

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

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”.

EXPLANATION:-

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. For example, when a news caster says, “Pakistan has conducted nuclear test on 28th May 1998”. This is a flow of information from news caster to the listene\$

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 possess 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) Foreword reading.

(ii) Backward reading.

(iii) Asking another person to read.

(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: 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. **CONUSSELLING:** 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.

1. 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 mutual understanding and confidence in the applicant, who accepts the job.

5. It promotes good will towards the company, whether the applicant accept the job or not. It is important to give the right impression to the candidate who is disappointed by a 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.

2. Message: The message is the stimulus or meaning produced by the source for the receiver or audience.

3. Channel: The channel is the way in which a message or messages travel between source and receiver.

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

5. Feedback: When you respond to the source, intentionally or unintentionally, you are giving feedback.

6. Environment: The environment is the atmosphere, physical and psychological, where you send and receive messages.

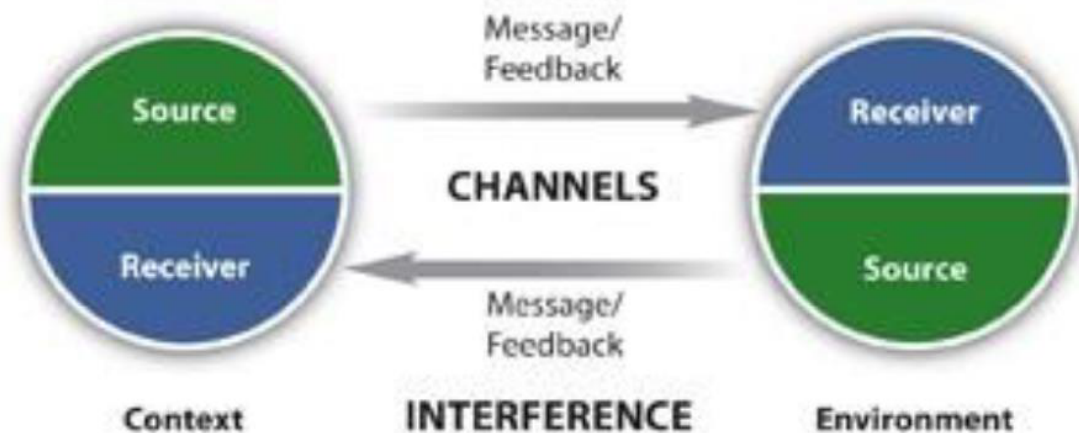
7. Context: The context of the communication interaction involves the setting, scene, and expectations of the individuals involved.

8. Interference: Interference is anything that blocks or changes the source's intended meaning of the message.

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 (Figure 1.3 “Transactional Model of Communication”), 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.

Figure 1.3 Transactional Model of Communication



Let 2 friends A & B are talking in their class break in the classroom where other children are shouting. A says to B “How are you?”. B replies “I am fine”.

- Source: A
- Message: How are you?
- Channel: spoken channel – Face to face conversation.
- Receiver: B
- Feedback: I am fine.
- Environment: Classroom, Table, chair, uniform all represents a friendly and comfortable environment for children.
- Context: The children A & B are expected to be kind and polite to each other.
- Interference: Shouts of other children makes the messages difficult to hear.

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?

Ans: 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 provided in his resume so the resume should be read in detail. So as to ask 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 avoid 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 restriction 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 to 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 role to make the question clear to 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 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 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 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;

- 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.

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 about 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.

Ans: 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 this 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:-

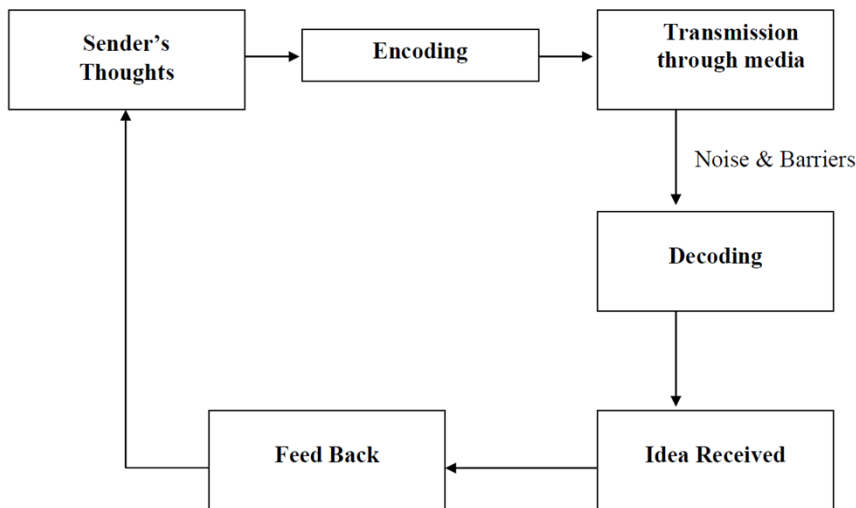
Having received the message from the sender, the receiver attempts to understand and interpret the message. This process of converting the language of message into thoughts is known as decoding. For instance, the receiver, having received job application, reads the application and understands the message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



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.

Ans:

Distinction between sales and sales promotion letter

Sales Letter:	Sales Promotion Letter
<ol style="list-style-type: none"> 1. Aims at selling some goods / services. 2. Has formal style 3. Generally issued in a series. 4. Has convincing tone and attitude. 5. Motivates the reader to buy. 	<ol style="list-style-type: none"> 1. Aims at creating good relationships. 2. Has informal style. 3. Issued for an important circumstance or event. 4. Has suggestive tone and attitude. 5. Expresses desire to serve the reader.

RESUME:

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.

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<u>JOB OBJECTIVE</u>	
To acquire experience in financial accounting and to advance into management position.	
<u>EDUCATION</u>	
B.Com.	First Division, University of Karachi, 1991.
1988. Intermediate: (Commerce)	'B' Grade, Board of Intermediate Education, Karachi,
1986. Matriculation: (Science)	'A' Grade, Board of Secondary Education, Karachi,
<u>EXPERIENCE</u>	
Accounts Clerk:	Soofi Textile Mills Ltd. August 1991 – Jan. 1993.
Maintained Cash Journal, Petty Cash Book.	Receipts Journal, Cash Payments
1991. Maintained Cash Report.	Book-Keeper: Rajpoot Fabrics, December 1990 – June Book, Prepared Daily Sales
<u>PERSONAL DATA</u>	
Date of birth:	June 20, 1970
Marital Status:	Single
<u>CO-CURRICULAR ACTIVITIES</u>	
Editor:	College Magazine 1990-91
Member:	College Literary Society 1990-91
<u>REFERENCE</u>	
Prof. A. Rehman: Karachi College of Arts & Commerce, Gulshan-e-Iqbal, Karachi. Dr. Ghulam Ali: B-40, ST-9, Sector 14-A, North Karachi.	

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

Ans: Definition:

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. In this 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 following feature.

1. It Catches Attention:

A good opening catches the attention of reader. The main purpose of sender in persuading request 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 letter is impressive it leaves good impression on the mind and attitude of sender. Ultimately it motivates or induces the reader to do the desired activity.

3. It Helps Reader Understand the Main Idea:

Message is starting 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 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 letter. For example in sales letter the objective is to sell by mail. In closing paragraph the reader is motivated to visit the shop or purchase the good or services. Because if the reader acquires a lot of information from the letter but does not purchase the good, 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.

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).

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 or 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 coworkers and compare your results with your classmates.

BUSINESS WRITING PRINCIPLES

1. CORRECTNESS:

2. CONCISENESS:

3. CLARITY:

4. COMPLETENESS:

5. CONCRETENESS:

6. CONSIDERATION:

7. COURTESY:

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

Ans:

Format

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www.suigeneris.com.pk, E-mail: suigeneris@cuisines.com

← Letter head (1)

July 02, 2005

← Date (2)

Ref: Mkt/53/06/05

← Reference Number (3)

Comrdon Bleu Resoft (Pvt.) Ltd.
C-312, Skyberg Complex, Gulberg, Lahore.

← Inside Address (4)

Attn.: Mr. Shehzyl Baig, Managing Director

← Attention Line (5)

Dear Mr. Shehzyl,

← Salutation (6)

Inquiry for Monsoon Cruise 503-SUM

← Subject Line (7)

← Text (8)

Truly,

← Complimentary Close (9)

(AHMER RAJPUT)
Marketing Manager

← Signature Area (10)

CC: 1) Mr. Aruj Imtiaz; Manager Finance
2) Ms. Myra Ahmed; General Manager

← Carbon Copy Notation (11)

CM: MKT
FA:FIN

← Reference Notation (12)

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.

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.

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.

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.

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

Ans: Focus on the issue, not the person. Try not to take everything personally, and similarly, express your own needs and opinions in terms of the job at hand. Solve problems rather than attempt to control others. For example, rather than ignoring a student who routinely answers questions in class with inappropriate tangents, speak with the student outside of class about how this might disrupt the class and distract other students.

Be genuine rather than manipulative. Be yourself, honestly and openly. Be honest with yourself, and focus on working well with the people around you, and acting with integrity.

Empathize rather than remain detached. Although professional relationships entail some boundaries when it comes to interaction with colleagues, it is important to demonstrate sensitivity, and to really care about the people you work with. If you don't care about them, it will be difficult for them to care about you when it comes to working together.

Be flexible towards others. Allow for other points of view, and be open to other ways of doing things. Diversity brings creativity and innovation.

Value yourself and your own experiences. Be firm about your own rights and needs. Undervaluing yourself encourages others to undervalue you, too. Offer your ideas and expect to be treated well.

Use affirming responses. Respond to other in ways that acknowledge their experiences. Thank them for their input. Affirm their right to their feelings, even if you disagree. Ask questions, express positive feeling; and provide positive feedback when you can.

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.

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?

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.

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 significant issue for students. Draw from your experience as you bring together sources of information to illustrate a trend. Share and compare with classmate

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: BASIC ORGANIZATIONAL PLANS:

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 request 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 follows 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.

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.

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