

Assignment:
Effective and Verbal Communication:

- **Question 1 (4 marks):**

Define the communication process and illustrate with a real-life example?

The process of communication is what allow us to interact with other people. The goal of communication is not just for you to convey information but to also build a good relationship with the people you are communicating.

The communication process consists of:

1. The sender: The source of the message.
2. The message: Make symbols that have meaning for both the sender and the receiver.
3. Medium: Medium is the intermediary or channel between the sender and the receiver through which the communication is done. The type of message the sender has determines the medium that should be used and can include face-to-face conversations, telephone calls or videoconferences, and written communication like emails and memos.
4. Receiver: Interpret message, gives feedback which help to clarify or confirm the message.
5. Reply: Contain Feedback information, clarifying questions as well as additional information.

Example of a real life:

How a journalist perceives the message from the event and cannot focus on the whole event so he filters the unwanted or unrelated content from the event. This filtered content is not same as like the actual event content because the journalist edits the content based on his attitude, mood and cultural background.

- **Question 2 (4 marks):**

Discuss the importance of effective communication in the workplace.

- **Why?**
- **Benefits?**

Workplace communication is very important to companies because it allows companies to be productive and operate effectively. Employees can experience an increase in morale, productivity and commitment if they are able to communicate up and down the communication chain development.

Benefits:

1. **Builds employee morale and foster team work:** Effective communication in the workplace helps employees and supervisors form highly efficient teams. Employees can trust each other and management. Employees know their roles on the team and know they are valued. Supervisors can provide feedback without creating a hostile work environment. A supervisor who openly communicates with his team can foster positive relationships that benefit the company.
2. **Encourages collaboration and innovation:** When communication channels are kept open and transparency is maintained through effective communication, it fosters a collaborative atmosphere which further supports synergy among teams thus encouraging innovation.
3. **Help foster inclusion and diversity and increases global reach.**
4. **Engages client effectively.**

- **Question 3 (6 marks):**

Define 3 barriers to effective communication and illustrate 3 ways to overcome these barriers for effective communication.

Barriers for effective communication are:

1. The use of jargon: Over-complicated, unfamiliar terms.
2. Emotional barriers: Some people may find it difficult to express their emotions.
3. Lack of attention, interest, distractions or irrelevant to receiver.
4. Differences in perception and views.
5. Physical barriers to non-verbal communication.

6. Language differences and the difficulty in understanding unfamiliar accents.
7. Expectations and prejudices which may lead to false assumptions,
8. Culture differences.

Ways to overcome these barriers:

1. Clarify ideas before communicating.
2. Communicate according to the need of the receiver.
3. Consult others before communicating.
4. Be aware of language, tone and content of message.
5. Convey things of help and value to the receiver.
6. Ensure proper feedback.
7. Maintain consistency of message.
8. Follow up communication.
9. Be a good listener.

• **Question 4 (4 marks):**

Define the different social styles.

There are four unique social styles each with their own behavioral preferences.

1. Analytical

Analytical people are less assertive and less responsive to others. They hence tend to focus more on tasks than people and are less interested in leading, being happier to work by themselves. They may be prudent and systematic, making them good at analytic work. They may also pay excessive attention to detail in ways that annoy others.

Some characteristics of Analytical:

- Focuses on tasks more than people
- Likes to be right and will take time to ensure this
- Thoughtful, careful fact-oriented and precise
- Good at objective evaluation and problem-solving
- Likes organization and structure
- Avoids group work, preferring to work alone
- Can be over-critical and unresponsive
- Cautious in decision-making

- When stressed may withdraw or become headstrong

2.Driver

With high assertiveness and low emotional response to others, Drivers are not so worried by how others react and are hence more independent and candid. With less concern about people they have a greater concern for results and are quite pragmatic. They may also be poor collaborators and upset others with inconsiderate words and actions.

Some characteristics of Drivers:

- Competitive and needs to win.
- Seeks control and being in charge.
- Fast-acting.
- Plans carefully.
- Decisive.
- Results-oriented.
- Task-focused.
- Dislikes inefficiency and indecision.
- Can be impatient and insensitive.
- When stressed may grab control be overly critical.

3.Amiable

People with higher responsiveness than others and lower assertiveness are people-oriented and sociable. Without a need to lead, they can be steady and reliable workers. They may also avoid any conflict and be rather passive, lacking drive and becoming careless.

Some characteristics of Amiable:

- Friendly and relates well to others.
- Good at listening and teamwork.
- Wants to be respected, liked and approved of.
- Dislikes of conflict and risk-taking.
- Seeks security and like organized workplaces.
- Slow decision-making.
- Prefers to be told what to do than to lead.
- Fears change and uncertainty.

- When stressed may become indecisive and submissive.

4.Expressive

Expressive people have higher assertiveness and greater responsiveness to others. With less concern for what others think they are typically articulate, quick and visionary. On the down side, their assertiveness may make them poor listeners and with a tendency to distract. This can also lead them to be impractical and impatient.

Some characteristics of Expressive:

- Intuitive
- Creative
- Outgoing and enthusiastic
- Spontaneous and fun-loving
- Interacts well with others at work
- Good at persuading and motivating
- Fears being ignored or rejected
- Like to be acknowledged
- Dislikes routine and complexity
- Tendency to generalize and exaggerate
- When stressed may get sarcastic and unkind

• Question 5 (4 marks):

How does the understanding of social style help you in?

- **Interacting with your teammates.**
- **Interacting with your client.**

The social style helps us to interact with others in a versatile way. By knowing the social styles of your team mates and clients, this can help you to have a way better communication with the latter. It helps you to better understand of how the person is, most basically the character of the person and hence this can indicate you of how you would communicate or interact with that person.

1. Example for an amiable team mate, you know you can be friendly with that person and you can also jokes at time while working. You can have a very friendly atmosphere with that person and you also know that your team mate won't have any such problem with you joking around.

2. Another example for an analytical client, you will know that you will have a very strict working atmosphere and you will have to focus on your tasks more than people. You will have to work seriously and no time to waste around.

- **Question 6 (8 marks):**

Write a template email to your client to inform him that there will be a delay in the release of the version 1 of the XYZ software on the User Acceptance Environment. You should justify the delay which is due to the User Acceptance Environment of the client which is not ready and you need to propose a new planning for the release taking into consideration the dependencies on third-party intervention (such as the installation of the environment, deployment of the software).

Hi John,

I am writing you this mail to inform you that there will be a delay in the release of the Version 1 of the XYZ software on the User Acceptance Environment. We do regret about this and sincerely apologies for the delay. The delay has been caused due to the User Acceptance Environment which is not yet ready. We will need to reconsider a new planning for the release accordingly.

Please do let me know your schedule when you will be free so I can discuss about it with our third parties that is the environment installer and software deployment.

I thank you for your consideration and good collaboration. I hope to hear your thoughts about the matter.

Regards

Hemanta Huril