**Q1 (a)**

Communication can be known as the process of understanding and sharing meaning in order to understand everyone and understood by everyone. Good communication skills are efficient for business as well as for professional students because if someone wants to become successful in their future then this is a key factor for him.

Writing skills are an essential type of communication because now-a-days in the workplace face-to-face or phone communication is replaced by letters, reports, memos, and emails these need good writing skills that's why writing skills is very essential in today's world.

**Q1(b)**

The poor communication can prompt the Incorrect informing, deficient bearings which can genuinely impact the profitability of the organization, as of late I imparted the list of planned client to the executive, since the name of the couple of Companies were similar to the other Companies were reached from where the we didn't got any business, on the off chance that we would have reached the right Companies we would had gotten great measure of business.

The possible reasons of the bad communication are as following:

a. Improper media of communication: The media opted for communicating the message was not correct, say for example anything very important should be communicated in writing, instead of communicating it over phone.

b. Drafting of Improper content: The content drafted for the communication is incomplete and does not contains sufficient information to be informed.

c. Incomplete understanding of sender: It is quite possible that the sender himself is not aware of the complete information which is to be communicated.

The remedies for overcoming these kind of problems are as following:

a. Selecting proper media: The sender of the message should select the proper media for sending the communication, the things which are very important should be communicated over the e-mail.

b. Use of Diagraphs and use of pointers: For the better understanding the information sent should be divided in points and if possible diagrams should be used, this will allow improve the understanding of the user.

**Q2(A)**

Listening skills are very important to employees, supervisors, and executives. Moreover,

listening abilities are essential to everyone that communicates with one another.

An employee is an individual who was hired by an employer to do a specific job. Employees are encouraged to listen to managers when receiving instructions and getting

updates on corporate policy. Much broader benefits can accrue for good employee listening

skills beyond receiving directions for job duties. Help your employees understand the

advantages of good listening skills by pointing out the ways in which, through heightened

listening skills, both the employee and company can realize a higher level of success. A supervisor or also known as foreman, boss, overseer, facilitator, monitor, area

coordinator, or sometimes gaffer, is the job title of a low-level management position

that is primarily based on authority over a worker or charge of a workplace. Supervisors

model behavior for their employees to emulate. The quality of supervisor

communication skills is usually a direct reflection of the supervisor’s overall job

performance. An executive is a person with senior managerial responsibility in a business. Strong listening skills can make a critical difference in the performance of senior executives. Executive engagement is the most critical factor in fully embedding the Workplace in your organization. If leaders are not setting the tone and engaging in conversations, employees are less likely to fully embrace Workplace. The benefits of the Workplace for leadership include increasing transparency and visibility as to what is happening within the organization, leading to faster decision making.

Both employees, executives should keep an open mind Listen without judging the other person or mentally criticizing and indulging in judgmental bemusements, you've compromised your effectiveness as a listener. A good executive should always ask an

employee to clarify to avoid miss-understanding and remain focused for the whole duration

of the conversation. Selective hearing is not a very good skill because it leads to

misunderstandings as you hear only portions of what the speaker has said and you might

miss important parts of the message. Listening skills enables both the manager and

employees to understand intentions and feelings of their team, an essential skill for a team

management, this will allow employees to be more open, positive, and motivated if they

feel they are being heard and will strive.

**Q2(B)**

1. Face the speaker: Sit up straight or lean forward slightly to show your attentiveness through body language.

2. Maintain eye contact: to the degree that you all remain comfortable.

3. Minimize external distractions: Turn off the phone. Put down your book or magazine, and ask the speaker and other listeners.

4. Respond appropriately to show that you understand: Murmur (“um-hmm”) and nod. Raise your eyebrows. Say words such as “Really,” “Interesting,” as well as more direct prompts: “then What did you do ?”

5. Focus solely on what the speaker is saying: Try not to think about what you are going to say next. The conversation will follow a logical flow after the speaker makes her point.

6. Minimize internal distractions: If your own thoughts keep horning in, simply let them go and continuously re-focus your attention on the speaker, much as you would during meditation.

7. Keep an open mind: Wait until the speaker is finished before deciding that you disagree. Try not to make assumptions about what the speaker is thinking. Have you tried and tried but your best is still not good enough? Don’t know what to do next?

8. Ask questions only to ensure understanding: After you ask questions, paraphrase their point to make sure you didn’t misunderstand. Start with: “So you’re saying.” This particular conversational affront happens all the time. Our questions lead people in directions that have nothing to do with where they thought they were going. Sometimes we work our way back to the original topic, but very often we don't.

9. Avoid letting the speaker know how you handled a similar situation: Unless they specifically ask for advice, assume they just need to talk it out.

10. Even if the speaker is launching a complaint against you, wait until they finish to defend yourself: The speaker will feel as though their point had been made. They won’t feel the need to repeat it, and you’ll know the whole argument before you respond. Research shows that, on average, we can hear four times faster than we can talk, so we have the ability to sort ideas as they come in…and be ready for more.

11. Engage yourself: Ask questions for clarification, but, once again, wait until the speaker has finished. That way, you won’t interrupt their train of thought.

**Q3**

February 16,2021

Asmara Shafqat

Course Instructor

NED University

Karachi, Sindh

ma'am

Subject: Telling instructor about how course(Business Communication HS-218) helps in my motivation and career goal and communication skills.

My name is kabeer ahmed and roll number is SESE-19028 .I am the Student of Software Engineering Department in NED University. I taken this course to polish my communication skills that will be very helpful in the future for me. It can temporarily help me in my studies and also in formal activities of the University. It will help me in many terms in university as in presentations ,emails and letters .it will also help in my professional life as in interviews and project management.

By taking this Course I might Draw some strengths and weakness.

Strengths:

I will clearly explain my points in a professional manner in any Situation.

My presentation skills are improved.

My confidence is become good.

Weakness:

I have problem in writing the formal letters and emails.

Faithfully,

Kabeer Ahmed

Student of Software Engineering

NED University

**Q4**

Date: February 16,2021

To: Cole Prewarski

From: Kabeer Ahmed

Subject: To know about the redesigning the Company Web Site

It is my pleasure to be the part of the newly formed Committee on Web Site Redesign. I have been delegated to ask few questions. As indicated by some managers the site is looking bit dated that is why Committee is updating the site so that we can stay ahead of the competition. Our aim is to get noticed on the internet and wants to proceed in the most competent, cost effective, and competitive way. Here are a few questions and for that we need your help.

• The committee wonders whether it has done any ease of use tests on the current site.

• The committee needs to realize how much a absolute Web redesign might cost.

• It also would like to know about the expense of an incomplete redesign.

• Someone wanted to know whether animation, sound, or video could be added for that we need your recommendation.

• Someone else thought that the timing of a redesign might be important.

• What will work and will not work currently?

• Will it be the right time to change the branding?

• What will be the purpose of the site?

• What would be the important part of the site?

We would like to invite you to a meeting that will be held on March 7. I express my thanks and await your presence in the meeting.

Kabeer Ahmed