Quiz # 2

Q2) Write briefly on 3 points of 7C’s of communication.

**Completeness**:

Message is complete when it contains all facts the reader wants. In completeness you have to provide all necessary information, answer all questions that asked and give extra detail when need. You have to write from the receiver’s point of view for Suring that you have included all relevant information. Always ask 5 W’s and how for essential information.

**Conciseness:**

Conciseness is saying what you have to say in few words with other C qualities. A concise message can save time of both sender and receiver. Include only relevant material. Concise message is short and non-repetitive. Where you have to use phrase use a word related to it.

**Clarity:**

Clarity is that what you write reader understand it accurately. Choose precise and familiar words. Limit the length of sentence keep it precise. Arrange words so that the main idea occurs early in sentence. Select exactly the right words to convey meaning. Things that are important in sentence length, Unity, Coherence and Emphasis.