**Drafting of Business Letters**

1. **Enquiries and Replies**:
   * **Enquiries**: Sent when seeking information about products, services, or terms. Clarity and courtesy are key.
   * **Replies**: Respond to enquiries with clear, accurate, and complete information, maintaining a positive tone to encourage business relations.
2. **Placing and Fulfilling Orders**:
   * **Placing Orders**: Clearly specify the products or services, quantities, prices, delivery dates, and payment terms.
   * **Fulfilling Orders**: Confirmation of orders, ensuring timely delivery and addressing any discrepancies promptly.
3. **Complaints and Follow-up**:
   * **Complaints**: Address issues like defects, delays, or incorrect shipments. Be precise and suggest solutions.
   * **Follow-up**: Track complaints and ensure corrective action is taken, maintaining professionalism.
4. **Sales Letters**:
   * Persuasive writing that promotes a product or service, highlighting benefits to the customer, and includes a call to action.
5. **Circular Letters**:
   * Used to announce changes, new products, policies, or promotions to a large audience. They are informative and direct.
6. **Application for Employment and Resume**:
   * **Application Letters**: Tailored to the job, highlighting qualifications, experiences, and enthusiasm.
   * **Resume**: Summarizes personal information, education, work experience, skills, and achievements in a structured manner.

**Information Technology for Communication**

1. **Word Processor**: Enables the creation and editing of text documents (e.g., MS Word).
2. **Telex**: An older method of sending text messages over a telegraph network.
3. **Facsimile (Fax)**: Sends scanned documents via telephone lines.
4. **E-mail**: Digital exchange of messages via the internet; fast and efficient.
5. **Voice Mail**: Audio message recording system used when the recipient is unavailable.
6. **Internet Multimedia**: Combines text, video, and sound for enhanced communication (e.g., web conferencing).
7. **Teleconferencing**: Audio meetings held over long distances via telephone or internet.
8. **Mobile Phone Conversations**: Portable communication, allowing voice calls anytime, anywhere.
9. **Video Conferencing**: Real-time video meetings over the internet, useful for remote communication.
10. **SMS**: Short messaging service for sending brief text messages via mobile networks.
11. **Telephone Answering Machine**: Records messages when the recipient cannot answer the call.

**Advantages**: Fast, efficient, global reach, convenience. **Limitations**: Technical issues, security risks, impersonal at times.

**Self Analysis**

1. **SWOT Analysis**:
   * **Strengths**: Internal attributes that provide an advantage.
   * **Weaknesses**: Internal areas that need improvement.
   * **Opportunities**: External factors that can be leveraged for growth.
   * **Threats**: External challenges or obstacles.
2. **Who am I**: Self-reflection to understand one's identity, strengths, weaknesses, values, and goals.
3. **Attributes**: Personal traits such as honesty, adaptability, communication skills, etc., that define an individual’s behavior.
4. **Importance of Self Confidence**: Confidence in one's abilities increases success, reduces fear of failure, and fosters resilience.
5. **Self Esteem**: A healthy regard for oneself; essential for positive mental health and personal growth.

**Creativity**

1. **Out of Box Thinking**: Approaching problems with innovative and unconventional ideas.
2. **Lateral Thinking**: Generating creative solutions through indirect reasoning and perspectives beyond traditional logic.