

Que. 1 What is communication? Explain its process and discuss the importance of feedback.

Communication is central to everything that we do. Our activities succeed or fail according to our ability to communicate effectively. Every organization, whatever may be its business or size, is held together by communication.

The word communication has its root in the Latin word 'Communicare' which means 'to share'.

So there is a sharing of information, knowledge and thought. There are two parties – the sender and the receiver for sharing information. These two parties should have co-operation and understanding between them. They should also have a mutually accepted code of signals – a common language.

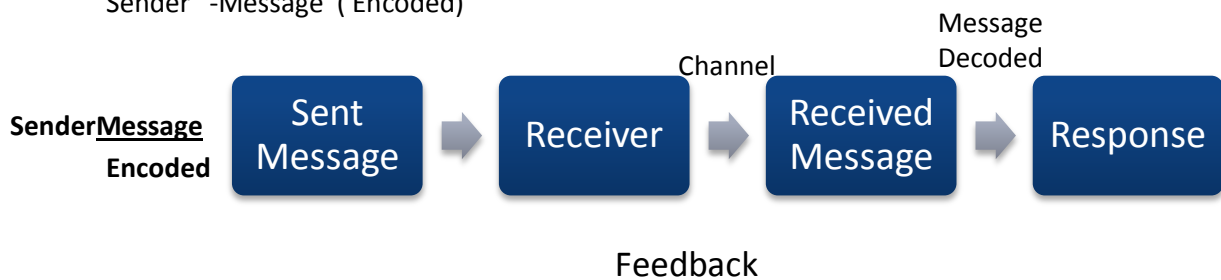
To define communication "Communication is the exchange of information, ideas and knowledge between sender and receiver through an accepted code of symbols".

Communication is a process. To understand the process of communication better – we should look in details how it occurs.

Communication Cycle

Communication Environment

Sender - Message (Encoded)



The cycle shows that the sender encodes the message and sends it through a channel. The channel is nothing but the language used ----- words, actions, signs, objects or their combination. If message received is the same as the message sent there will be response.

Feedback

The transmission of the receiver's response to the sender is called FEEDBACK. Feedback is very essential in communication process. It is a barometer of effective communication.

Communication takes place in a well – defined setup. It is called Communication Environment.

From the above discussion of the communication process, we can make out some essential points. They are as under :

- 1) A Common Communication Environment.
- 2) Co – operation between the sender and the receiver.
- 3) Selection of a proper channel.
- 4) Correct encoding and decoding of the message.
- 5) Receipt of the desired response and feedback.

Que. 2 Point out types and forms of communication.

Communication is important not only in organization, but also in daily life. It is an integral part of our daily activity. Messages that are non – technical or informal are called general purpose communication. Messages containing to technical, industrial, or business

matters belong to the category of business communication. Thus communication can be divided into two broad categories – (1) General Communication (2) Technical Communication

(1) General Communication : It contains a general message. It is mostly oral and quite informal in style and approach. There is no set pattern of communication here. It is not always for a specific audience and does not involve the use of technical vocabulary or graphics.

(2) Technical Communication : It contains a technical message. It can be oral as well as written and mostly formal. It follows a set pattern of communication. It always has a specific audience and it frequently uses technical vocabulary and graphics.

Verbal Communication : (A) Oral (B) Written

Non – Verbal Communication :

(A) Sign Language (B) Body Language (C) Para Language (D) Space, Surroundings, time, (E) Silence

Que. 3 What are the objectives of written communication, explain in details ?

The basic purpose of communication is to convey information and ideas in such a manner that will produce a response as desired by the sender. The over all objective of business communication in organizations is to ensure effective functioning of the organization. Communication may be used for any of the following objectives :

(A) To give and receive information : Information may be collected from a variety of sources. It may be given orally or in writing. It should be accurate and reliable, otherwise decisions , based on information are likely to be misleading the organization.

(B) To provide Advice and Counseling : Advice is most effective when given through face to face contact. Advice should be given in confidential and informal manne to improve his performance.

Counseling is very similar to giving advice. The counselor is a man of greater skill or knowledge on some specific subject. He offers his counsel with any personnel interest or involvement.

Modern age is full of stress and strains when an employee is facing some problems, his morale and efficiency tend to decline. Therefore Professionally managed firms often employ Psychologists, doctors, Lawyers etc, to help employees to overcome adjustment and problems.

(C) To receive suggestion : Employees and customers are a useful source of new ideas for business. Suggestion flows upwards as feedback represents a mild and subtle form of communication. Executives should set aside their ego and should have an open-mind towards constructive suggestions from their sub-ordinates. Suggestion can be voluntary and unanimous.

(D) To persuade people : Persuasion is an art of influencing the attitudes, opinions and actions of people. It is an important objective of communication. It requires the ability to speak and write effectively.

(E) To impart education and training : Education is very formal and conscious process of communication. The main purpose of education is to widen knowledge and improve skills.

It is carried on at three levels :

(a) at management level (b) at the level of employees (c) at the level of outside people. Lectures, Seminars, Study tours are used for training.

(F) To issue warning and notice : Warning is a forceful form of communication because it carries with it a sense of urgency and demands immediate action. But in order to retain its

effectiveness, it should be used discreetly. Warning and Notice are given only after milder methods like advice and appeal fail to achieve results. Need for warning arise when employees violate the rules and regulations of the organization.

(G) To motivate people : Motivation is the process of encouraging people to work hard for achieving goal. Motivation is achieved through Monetary incentives and Making the employees participating in the process of decision making.

Que.4 Compare the point of communication between Oral Communication And Written Communication.

Point of comparison	oral Communication	Written Communication
1) Type	Informal with personal touch	Formal without personal touch
2) Speed	Fast (time saving)	Slow (time consuming)
3) Flexibility	High	Low
4) Record	No record	permanent record
5) Cost	Economical	High cost
6) Feedback	Immediate	Delayed
7) Suitability	For short & simple messages	for lengthy messages
8) Responsibility	can't be fixed	Can be fixed
9) Nature	Spontaneous	A conscious effort
10) Persuasion	Easy	Challenging

Que.5 Define Non-verbal communication.

Communication is the transfer of information from one person to another. We communicate not only through words but also through means other than words. We use silence, signs, symbols, space, object, voice, body language etc. along with our words to convey our messages. All these means are known as non-verbal cues.

The term non-verbal communication was coined in twentieth century and includes many features. Communication through touch and smell, clothing masks, vocal features such as intonation, stress, speech rate, accent and body volume. It also refers to communication through body movements facial expression, gaze, pupil size, posture and interpersonal distance.

Que. 6 Point out Types of non-verbal communication or non-verbal codes.

(1) Kinesics or Kinetics (body language): It is the name given to the study of the body's physical movements. In other words it is the way body communicate without words i.e. through various movements of its parts. Understanding these cues develop our ability to use them during any kind of communication. When a speaker presents himself, we see him before we start hearing him. Immediately we begin developing impressions of his abilities and attitudes based on the non-verbal signals he sends. This is why body language is so critical in oral communication. Body language includes every aspect of one's appearance, posture, gesture, facial expressions and eye contact.

(a) *Personal Appearance* : It plays an important role, as people see you before they hear you. As you adopt your language to an audience, you should also dress appositely. Appearance includes clothes, hair, jewellery, cosmetics and so on.

(b) *Posture*: It generally refers the way we hold ourselves when we stand, sit or walk. Novice communicators are unsure of what to do with their body. Usually they become nervous. Stiff, unnatural postures send the message that you are unsure of yourself and your message.

(c) *Gesture*: It is the movement made by hands, arms shoulders, head and torso. A well timed gesture not only drives a point home but also enhances the impact and adds

greater value to what is being said. Gestures should be well suited to the audience and occasion. They should not divert the attention of the listener and distract from your message.

(d) *Facial Expression*: Face is the most expressive part of our body. Facial expressions are subtle. One can use them in a variety of ways to aid or compliment your communication. The face sends a series of messages at a time. It can show anxiety recognition, hesitation and pleasure in quick succession.

(e) *Eye Contact*: The eyes are considered to be the windows of the soul. We look into the eyes of speaker to find out truthfulness of his speech, his intelligence, attitudes and feelings. Eye contact is direct and powerful form of non-verbal communication. Our eyes are a rich source of feedback. Our upper eyelids and eyebrows can convey a difficult array of non-verbal messages.

(2) **Proxemics** (*space related*): It is a study of physical space in interpersonal relations. Space is related to behavioural norms. In a professional setting, space is used to signal power and status. For example, the head of a company has a larger office than more junior employees. A speaker will have an open space before him when addressing the audience. He should use the psychological power of this space to his advantage.

Gestures should always be in accordance with the space available. When one has plenty of space to manoeuvre, he should move more boldly and expand his gestures. When seated at a table, one should use mild gestures. One can subtly reach out over table to extend his space.

(3) **Paralanguage**: Para linguistics features are non-verbal cues that give urgency to our voice. Our voice is our trademark. It is very useful to know characteristics of voice – quality, volume, rate, pitch and pause.

(a) *Quality*: It distinguishes one voice from another. Each one of us has a unique voice. Its quality depends upon its resonating mechanism. The quality of one's voice cannot be changed but it can be trained for optimum impact. It may be rich and resonant, soft and alluring, thin and nasal.

(b) *Volume*: It is loudness or softness of voice. Voice should always project but need not always be loud. If the place you are speaking in is large and open, the volume should be high, if the place is small and enclosed, the volume should be low.

(c) *Rate/Pace*: Rate is a number of words you speak per minute. It varies from person to person and from 80 to 250 words per minute. The normal rate is from 120 to 150 words. One should cultivate one's pace to this reasonable limit. If a person speaks too slowly and monotonously, he may be considered a dull speaker, although the contents of his speech may be highly interesting.

(d) *Pitch*: Pitch refers to the number of vibration per second of your voice. The rise and fall of your voice conveys various emotions. If one is excited, joyous and even angry, his pitch automatically becomes high. A well balanced pitch results in clear and effective tone.

(e) *Pause*: A pause is a short silence flanked by words. A pause in speaking lets the listener reflect on the message and digest it accordingly. It helps the speaker glide from one thought to another one.

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7 Explain 'Appearance of Corporate letters.

A letter reflects the image of the firm. The first impression always lasts long. Poor paper, unattractive letter-heads, lazily typing and uneven margins are matters of bad image of the company. An effective business letter should be attractive and impressive in appearance. Shakespeare rightly says, 'Apparel oft proclaims the man'. A well dressed man or woman creates a pleasing impression. Good appearance counts everywhere. A letter is called a businessman's ambassador. So it should have an attractive appearance to create the first favourable impression on the reader.

Appearance of a business letter depends mainly on the following factors:

1) Paper : Business firms should choose their stationery with great care. The quality of the paper creates the first impression. Paper should be fine, durable, smooth and white in colour. Cheap, flimsy paper creates a poor impression. Good paper suggests a firm of reliability and standing.

Paper should be unruled. The size of the paper depends on the length of the message. The standard size of the letter-paper is 8 by 10 inches in the U.K. and 8.5 by 11 inches in the U.S.A. In India both these sizes are common.

2) Letterhead : It is a sheet of paper on which the name and address of the firm are printed at the top. The letterhead is the voice and crown of the business. The size, colour, design and printing of the letterhead should be attractive and impressive. A small but suggestive monogram may be used in the letterhead. The modern tendency is to make the letterhead simple but artistic and impressive.

3) Typing : Hand-written letters are treated as old fashioned. Typewritten letters are neat, clean, attractive and easily readable. All business letters should be typewritten. Letters should be free from over-tying, erasures and corrections. The typist should avoid the mistakes of spelling and punctuations. Red, blue or black ribbons may be used to match the colour of the paper.

4) Margin : A well-typed business letter looks like a picture in a frame. Proper margins all around the letter will give a fine impression of balance and proportion. The width of the margin depends on the size of the letter and the length of the message. Equal margin be left on either side of the letter. Margins facilitate the filing of the letters without any loss of the message.

5) Folding : The letter should be folded neatly and carefully. Folding is a skilled job. Careless folding may spoil the appearance of the letter. Folding depends on the size of the letter and the size of the envelope. Two to three folds lengthwise and breadth wise are enough. The envelope should not look bulky. In case of the window envelope, the letter should be folded in such a way that the inside address faces the tissue paper of the envelope.

6) Envelope : It should match with the letter paper in size, colour and quality. Envelopes of all sizes are available in the market. The most popular size is 5.5 by 3.5 inches.

Que. 8 Write a note on 'The Inward Structure' or 'Layout' of business letter.

A business letter has a fixed pattern of its various parts. One cannot write a good business without sound knowledge of its various parts and their proper arrangement. Each part of a business letter has its fixed place and priority in the structure of the letter. The basic parts of the structure, however, do not change. The conventional layout of a business letter makes it attractive in appearance and easy to read and understand.

The Inward Structure of a business letter has the following main parts :

1) The Heading or the Letterhead : It is the crown of a business letter. The heading is generally printed in the form of a letterhead. Business firms write a number of letters every day. So they use printed letterheads. It saves time and labour. It also serves as an advertisement. Old fashioned letterheads indicate an outdated business firm. So letterhead should be simple, artistic, attractive and readable. Since the letterhead shows the pride and prestige of the business firm, proper care must be taken in its design. The heading contains the following informations :

- | | | |
|------------------------------|---------------------------|------------------------|
| a) The full name of the firm | b) The nature of business | c) Full postal address |
| d) Telegraphic address | e) Telex number | f) Reference number |

2) The Date : The Date of the letter is very important for all future references. A letter without date has no legal value. The date can serve as an evidence on some occasions. It is not a part of the letterhead. So it should be typed two spaces below the letterhead. The date is commonly put below the writer's address on the right hand side of the letter. It may be written on the left hand side below the letterhead when the letter is written in the block form. The date can be written in the following styles :

a) **15th July,2019.** This is called **the British Method**. According to this style, day or date comes first, then month and year. There is a comma after the month and a full stop after the year. It is not always necessary to write the full stop. The suffix –st, -nd, -rd, or –th, is added to the date. This is the most common method in India.

b) **July 15,2019.** This is called the American Method. In this method the date is written in order of month, date and year. A comma is used after the date. No suffix is used after the date.

The date should not be written in figures. Never write the date as 5-3-2019. It will create confusion. It might be interpreted as 5th March, 2019 according to the British tradition or as May 3, 2019 according to the American tradition. It also suggests that the writer is either careless or in a great hurry. The months should always be written in words and not in figures. In modern C.C. complete spelling of the month is preferred. The year should also be mentioned in full as 2019 and not as '19.

3) The Inside Address : The Inside Address consists of the name and address or the person or the company to whom the letter is written. It should be written in full just as we write on the envelope. It should be written neatly, clearly, correctly and completely. Generally the inside address is typed on the left hand side two spaces below the date line and two spaces above the salutation.

The Inside address serves many purposes. It is a mark of 'You Attitude' as it reflects the writer's respect for the identity of the recipient. A business firm sends out a number of letters. Their copies are kept on the respective files. The recipient's address would be easily found out for future reference if it is written on the letter itself. It is of special value when window envelopes are used. It saves the time and trouble of typing again on the envelope. The Inside Address is closely connected with the salutation and the complimentary close. If the letter is addressed to "Sales Manager", the salutation will be, "Dear Sir" and the complimentary close will be, "Yours Faithfully". If the letter is addressed to "Apollo Tyres Limited", the salutation will be 'Dear Sirs' and complimentary close 'Yours Faithfully'. In case the letter is sent by name, i.e. Mr. V.M.Desai, manager, 'Manmohan Electricals Limited'; the salutation will be 'Dear Mr. Desai' and complimentary close will be 'Yours Sincerely'.

4) The Salutation : We greet a person at the start of our meeting. A business letter must be cheerful and polite. The salutation is a greeting or compliment to the receiver of the letter. It is a mark of courtesy (politeness) to greet the receiver before we start the letter proper. It is

written on the left hand side two spaces below the inside address or the attention line. The salutation must start with a capital letter and there should be a comma at the end of the salutation. It must have its own line.

5) The Subject Line or Caption : It is generally placed below the salutation. It shows the subject or the main message of the letter in a few words. The Subject line enables the office to pass the letter to the right person or department without delay. It is very useful because it saves the time and labour of tracing the subject in the right files. It enables the concerned person of department to take quick action on the letter. It also makes the work of filing easy.

For example : (a) Dear Sir,

Subject : Purchase of Steel Furniture.

6) The Body of the Letter : This is the most important part of a business letter as it contains the message or information. Most business letters are conveniently drafted in three part :

(1) The Opener (2) The Main Body (3) The closer

The opening of the letter serves as an introduction to the reader. It should be brief and pointed. It may indicate the date, number and subject of previous correspondence.

The body is the heart of a business letter. It contains the actual message of the letter. So it should be written clearly and carefully. It should not be vague and ambiguous. It suggests the purpose of the letter and expresses the mood of the writer. The opening should be short and effective. It should be written from the reader's point of view. For example

a) You will be glad to know that we are opening our branch "Italian Bakery" in your town for the convenience of our valuable customers like you.

b) we are pleased to send our catalogue in a separate cover in reply to your letter of July 10, 2019.

The middle paragraph deals with the main message of the letter. The closing paragraph should be short, clear and courteous. It makes suggestions, offer or request. It should prompt the reader to act upon the main message of the letter. The last paragraph should not end with a participle. For example, 1) Thanking you in anticipation of your favour.

2) Hoping to hear soon from you. 3) Awaiting your esteemed favour.

The modern businessmen would prefer the following endings, for example

a) Thank you very much. b) We shall appreciate your prompt reply. C) Thanks for your prompt attention to our enquiry. d) We trust this information will be useful to you.

7) The Complimentary Close : It is written two or three spaces below the last line of the body of the letter and just above the signature, near the right hand margin. It is like a "Good Bye" or courteous leave taking. It should agree with the salutation, as shown below :

1) Dear Sir, Or Dear Sirs --- Yours faithfully,

2) Dear Mr. Sharma, --- Yours sincerely,

3) Sir, --- Yours obediently, (old style) or Yours sincerely,

8) The Signature : A letter without signature has no legal value. The signature signifies that the writer of the letter is completely aware and conscious about the content and is responsible for the meaning of the letter.

The signature is written just below the complimentary close, near the right- hand margin. Sometimes, it consists of only the name of the writer. Sometimes, it includes the name of the firm which the writer represents. An illegible signature is a discourtesy.

THE PER PRO SIGNATURE : Whenever the director of the company is absent the possible delay in correspondence is avoided by the privilege of the 'per pro' signature. In most

companies, an important person is legally authorized to sign letters. Such a signature is known as '**Per Procuracionem**' which means as agent for. It is abbreviated as per. Pro. Or p.p. The company sends circular letters to its valued customers informing them of the person authorized to sign letters along with his specimen signature. For example,

Yours sincerely,

Per pro- Ajanta Plastic Industries Ltd. ,

M. V. Manek

The modern practice is to omit "per pro" and mention the designation of the person. i.e.

Yours sincerely,

Ajanta Plastic Industries Ltd. ,

M. V. Manek

Sales Manager.

Que.9 Explain the essentials of a good Business Letter. Or

Explain seven C's in A Business letter

A smart appearance by itself is not enough, though it is important in commercial correspondence. A wise businessman also understands the certain principles or essentials to draft successful letter. Here are certain essentials :

1) Clarity or Clear writing : The writer of a business letter should be exact in sentence structure, punctuation and word selection in order to make the message clear. Faulty writing can mislead customers, or its meaning becomes obscure. For example, a) we have your recent letter. (Misleading) ---- We have your recent letter of August 6, 2019.

2) Conciseness : A concise (brief) message saves the reader's time and receives his prompt attention. Concise writing means using as few words as possible without sacrificing courtesy and clarity. Conciseness is achieved by leaving unnecessary details and by avoiding unnecessary words. For example, enclosed herewith (wordy) , enclosed (concise)

3) Courtesy : courtesy costs nothing. A courteous gentleman says 'please' when he wants a favour. 'Thank you' when he receives a favour. And 'I am sorry' when he has hurt some one's feelings without any intention. Similarly, a modern business man is supposed to observe the rules of courtesy or etiquettes while drafting business letters. He should be courteous mainly while drafting of collection letters and replies to complaints.

4) Consideration or the 'You' Attitude : Consideration of reader's or customer's interests is also one of the important essentials of a good business letter. The Americans call it 'You Attitude'. A businessman should not go on writing about 'I' and 'we'. He should try to appeal to the customer's interests, suggesting to him that the purpose of the letter is to benefit him. Everyman thinks that he is the centre of the world and all things go around him for his sake. According to psychology, a person is soon impressed favourably if we satisfy his ego or his interests.

5) Correctness : Correction in business letter should be taken care of for two things : (a) Information (b) Language. Correction of information means that the facts and figures mentioned in the letter should be correct. For, errors may lead to further correspondence and even monetary loss. The typist should be careful while typing.

6) completeness : A business letter is considered complete when (1) it presents all the essential ideas (2) it has one objective only.

Presenting all essential ideas means giving complete information to the reader and convincing him to act according to the writer's motivation. Thus, an offer letter would give complete description of the goods, prices and terms. A smart businessman tries to influence reader's action and make him act in his favour.

7) Concreteness : A supplier who receives a vague order cannot serve his customer promptly. A business letter should not be vague; it should be concrete and exact in its meaning and purpose. For example, We want some saris. (vague). We wish to order sixteen

Ques Banarasi Silk Saris. (Concrete)

Ques - 10) Write note on 'You Attitude'.

We must accept a universal fact that every customer is more interested in himself than in others. Even a very attractive letter fails to move him unless it contains something which offers him some special advantage. We cannot afford to lose sight of this while writing a business letter. In other words, we should realize the importance of 'You Attitude' in a business letter.

'You Attitude' means writing a letter from the reader's point of view. Customers do not purchase anything to please a seller. They purchase an article only when they feel that it is a good bargain for them. A letter containing 'You Approach' highlights readers' interests. It contains some offer which is of interest for the readers. **A businessman who keeps himself in focus and discloses his own interest fails to get a good response from the readers. He should write a letter not in the manner he would like to write but in the manner in which the readers would like to read.** In other words, he should write from the readers' point of view. While attempting to please customers, the writer must remember to show courtesy but keep away from flattery. One has rightly described 'You Attitude' in words, ***'Shout You but whisper I'.***