaviest declines, largest turnover and day's changes.

4. It shows the likely trend in future, at least the near ones.

5. It gives information for prospective investors about the opportunity of investment in various types of shares.

6. It provides the threats to new investors and thereby helps the prospective investor in blind rush to rush money for bigger gain.

7. It wants to move continuously.

9. "Two most important position in any business message is the opening and closing paragraph". Explain with example.

Ans:
Opening and closing in business letters play an important role in making the message effective. They are discussed as under.

Opening:
"First impressions are lasting". This quotation revealed the importance of opening. It has the following feature.

1. **It Catches Attention:**
A good opening catches the attention of the reader. The main purpose of senders in persuading requests is to convince the reader to read the message. A good opening fulfils this requirement efficiently.

2. **It Motivates the Reader:**
If the opening of a letter is impressive it leaves a good impression on the mind and attitude of the sender. Ultimately it motivates or induces the reader to do the desired activity.

3. **It Helps Reader Understand the Main Idea:**
Message starts with the main idea, the reader realizes that it is a good news or direct request message, on the other hand if it is starting with a buffer or neutral statement it appears to be a bad news or indirect request. In this way the reader treats the message according to its requirement.

Closing:
Closing means the last paragraph of the letter. We remember best what we read last. A good closing has the following advantages.

1. Emphasis Upon Action:
A business letter is written with a specific objective. In the last paragraph usually the emphasis is upon the action. This action is essential to fulfill the purpose of the letter. For example in a sales letter the objective is to sell by mail. In the closing paragraph the reader is motivated to visit the shop or purchase the goods or services. Because if the reader acquires a lot of information from the letter but does not purchase the goods, the main purpose of the letter remains unfulfilled.

2. To Motivate the Reader:
It also motivates the reader to purchase the product as soon as possible. For this purpose, a deadline is fixed or any other incentive with a specific period of time is given.

10. Create a sales letter for an audience that comes from a culture other than your own. Identify the culture and articulate how your message is tailored to your perception of your intended audience. Share and compare with classmates.

sales letter structure & example

Heading / Headline
Organization Letterhead

OR

Sender's Name
Name of the Organization
Address

Date

Name of the Client
Address

Greetings / Salutation (i.e., dear, to whomsoever it may concern)

The introductory paragraph (attention seeking paragraph for introduction of service or product).

Second Paragraph (like the limited offer, discounts).

Third Paragraph (contact details).

Closing Salutation

Signature Line

Home National Bank
902 Home Avenue
Portland, Oregon 97207

March 8, 2008

Mr. George W. Marlon
Boston Transit Authority
57 West City Avenue Boston, MA 02110

Subject: Magic Loans

Dear Mr. Marlon,

At this time, each year, everyone thoughts turn to vacation plans and home improvements. If you are considering a major recreational purchase or home improvement this year, you may want to find out about Magic Loans Home National Bank.

Magic Loans is loan that is made against equity that you have in your home. Magic Loans can be used to buy the car or anything you have always wanted. They can also be used for conventional FHA home improvement loans, such a private swimming pool. Of course, a Magic Loans does not have to be used only for recreational items. You may want to use money that is now equity to pay for college expenses for your children.

So if you have equity in your home and would like to talk with someone about the possibility of borrowing against that equity, please complete the postage-paid replay card included with this letter. Just drop it in the mail and a Home National Bank loan officer will call you to explain Magic Loans possibilities as well as to answer any question you may have. Let us help make your dream come true.

Sincerely,
John M. Peters
President

11. Imagine you are the manager of a company. Write an e-mail requesting an employee to gather specific information on a topic. Give directions and due date(s).

sample email:

To: (Potential Customer)

From: Your friendly auto service provider

Subject: Time for an oil change? Save $10

Dear (potential customer's name spelled correctly):

We noticed it has been over three months since your last oil change with us. This is a friendly reminder that when you take care of your car, it takes care of you. We'd like to offer you $10 off your next oil and filter change this month. Please e-mail, call, or stop by, and we'll help you keep your car in excellent health.

Sincerely,

Molly Mechanic, General Manager

Auto Doctors, 555 S. Main Street, City, ST 12345

555-123-4567

12. Write one message of at least three sentences with at least three descriptive terms and present it to at least three people. Record notes about how they understand the message, and to what degree their interpretations are the same of different. Share and compare with classmates

13. How do you prepare yourself for a writing project? How do others? What strategies work best for you? Survey ten colleagues or co-workers and compare your results with your classmates.

Ans:

- Think how you want to present idea to audience and about their expectations

- **Narrowing Your Topic:** By now you have developed an idea of your topic, but even with a general and specific purpose, you may still have a broad subject that will be a challenge to cover within the allotted time before the deadline. You might want to revisit your purpose and ask yourself, how specific is my topic?

- **Focus on Key Points**: As you edit your topic, considering what the essential information is and what can be cut, you'll come to focus on the key points naturally and reduce the pressure on yourself to cover too much information in a limited space environment. Focus only on the key takeaway from your writing.

- **Planning Your Investigation for Information:** Grinding library not needed, instead, start by consulting with business colleagues who have written similar documents and ask what worked, what didn't work, what was well received by management and the target audience. Your efforts will need to meet similar needs. Your document will not stand alone but will exist within a larger agenda.

  Look over the information sources you already have in hand, magazines, newspapers, sample documents, books that will help you show your idea . Don't copy existing sample doc structure, Creating an original work specifically tailored to the issue and audience at hand is the best approach to establish credibility, produce a more effective document, and make sure no important aspect of your topic is left out. The Internet is also a great place for finding new information but proper screening is needed to avoid irrelevant information that steers away from the main purpose of the writing.

- **Staying Organized:**Perhaps the most vital strategy for staying organized while doing online research is to open a blank page in your word processor and title it "Sources." Each time you find a Web page that contains what you believe may be useful and relevant information, copy the URL and paste it on this Sources page. Under the URL, copy and paste a paragraph or two as an example of the information you found on this Web page. Err on the side of listing too many sources; if in doubt about a source, list it for the time

being—you can always discard it later. Having these source URLs and snippets of information all in one place will save you a great deal of time and many headaches later on.

PREPARATION BEFORE WRITING REPORT:

Following steps are taken before writing a report.

1) DETERMINING THE PROBLEM AND PURPOSE:

Analyzing the problem and knowing the purpose of the report determine the scope and limitations of investigation and the length, contents and style of the report.

2) VISUALISING THE READER:

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

3) DETERMINING THE IDEAS TO BE INCLUDED:

For writing a short report only general ideas and main points may be presented, but for a long report detailed working plan containing the relevant factors along with their divisions and sub-division is desirable.

4) COLLECTING NEEDED MATERIAL:

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

Primary Research for collecting data involves uses of:

a. Company records

b. Letters, diaries, minutes, reports, etc.

c. Questionnaires

d. Interviews

e. Observations, and experiments

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

5) SORTING AND INTERPRETING DATA:

The collected data in raw form is of on use. The data should be tabulated and organized in suitable columns and under appropriate headings and sub-headings. The tabulated data should be analyzed in a manner free from personal basis. The use of computer is also helpful.

6) ORGANIZING DATA AND PERFORMING OUTLINE:

The analyzed and interpreted data should be properly organized. This organization should be accomplished in the form of a final outline.

Plans for Organizing Report Body

The body of the report may be organized in two ways:

1. Inductive Arrangement:

Inductive arrangement is the same indirect plan used for bad news and persuasive-request messages, where the main idea follows appropriate explanation. Under this plan the report body may be arranged as follows:

Introduction – Text – Terminal Section:

2. Deductive Arrangement:

Deductive arrangement is comparable to the direct plan used for good news and direct – request messages, where the main idea is presented before the explanation. Under this plan the report body may be organized in the following alternate arrangements:

Terminal Section – Introduction – Text or

Introduction – Terminal Section – Text

In the beginning this report contains interviewee's name, topic covered, and date. The body covers items like educational and technical qualifications, training, experience, interest, and overall summary. The conclusion shows candidate's score and interviewer's opinion.

3. **After careful judgment and consideration, the interviewer should choose, or recommend to be chosen, the right candidates)**. A right candidate is one who has ability neither below, nor above, the job level, because the former cannot perform the job and the latter will not stay on it.

PARTS OF THE FORMED REPORT	
(A) Prefatory Parts	**(B) Body**
1. Title fly → because of report containing **(a)** Title **(b)** Name of Receiver & Sender. 2. Title page → Name of Receiver's Designation	1. Introduction. 2. Text. 3. Terminal Section. (a) Summary (b) Conclusion (c) Premeditate

14. Draw a sketch / format of a business letter and write a detailed note on the appearance of business letter.

[Sender's Name]

[Sender's Company Name]

[Sender's Street Address]

[Sender's City, State/Province, & Zip/Postal Code]

[Sender's phone number and/or email address]

[Date]

[Recipient's Name]

[Recipient's Company Name]

[Recipient's Street Address]

[Recipient's City, State/Province, & Zip/Postal Code]

[Recipient's phone number and/or email address]

[Subject]

[Dear Name],

[Introduction – this is where you explain the purpose of the letter such as why you are writing it, what you hope to achieve from it, and any other important information you want to state upfront.]

[Middle Section – this is where you elaborate and provide more detail about what you outlined in the first paragraph. There may be several more paragraphs like this depending on how long the letter needs to be]

[Conclusion – this is the place where you wrap up and summarize things. There may be a call to action or next steps included in this paragraph.]

[Sincerely],

[Signature]

[Name of Sender]

15. **You've been assigned to a marketing team tasked to engage an audience just like you. Make a list of what services or products your target audience would find attractive. Pick one and develop a slogan that is sure to get attention. Share your results with the class.**

???

16. **Write a report on a trend in business that you've observed, and highlight at least the main finding. For example, from the rising cost of textbooks to the online approach to course content, textbooks are a significant issue for students. Draw from your experience as you bring together sources of information to illustrate a trend.**

~quiz e chilo

17. **Select at least three examples of writing from different kinds of sources, such as a government Web site, a textbook, a popular magazine, and a novel.**

18. **Find a job announcement with specific duties that represents a job that you will be prepared for upon graduation. Choose a type of résumé and prepare your résumé to submit to the employer as an exam assignment. Your instructor may also request a scannable version of your résumé.**

~resume class e koraisilo

Name
Street Address
City, State, Zip Code
Cell Phone
Home Phone/Office Phone
E-mail Address

Objective
Clear and concise statement of professional goal (job or position)

Qualification Highlights
Experience that directly relates to job description
- You may choose to highlight a specific skill that relates to the position (e.g., bilingual, computer and technology proficient, certified diesel technician).
- Only highlight specific skills, certifications, or license(s) that indicate you meet (or exceed) the minimum qualifications.
- Only highlight personal traits if they clearly meet the position description (e.g., if a sales position requires an outgoing personality, highlight theater experience and previous sales experience).

Professional Skills
- You may want to list skills with clear "because" statements, demonstrating your mastery of a skill because of your volunteer work, internship, previous employment, or similar accomplishment.

Sales
You may also want to use a key skill as the focal point (e.g., sales) and include a series of brief statements that demonstrate range or depth of experience in that skill:
- Fundraising for your youth group (name of organization, date)
- Customer service call experience
- Voter recruitment initiative participation
- Census bureau work

Skill 2

Employment History
You may not need this category if you covered it in the skill summaries above.

Education
List earned degrees and incomplete education if applicable:
- Undergraduate Studies, 86 credits, University of State

References
List names of references, their positions, and their contact information or include "references upon request."

19. Design a market survey that asks your friends at least three questions that have to do with their attitudes, preferences, or choices. Prepare and present your results, noting the number of respondents, and any characteristics that you requested or can offer, like age or level of education, for example

20. Choose a piece of writing from a profession you are unfamiliar with. For example, if you are studying biology, choose an excerpt from a book on fashion design. Identify several terms you are unfamiliar with, terms that may be considered jargon. How does the writer help you understand the meaning of these terms? Could the writer make them easier to understand? Explain.

Jargon is an occupation-specific language used by people in a given profession. Think of the way medical caregivers speak to one another, frequently using abbreviations for procedures and medications.

What could the writer do?

- ☐ When you choose your language, consider challenging terms and jargon, and define them accordingly.
- ☐ make sure you explain the acronym the first time you use it
- ☐ Substitute common terms where appropriate
- ☐ Avoid unnecessary jargon

21. Find a memo from your work or business, or borrow one from someone you know. Share it with your classmates, observing confidentiality by blocking out identifying details such as the name of the sender, recipient, and company. Compare and contrast.

MEMORANDUM

DATE: November 17, 2021

TO: All Employees

FROM: Emma Johnson, VP, Marketing Department

SUBJECT: Facilities Update

I'm writing to inform you that, over the next few weeks, our kitchen area will be under construction as we re-model.

As our company continues to grow, we feel it necessary to provide more communal dining space, and we are grateful to our facilities team for their hard work in making that happen.

If you have questions or concerns regarding the re-model, you can access the full report here. In the meantime, we are sorry for the inconvenience.

In between the weeks of December 1 - December 31, please use the kitchen on the second floor if you need a microwave. We will also keep that kitchen stocked per usual with snacks and soda.

Thank you for your cooperation.

22. Explain the use of six strategies for improving verbal communication. How to assess the audience, choose an appropriate tone, and check for understanding and results in an oral or written presentation

The 6 strategies are:

- **Define Your Terms**

Even when you are careful to craft your message clearly and concisely, not everyone will understand every word you say or write. As an effective business communicator, you know it is your responsibility to give your audience every advantage in understanding your meaning. Yet your presentation would fall flat if you tried to define each and every term—you would end up sounding like a dictionary.

The solution is to be aware of any words you are using that may be unfamiliar to your audience. When you identify an unfamiliar word, your first decision is whether to use it or to substitute a more common, easily understood word. If you choose to use the unfamiliar word, then you need to decide how to convey its meaning to those in your audience who are not familiar with it.

The most obvious, of course, is to state the meaning directly or to rephrase the term in different words. But you may also convey the meaning in the process of making and supporting your points. Another way is to give examples to illustrate each concept, or use parallels from everyday life. Overall, keep your audience in mind and imagine yourself in their place. This will help you to adjust your writing level and style to their needs, maximizing the likelihood that your message will be understood.

- **Choose Precise Words**

To increase understanding, choose precise words that paint as vivid and accurate a mental picture as possible for your audience. If you use language that is vague or abstract, your meaning may be lost or misinterpreted. Your document or presentation will also be less dynamic and interesting than it could be.

- **Consider your audience**

In addition to precise words and clear definitions, contextual clues are important to guide your audience as they read. If you are speaking to a general audience and choose to use a word in professional jargon that may be understood by many—but not all—of the people in your audience, follow it by a common reference that clearly relates its essential meaning.

With this positive strategy you will be able to forge relationships with audience members from diverse backgrounds. Internal summaries tell us what we've heard and forecast what is to come. It's not just the words, but also how people hear them that counts.

If you say the magic words "in conclusion," you set in motion a set of expectations that you are about to wrap it up. If, however, you introduce a new point and continue to speak, the audience will perceive an expectancy violation and hold you accountable. You said the magic words but didn't honor them. One of the best ways to display respect for your audience is to not exceed the expected time in a presentation or length in a document. Your careful attention to contextual clues will demonstrate that you are clearly considering your audience.

- **Take Control of Your Tone**

Recognizing our own tone is not always easy, as we tend to read or listen from our own viewpoint and make allowances accordingly. Once we have characterized our tone, we need to decide whether and how it can be improved. Getting a handle on how to influence tone and to make your voice match your intentions takes time and skill.

One useful tip is to read your document out loud before you deliver it, just as you would practice a speech before you present it to an audience. Sometimes hearing your own words can reveal their tone, helping you decide whether it is correct or appropriate for the situation.

Another way is to listen or watch others' presentations that have been described with terms associated with tone.

Ask yourself, What kind of tone is best for your intended audience?

Finally, seek out and be receptive to feedback from teachers, classmates, and coworkers. Don't just take the word of one critic, but if several critics point to a speech as an example of pompous eloquence, and you don't want to come across in your presentation as pompous, you may learn from that example speech what to avoid.

- **Check for Understanding**

When we talk to each other face-to-face, seeing if someone understood you isn't all that difficult. Even if they really didn't get it, you can see, ask questions, and clarify right away. That gives oral communication, particularly live interaction, a distinct advantage. Use this immediacy for feedback to your advantage. Make time for feedback and plan for it. Ask clarifying questions. Share your presentation with more than one person, and choose people that have similar characteristics to your anticipated audience.

If you were going to present to a group that you knew in advance was of a certain age, sex, or professional background, it would only make sense to connect with someone from that group prior to your actual performance to check and see if what you have created and what

they expect are similar. In oral communication, feedback is the core component of the communication model and we can often see it, hear it, and it takes less effort to assess it.

- **Be Results Oriented**

At the end of the day, the assignment has to be completed. It can be a challenge to balance the need for attention to detail with the need to arrive at the end product—and its due date. Stephen Covey suggests beginning with the end in mind as one strategy for success. If you have done your preparation, know your assignment goals, desired results, have learned about your audience and tailored the message to their expectations, then you are well on your way to completing the task. No document or presentation is perfect, but the goal itself is worthy of your continued effort for improvement.

Here the key is to know when further revision will not benefit the presentation and to shift the focus to test marketing, asking for feedback, or simply sharing it with a mentor or coworker for a quick review. Finding balance while engaging in an activity that requires a high level of attention to detail can be challenging for any business communicator, but it is helpful to keep the end in mind.

23. **Prepare a business proposal in no more than two pages. Do not include actual contact information. Just as the example has employees named after colors, your (imaginary) company should have contact information that does not directly link to real businesses or you as an individual. Do not respond to point 12.**

One Page Business Plan Guide

Here are some ideas to think about as you complete your One-Page Business Plan:

• **Vision, Mission** - This is what you ultimately want to achieve through your through your work – why you want to do what you are doing.

• **Business Goals** – You can create a goal worksheet that includes all of your business goals (which should be specific and measurable).

• **Business Strategies / Objectives** – These are your general plans for actually reaching your goals. For example, if a goal is to have 10 new clients by the end of your first month, one strategy might be plan to network in communities where those prospective clients are so that you can meet them.

• **Total Yearly Budget** – Running a business will have costs, no matter what kind of business you will create. Figure out what you can realistically spend through a total budget (you may also want to include a percentage of any amounts that you will save or plan to re-invest in to grow your business).

• **Income Projection & Explanation** – You should estimate your income for your first year, and explain how you got to that estimate. Then at the end of the year, you can evaluate your actual income versus your estimate and see where you stand, adjusting estimates each year (or even sooner if you realize the estimate was unrealistic). Be careful not to overestimate your income projections.

• **Cost Projection & Explanation** – You will also want to estimate your expenses (yearly or monthly). It's important that you consider everything you will need, and not underestimate your costs. Include everything from your domain registration costs to advertising costs to office supplies. (You'll detail them in a later section).

• **Income Streams** – What are all of your starting or existing income streams? For example, if you offer different products or services, you can list them separately and explain what percentage you think each will bring to your total revenue.

• **Future Income Streams** – What other future income streams do you plan to, or would you like to, add? This might include future products or services, or a new niche you'd like to launch, etc.

• **Expenses** – You want to know all of the expenses you can imagine that you will incur.

24. How would you describe yourself as a public speaker? Now, five, and ten years ago? Is your description the same or does it change across time? This business communication text and course can make a difference in what you might write for the category "one year from today."

25. Write a one-page letter to a new customer introducing a new product or service. Compare your result to the letters your classmates wrote. What do the letters have in common? How do they differ from one another?

~Use sales letter format shown above

26. Find a job announcement with specific duties that represents a job that you will be prepared for upon graduation. Choose a type of résumé and prepare your résumé to submit to the employer as a class assignment. Your instructor may also request a scannable version of your résumé.

~resume class e koraisilo

27. When you watch a film with friends, make a point of talking about it afterward and listen to how each person perceived aspects of the film. Ask them each to describe it in ten words or less. Did they use the same words? Did you see it the same way, or differently? Did you catch all the points, frames of reference, values, or miss any information? What does this say about perception?

28. Write a report on a trend in business that you've observed, and highlight at least the main finding. For example, from the rising cost of textbooks to the online approach to course content, textbooks are a 9.4 Report 279 significant issue for students. Draw from your experience as you bring together sources of information to illustrate a trend. Share and compare with classmate

~quiz

29. Visit a business Web site that has an "About Us" page. Read the "About Us" message and write a summary in your own words of what it tells you about the company.

30. Please consider one purchase you made recently. What motivated you to buy and why did you choose to complete the purchase? Share the results with your classmates

31. **What are the four basic organizational plans? Prepare brief outlines for each of these plans. Explain consideration before starting listening?**

Ans:

There are four basic organizational plans:

(i) Direct request,

(ii) Good news

(iii)Bad news and

(iv) Persuasive request.

The first two use the direct approach and the last two, the indirect approach.

Direct (Deductive Approach):

The direct approach is used for direct requests and good news plans, because the message is easily understandable and considered favourable or neutral. Under this approach the message begins with the main idea or good news and necessary explanatory details followed in one or several paragraphs. The message ends with an appropriate friendly paragraph. Thus a direct approach has three parts shown in the following out lines for Good News and Direct – Request plans.

	Good News Plan		Direct – Request Plan
01.	**Good News or main idea:** **a.** Request, Main statement or question.	01.	**Main Idea:** **b.** Reason(s) if desirable.
02.	**Explanation:** **a.** All necessary and desirable details. **b.** Resale material (Favourable information about a product or service has already bought or is planning to buy). **c.** Easy reading devices. **d.** Sales promotion material (suggestions for additional products or services the customer may find useful).	02.	**Explanation:** **a.** All necessary and desirable details. **b.** Numbered questions if helpful. **c.** Educational Material.
03.	**Positive Friendly Close:** **a.** Appreciation **b.** Clear statement of action desired, if any. **c.** Easy action. **d.** Dated action when desirable. **e.** Willingness to help further. **f.** Reader benefit.	03.	**Courteous close with motivation to action:** **a.** Clear statement of action desired. **b.** Easy action. **c.** Dated action when desirable. **d.** Appreciation and goodwill.

Indirect (Inductive) Approach:

The indirect approach is used for persuasive requests and bad news plans, because the receiver is expected to resist and react unfavourably. Under this approach the message does not begin with the main idea or bad news. Instead it begins with some relevant pleasant or neutral statements followed by adequate explanations, before introducing the unpleasant idea. Here also the message ends with appropriate friendly or sympathetic words. Thus an indirect approach has four parts shown in the following outlines for Bad-news and Persuasive-Request plans.

	Bad – News Plan		Persuasive – Request Plan
01.	**Buffer:** (Pleasant or neutral statements to get in step with reader)	01.	**Attention:** a. Reader-benefit b. Reader-interest theme
02.	**Explanation:** a. necessary details, tactfully stated. b. Pertinent favourable then unfavourable facts. c. Reader-benefit reasons.	02.	**Explanation:** a. Descriptive details. b. Psychological appeals. c. Reader benefits.
03.	**Decision:** (implied or stated), along with offer of additional help or suggestions.	03.	**Desire:** a. Statement of request. b. Conviction material to help create reader's desire to grant request.
04.	**Positive Friendly Close:** a. Appreciation b. Invitation to future action. c. Clear statement of action desired. d. Easy action. e. Dated action when desirable. f. Willingness to help further. g. Reader benefit and goodwill.		**Action:** a. Clear statements of action desired. b. Easy action. c. Dated action when desirable. d. Special inducement. e. Reader-benefit plug.

There are following responsibilities of good listeners;

1. Preparation for listening:-

A listener should prepare himself to listen. This preparation includes following point:

(i) **No talking:-** A listener must not talk when he is going to listen otherwise, the idea may not be received or it may be interrupted.

(ii) **Avoiding distraction:-** The listener should not distract his attention from the speaker to some other object. Shuffling papers or doing any other thing may disturb the person receiving ideas.

(iii) **Good environmental condition:-** The listeners should arrange a suitable condition before listening. Noise of traffic, poor ventilation, extraordinary warmness or coldness and many other such things cause problems in listening.

2. Concentration on message:-

A listener is required to concentrate on verbal and non-verbal messages. For having good concentration, following points are to be considered:

(i) **Controlling emotion and feelings:-** Sometimes it happens that the speaker's words hurt the feelings of the listener . In this situation the listeners should control

his/her emotion and feeling because if he loses temperament, he cannot get the message.

(ii) **Avoiding evaluation:**- The listener should concentrate only on listening and avoid jumping to conclusions or evaluating the message.

(iii) **Showing interest:**- The listener should show his interest in the topic so that the speaker can be motivated to convey his ideas in a better way.

32. Choose a piece of business writing and evaluate it according to the qualities of good writing presented in this section. Do you think the writing qualifies as "good"? Why or why not? Discuss your opinion.

Good business writing

• follows the rules,

• is easy to read, and

• attracts the reader.

When we say that good writing follows the rules, we don't mean that a writer cannot be creative. Just as an art student needs to know how to draw a scene in correct perspective before he can "break the rules" by "bending" perspective, so a writer needs to know the rules of language. Being well versed in how to use words correctly, form sentences with proper grammar, and build logical paragraphs are skills the writer can use no matter what the assignment. Even though some business settings may call for conservative writing, there are other areas where creativity is not only allowed but mandated. Imagine working for an advertising agency or a software development firm; in such situations success comes from expressing new, untried ideas. By following the rules of language and correct writing, a writer can express those creative ideas in a form that comes through clearly and promotes understanding.

The truly excellent writer is one who can explain complex ideas in a way that the reader can understand. Sometimes ease of reading can come from the writer's choice of a brilliant illustrative example to get a point across. In other situations, it can be the writer's incorporation of definitions into the text so that the meaning of unfamiliar words is clear. It may also be a matter of choosing dynamic, specific verbs that make it clear what is happening and who is carrying out the action.

Bailey's third point concerns the interest of the reader. Will they want to read it? This question should guide much of what you write. We increasingly gain information from our environment through visual, auditory, and multimedia channels, from YouTube to streaming audio, and to watching the news online. Some argue that this has led to a decreased attention span for reading, meaning that writers need to appeal to readers with short, punchy sentences and catchy phrases. However, there are still plenty of people who love to immerse themselves in reading an interesting article, proposal, or marketing piece. Perhaps the most universally useful strategy in capturing your reader's attention is to state how your writing can meet the reader's needs. If your document provides information to answer a question, solve a problem, or explain how to increase profits or cut costs, you may want to state this in the beginning. By opening with a "what's in it for me" strategy, you give your audience a reason to be interested in what you've written.

To the above list from Bailey, let's add some additional qualities that define good writing. Good writing

• meets the reader's expectations,

• is clear and concise,

• is efficient and effective.

To meet the reader's expectations, the writer needs to understand who the intended reader is. In some business situations, you are writing just to one person: your boss, a coworker in another department, or an individual customer or vendor. If you know the person well, it may be as easy for you to write to him or her as it is to write a note to your parent or roommate. If you don't know the person, you can at least make some reasonable assumptions about his or her expectations, based on the position he or she holds and its relation to your job.

Our addition of the fifth point concerning clear and concise writing reflects the increasing tendency in business writing to eliminate error. Errors can include those associated with production, from writing to editing, and reader response. Your twin goals of clear and concise writing point to a central goal across communication: fidelity. This concept involves our goal of accurately communicating all the intended information with a minimum of signal or message breakdown or misinterpretation. Designing your documents, including writing and presentation, to reduce message breakdown is an important part of effective business communication.

Our sixth point reinforces this idea with an emphasis on effectiveness. What is effective writing? It is writing that succeeds in accomplishing its purpose. Understanding the purpose, goals, and desired results of your writing assignment will help you achieve this success. Your employer may want an introductory sales letter to result in an increase in sales leads, or potential contacts for follow-up leading to sales.

Your audience may not see the document from that perspective, but will instead read with the mindset of, "How does this help me solve X problem?" If you meet both goals, your writing is approaching effectiveness. Here, effectiveness is qualified with the word "approaching" to point out that writing is both a process and a product, and your writing will continually require effort and attention to revision and improvement.

33. Make a list of topics that interest you and meet the objectives of the assignment. Trade the list with a classmate and encircle three topics that you would like to learn more about on their list. Repeat this exercise. What topic received the most interest and why? Discuss the results with your classmates.

Will My Topic Be Interesting to My Audience? - Page 300-301

For example, if you are speaking to a group of auto mechanics who specialize in repairing and maintaining classic cars, it might make sense to inform them about the body features of the Mustang, but they may already be quite knowledgeable about these features. If you represent a new rust treatment product used in the restoration process, they may be more interested in how it works than any specific model of car. However, if your audience belong to a general group of students or would-be car buyers, it would be more useful to inform them about how to buy a classic car and what to look for. General issues of rust may be more relevant, and can still be clearly linked to your new rust treatment product.

For a persuasive speech, in addition to considering the audience's interests, you will also want to gauge their attitudes and beliefs. If you are speaking about global warming to a group of scientists, you can probably assume that they are familiar with the basic facts of melting glaciers, rising sea levels, and ozone depletion. In that case, you might want to focus on something more specific, such as strategies for reducing greenhouse gases that can be implemented by business and industry. Your goal might be to persuade this audience to advocate for such strategies, and support or even endorse the gradual implementation of the cost- and energy-saving methods that may not solve all the problems at once, but serve as an important first step.

In contrast, for a general audience, you may anticipate skepticism that global warming is even occurring, or that it poses any threat to the environment. Some audience members may question the cost savings, while others may assert that the steps are not nearly enough to make a difference. The clear, visual examples described above will

help get your point across, but if you are also prepared to answer questions—for example, "If the earth is heating up, why has it been so cold here lately?" or "Isn't this just part of a warming and cooling cycle that's been happening for millions of years?"—you may make your speech ultimately more effective. By asking your listeners to consider what other signs they can observe that global warming is occurring, you might highlight a way for them to apply your speech beyond the classroom setting. By taking small steps as you introduce your assertions, rather than advocating a complete overhaul of the system or even revolution, you will more effectively engage a larger percentage of your audience.