

XIV Assessment Scheme

Performance Indicators		Weightage
S. No.	Process related (06 marks)	60%
1	Following safety precautions/ethics and other given instructions	
2	Demonstration of self-learning through active participation	
3	Preparation of case study	
Product related (04 Marks)		40%
1	Discussion on the importance of business communication using case study.	
2	Timely submission of complete written assignment	
Total Marks (10 Marks)		

Dated Signature of teacher

Name of teacher.....

[Space to Write Answers]

1. Case Study

The word communication is derived from latin word communicates which means to share it is the process of sharing of ideas, thoughts, emotions, facts, data, information, knowledge.

It is also give and take process.

Communication :-

Communication is an exchange of thought, ideas, emotions, facts, etc from one person to another.

Importance of Business communication correlating the above case study-

Importance of business communication correlating :-

Communication play a crucially important roll in all aspects of a business. Business communications may be in-house or external. With internal communication, you are dealing with staff in meetings or via such written messages as emails & text messages. With external communicating you are dealing with suppliers, clients or other business.

The importance of business communication also lies in :-

- 1) Presenting options / new business ideas.
- 2) Making plans & proposals.
- 3) Executing decisions.
- 4) Reaching agreements.
- 5) Sending & fulfilling orders.
- 6) Successful selling.
- 7) Effective meetings.

Communication is the key of successful business, effective. Communication is must for business growth.

C - Common language

O - of organization internal

M - Managing ideas.

M - Meaningfull message

U - Unity of thoughts

N - Noise minimization

I - Intersection.

C - Channel Selection

A - Arose Interest

T - Tone of language

I - Input's

O - Ossivation of ideas through
gans

N - Necessary of every orga-
nisations.

[Space to Write Answers]

3. Write the Importance of body language at workplace-

Importance of body language.

- Research shows that 55% of communication consist of body language. So, the effectiveness of professional life depends on how a person communicates through his or her body language.
- Sometimes communicating through written letters & Verbal language is not enough to convey the message or convince the other party, so in that case, responding through different non-verbal technique prove successful.
- Through powerful body language, a person can motivate his subordinate successfully carry out his business deals & meetings, impress his superiors, or smoothly carry on with his team members.

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5. Write the importance of presentation skills.

Importance of presentation Skills

- 1] Communicate complex information in simple & interesting ways to keep the audience engaged
- 2] Communicates thoughts & feelings effectively.
- 3] Develop self-confidence
- 4] Gain real-world skills, such as the ability to present accomplishment & skills during a job interview
- 5] Listening to others & showing interest in what they say
- 6] Dealing with telephone conversations appropriately.
- 7] Encouraging interest & interaction from others in your team
- 8] Expressing an opinion or asking a question clearly.
- 9] Being able to persuade others

Write the guidelines of presentation skills.

Guidelines of presentation skills:

Before the presentation:-

- 1] Make sure the audience walk away understanding the following:-
 - The problem & why it is a problem
 - What has been done about the problem
 - The value your approach provides
- 2] Describe the programme clearly enough for the audience to appreciate the value of your contribution
- 3] Present your contribution clearly
- 4] Provide references & your contact information

The Presentation:-

- 1] Check to make sure the microphone works before you begin
- 2] Be sure everyone in the room can see your material
- 3] Don't apologize for your displays
- 4] Don't apologize for incomplete result

After the presentation:-

- 1] Thank the audience for its attention
- 2] Gather your materials & move off quickly to allow the next presenter to prepare
- 3] Stay for the entire session & afterwards, be available for people to ask you questions

[Space to write answers]

07. Write the summary of debate based on types of communication

① Verbal Communication -

The Verbal Communication is the use of auditory language to exchange information with other people. It includes sounds, words or speaking. The tone, volume & pitch of one's voice can all contribute to effective Verbal Communication.

It has two types -

i) Oral Communication - Exchange of ideas, information & message through spoken words is oral communication. In this we get feedback immediately but no record of communication is there.

ii) Written Communication - Interchange of message, opinions & information in written or printed form is written communication. Its feedback takes time & proper record of communication are present.

② Body Language -

Is a non-verbal communication between people through non-verbal or visual cues. This includes gesture, facial expressions, body movements, timing, touch & any thing else that communicates without speaking.

③ Formal Communication -

It is the transmission of information in formal organizational structure.

& in specific direction e.g. Letters, reports, email etc. Information is reliable, correct, factual & standard in it.

④ Informal Communication

It is the communication on the basis of informal relations & understanding among the people at the same or different levels. In informal feedback gets immediately. The purpose of informal communication are to build up informal relationship through personal contacts, sharing of information etc.

⑤ Vertical Communication

When communication occurs between superior & subordinates, it is called vertical communication. In this communication which starts from lower level to upper is defined as upward communication & when communication starts from upper level to lower level it is called as downward level.

⑥ Horizontal Communication

When information flows between persons holding same positions in the organization.

⑦ Diagonal Communication

The sharing of information among different structure levels within business.

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11: Explain the eight principles of effective communication

1) Clarity -

A clear mind is reflected in writing that have clarity unless your thoughts & ideas are clear, your writing tends to be muddled (untidy). Then you have to begin by clearing your thoughts & deliberately making a choice of the words & expressions that you are going to use.

2) Time -

It is important to have excellent communication skills in the work place because this helps with time management & efficiency. The ability to communicate well keeps the staff more focused on meeting deadlines.

3) Shortness -

If the messaging can be made brief & verbosity did away with then transmission & comprehension of message are going to be faster & more effective.

4) Correctness -

The information communicated must not be vague or false in any sense. It must be free from errors & grammatical mistakes.

⑤ Feedback

Recipients are not just passive absorbers of messages, they receive response of a receiver to sender's message is called feedback.

⑥ Completeness

The communication must be complete. It should convey all facts required by the audience. The sender of the message must take into consideration the receiver's mind set & convey the message accordingly.

⑦ Communication Channel

Communication channel are the means through which people in an organization communicate. Thought must be given to what channels are used to complete various tasks.

⑧ Sequence

A sequence is a series of behavioral interactions inside a person, or between two or more people. Every sequence has beginning a middle & an end.