

SRINIVAS UNIVERSITY

**COLLEGE OF COMPUTER SCIENCE & INFORMATION SCIENCE
CITY CAMPUS, PANDESHWAR, MANGALORE-575 001.**

BACKGROUND STUDY MATERIAL

PROFESSIONAL COMMUNICATION

I Semester



**Compiled By
Faculty**

2021

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SYLLABUS

PROFESSIONAL COMMUNICATION

Paper-1

Objectives: The aim of this subject is to equip students with ability to create effective and impactful write ups, charismatic written request letters and develop a sense of drafting style. The course strives to establish the knowledge of basic communication sense among students towards acceptable writing patterns and proficient functional English usage. The study will help students to practice writing projections like field work or internship reports, modulations and professional work report drafting along with building natural and effective writing habits.

Unit I: Basics of Functional English

8 Hrs

An Introduction of the Structures in English Language, Types and Construction of Sentences, Usage of Parts of Speech and Linkers, Usage of Idioms and Phrases for Standardizing Communication, Accent and Pronunciation for Effective Communication, Explicit Comprehensive Exercises, Implicit Comprehensive Exercises, Converting Titles into meaningful passages .

Unit II: Foundations of Communications

8Hrs

Communication and its Process Flow, Types, Forms or Categories of Communication, Verbal, Non-verbal, Formal, Informal, external, internal, inward, outward Barriers to Communication and steps to overcome them, Effective Reading Skills Basics, significance and reading practice, Basic Visual and Listening Skills, Observation, Focus and Concentration building, Conversation and Language Skills, Dialogues, Rhetoric's and Passages, Non-Verbal communication and its effects, Body-Language, Professional Manners, Etiquettes and Behavior, Cultural differences and Diversity in Communication.

Unit III: Essentials of Professional Writings

8Hrs

Introduction to Writing and Keyboard Typing Skills, Types and Kinds of Business Writings, Structure of Keyboard and typing practice, Important varieties of Business Letters and Requests, Routine letters and Positive messages, Placing Orders, Directives and Instructions, Information requests, Bad News and Persuasion Letters, Communication of Negatives and unpleasant updates/developments, Sales Letters, Collection letters, Job application letters. Types of Professional Writing Formats Block and Indented, Key points to remember while writing Business Letter or Requests, Understanding Emails and Professional Chat, SMS communications. Writing Reports and its needs, Types of Reports, Important classifications, varieties and kinds of professional reports, Structure & Components of Reports.

Unit IV: Advanced Written Communications and Designing and Delivering Oral Presentations

8 Hrs

Fundamentals of Business Writing- Introduction- ABC3 Model of Writing- Writing agenda and minutes for Meetings, Meaning, significance and needs, designing and formulation, applications. Drafting Notices and Memorandum - Importance, Formalities and Protocols. Challenges in Professional Presentations- Process of Making Effective Presentations- Collaborative Presentations- Online Presentations-Presenting to a Culturally Diverse Audience

Unit V: Communicating Through Technology and Employment Communication 8 Hrs

Introduction- Classification of Technological Tools for Communication- Major Technological Tools- Effective Use of Technology for Communication- Communicating Through Social Media-Communicating in Virtual Teams.

Employment Process- Setting Goals- Understanding Employers' Mindset towards the Employment Process- Organizing Your Approach to the Employment Process- Drafting Résumés and Other Employment Messages- Drafting Application Letters- Handling Group Discussions- Handling Interviews- Drafting Post-Interview Employment Messages.

Total Hours: 40

Practical Components:

- 1) Student to write/type leave or business letter and also mock e-mail companies their Job application or any other suitable correspondence.
- 2) Write a Blog or create your own website using word press etc.
- 3) Use Microsoft Word and create a cover letter for your Job Application.

Books for Reference:

1. J. C. Good English (Getting it Right) -Ajmani
2. Essentials of Business Writing -Guffey, Mary Ellen
3. Jr. Report Writing for Business -Lesikar, Raymond V., & John D. Pettit
4. Writing Reports - Seely, John
5. Business Correspondence and Report Writing-Sharma, R. C. & Krishna Mohan
6. Business Communication: A Practice Oriented Approach- Shalini Kalia

Teaching Plan

Professional Communication-I

Objectives: The aim of this subject is to equip students with ability to create effective and impactful write ups, charismatic written request letters and develop a sense of drafting style. The course strives to establish the knowledge of basic communication sense among students towards acceptable writing patterns and proficient functional English usage.

Unit I: Basics of Functional English

Session 1: Introduction & History of English

Session 2: Structures of Sentences

Session 3: Types of sentences

Session 4: Parts of speech

Session 5: Idioms and Linkers

Session 6: Phrases and Clauses

Session 7: Explicit and Implicit comprehension

Session 8: Accent and pronunciation, Story writing

Unit II: Foundations of Communications

Session 9: Communication: Types, Process & Flow

Session 10: Barriers to Communication

Session 11: Steps to overcome Barriers (7 Cs for effective communication)

Session 12: Activities on Reading skill & concentration building

Session 13: Effects of Non-verbal communication

Session 14: Professional manners, Etiquettes, Behavior

Session 15: Cultural diversity in communication

Session 16: Activities on Body language & listening skills

Unit III: Essentials of Professional Writings

Session 17: Business writings: Introduction & types

Session 18: Business letters: Routine letters

Session 19: Persuasion letters

Session 20: Order letters

Session 21: Sales letters

Session 22: Collection letters

Session 23: Communication of unpleasant & positive messages

Session 24: Job application

Session 25: Email etiquettes

Session 26: Professional writings (format)

Session 27: Report writing: structure, components, types

Unit IV: Advanced Written Communications and Designing and Delivering Oral Presentations

Session 28: Fundamentals of business writing

Session 29: ABC 3 Model of writing

Session 30: Meaning and significance of designing application

Session 31: Drafting notice and Memorandum

Session 32: Presentation (students)

Unit V: Communicating Through Technology and Employment Communication

Session 33: Technological tools of communication

Session 34: Communication through social media

Session 35: Teams

Session 36: Employment process

Session 37: Drafting resumes

Session 38: Group discussions

Session 39: Handling interviews

Session 40: Post interview employment messages

TOTAL: 40 HOURS**CREDITS: 4****MODEL EXAMINATION****Marks**

University examination	50
Internal assessment	50
<u>Total marks</u>	<u>100</u>

Method of allocating Internal Assessment marks

I Internal	10 marks
II Internal	10 marks
Preparatory exam	10 marks
Assignment and presentation	10 marks
Attendance and class behavior	10 marks
<u>Total</u>	<u>50 marks</u>

Books for Reference:

- | | |
|---|-----------------|
| 1. J. C. Good English (Getting it Right) | -Ajmani |
| 2. Essentials of Business Writing -Guffey, Mary Ellen | |
| 3.Jr. Report Writing for Business | -Lesikar, |
| Raymond V., & John D. Pettit | |
| a. Writing Reports | - Seely, John |
| b. Business Correspondence and Report Writing | -Sharma, |
| R. | C. |
| & Krishna Mohan | |
| c. Business Communication: A Practice Oriented Approach | - Shalini Kalia |

UNIT- 1

BASICS OF FUNCTIONAL ENGLISH

1.1 Introduction:

English is a West Germanic language originated from Anglo-Frisians who brought to Britain in the mid of 5th – 7th century AD. (Now North West Germany). The old English was developed by them and later in 15th century it got modified into the early modern English. The famous poet/Dramatist Shakespeare used this English for his most of the poetries and writings. During 17th century again it got modified and then named as modern English and started getting exported to various parts of world because of British colonization. Now English is a dominant language in Britain, Ireland, USA, Canada, Australia, and New Zealand so on. Even gradually it took over the place of common language in Europe by replacing French and Latin during 20th century. Due to influence and efforts of those English speaking Christian missionaries resulted in English becoming a second language in almost all the countries in the globe.

English language public instruction began in India in the 1830s during the rule of the East India Company (India was then, and is today, one of the most linguistically diverse regions of the world). In 1835, English replaced Persian as the official language of the Company. Lord Macaulay played a major role in introducing English and western concepts to education in India. He supported the replacement of Persian by English as the official language, the use of English as the medium of instruction in all schools, and the training of English-speaking Indians as teachers. Throughout the 1840s and 1850s, primary-, middle-, and high-schools were opened in many districts of British India, with most high schools offering English language instruction in some subjects. In 1857, just before the end of Company rule, universities modeled on the University of London and using English as the medium of instruction were established in Bombay, Calcutta and Madras. During subsequent Crown Rule in India, or the British Raj, lasting from 1858 to 1947, English language penetration increased throughout India. This was driven in part by the gradually increasing hiring of Indians in the civil services. At the time of India's independence in 1947, English was the only functional lingua franca in the country.

After Indian Independence in 1947, Hindi was declared the first official language, and attempts were made to declare Hindi the sole national language of India. Due to protests from Tamil Nadu and other non-Hindi-speaking states, it was decided to temporarily retain English for official purposes until at least 1965. By the end of this period, however, opposition from non-Hindi states was still too strong to have Hindi declared the sole language. With this in mind, the English Language Amendment Bill declared English to be an associate language "until such time as all non-Hindi States had agreed to its being dropped." This has not yet occurred, and it is still widely used. For instance, it is the only reliable means of day-to-day communication between the central government and the non-Hindi states.

The view of the English language among many Indians has gone from associating it with colonialism to associating it with economic progress, and English continues to be an official language of India.

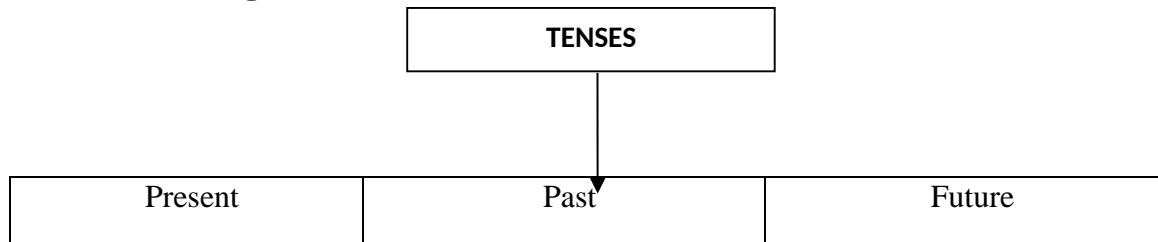
While there is an assumption that English is readily available in India, available studies show that its usage is actually restricted to the elite, because of inadequate education to large parts of the Indian population. The use of outdated teaching methods and the poor grasp of English exhibited by the authors of many guidebooks, disadvantage students who rely on such books.

1.2 Structure of sentences:

English language is made up of grammar in which the meanings are encoded into wordings. To study the grammar we need to know the tenses of the sentences. There are mainly three tenses in English language.

Verbs come in three tenses: past, present, and future. The past is used to describe things that have already happened (e.g., earlier in the day, yesterday, last week, three years ago). The present tense is used to describe things that are happening right now, or things that are continuous. The future tense describes things that have yet to happen (e.g., later, tomorrow, next week, next year, three years from now).

The 12 Basic English Tenses



- Present Simple
- Present Continuous
- Present Perfect
- Present Perfect Continuous
- Past Simple
- Past Continuous
- Past Perfect
- Past Perfect Continuous
- Future Simple
- Future Continuous
- Future Perfect
- Future Perfect Continuous

- **Present Simple**

I do, I do do

- **Present Continuous**

I am doing

- **Present Perfect**

I have done

- **Present Perfect Continuous**

I have been doing

- **Past Simple**

I did, I did do

- **Past Continuous**

I was doing

- **Past Perfect**

I had done

- **Past Perfect Continuous**

I had been doing

- **Future Simple**
I will do
- **Future Continuous**
I will be doing
- **Future Perfect**
I will have done
- **Future Perfect Continuous**
I will have been doing

The following table illustrates the proper use of verb tenses :

Simple Present <i>I read</i> nearly every day.	Simple Past Last night, I <i>read</i> an entire novel.	Simple Future <i>I will read</i> as much as I can this year.
Present Continuous <i>I am reading</i> Shakespeare at the moment.	Past Continuous <i>I was reading</i> Edgar Allan Poe last night.	Future Continuous <i>I will be reading</i> Nathaniel Hawthorne soon.
Present Perfect <i>I have read</i> so many books I can't keep count.	Past Perfect <i>I had read</i> at least 100 books by the time I was twelve.	Future Perfect <i>I will have read</i> at least 500 books by the end of the year.
Present Perfect Continuous <i>I have been reading</i> since I was four years old.	Past Perfect Continuous <i>I had been reading</i> for at least a year before my sister learned to read.	Future Perfect Continuous <i>I will have been reading</i> for at least two hours before dinner tonight.

The job of grammar is to organize words into sentences, and there are many ways to do that. (Or we could say, Words can be organized into sentences in many different ways.) For this reason, describing *how* to put a sentence together isn't as easy as explaining how to bake a cake or assemble a model plane. There are no easy recipes, no step-by-step instructions. But that doesn't mean that crafting an effective sentence depends on magic or good luck.

There are 5 basic sentence structures. They can be mentioned as below:

1. **Subject+ verb** eg: The boy plays
2. **Subject + verb+ object** eg: Balu kicks the ball
3. **Subject+ verb+ adjective** eg: Diya is pretty
4. **Subject + verb+ adverb** eg: Manu laughs loudly
5. **Subject+ verb+ noun** eg: John is a driver

1.3 Parts of speech

We can categorize English words into **9 basic types** called "parts of speech" or "word classes". It's quite important to recognize parts of speech. This helps you to analyze sentences

and understand them. It also helps you to construct good sentences.

This is a summary of the 9 parts of speech. You can find more detail if you click on each part of speech.

part of speech	function or "job"	example words	example sentences
Verb	action or state	(to) be, have, do, like, work, sing, can, must	English Club is a web site. I like English Club.
Noun	thing or person	pen, dog, work, music, town, London, teacher, John	This is my dog . He lives in my house . We live in London .
Adjective	describes a noun	good, big, red, well, interesting	My dogs are big . I like big dogs.
part of speech	function or "job"	example words	example sentences
Determiner	limits or "determines" a noun	a/an, the, 2, some, many	I have two dogs and some rabbits.
Adverb	describes a verb, adjective or adverb	quickly, silently, well, badly, very, really	My dog eats quickly . When he is very hungry, he eats really quickly.
Pronoun	replaces a noun	I, you, he, she, some	Tara is Indian. She is beautiful.
Preposition	links a noun to another word	to, at, after, on, but	We went to school on Monday.
Conjunction	joins clauses or sentences or words	and, but, when	I like dogs and I like cats. I like cats and dogs. I like dogs but I don't like cats.
Interjection	short exclamation, sometimes inserted into a sentence	oh!, ouch!, hi!, well	Ouch! That hurts! Hi! How are you? Well , I don't know.

The Parts of speech explains how a word is used in a sentence. It is a category to which a word is assigned in accordance with its syntactic functions. In English the main parts of speech are noun, pronoun, adjective, determiner, verb, adverb, preposition, conjunction, and interjection. It is also called as word class.

Noun:

A noun is the name of a person, place, thing or idea.

Kinds of Noun:**1. Proper Noun :**

a proper noun is the name of some particular person or place.

Ex- Ram, Shyam, Delhi.

2. Common Noun :

A Common noun is a name given in common to every person or thing of the same kind or class.

Ex- boy, girl, teacher etc.

3. Collective Noun :

A collective noun is the name of a group of persons or things.

Ex- army, committee, crowd etc.

4. Abstract Noun :

a noun denoting an idea, quality, or state rather than a concrete object.

Ex- strength, innocence, fear, judgment. Etc.

5. Material Noun :

Material noun is the name given to the material, substance or things made up of The alloy.

Ex- cotton, gold, silver etc.

NOUN: Gender**1. Masculine Gender:**

A noun that denotes male animal is said to be of the Masculine Gender.

Ex- Man, boy, Tiger, Sun etc.

2. Feminine Gender:

A noun that denotes a female animal is said to be of the Feminine Gender.

Ex- woman, girl, nature, lioness etc.

3. Common Gender :

A noun that denotes either a male or a female is said to be of the common gender.

Ex- Parent, child, student, cousin etc.

4. Neuter Gender :

A noun that denotes a thing without life , neither male nor female , is said to be of the Neuter gender.

Ex- Book, Pen, room etc.

Noun : Number**1. Singular Noun :**

A noun that denotes one person or thing, is said to be in the Singular Number.

Ex- pen, cow, boy etc.

2. Plural Noun :

A noun that denotes more than one person or thing, is said to be in the plural Number.

Ex- Pens, Boys, Cows etc

NOUN: countable / uncountable

Countable nouns are the names of objects, people etc that we can count.

Ex- book, apple, doctor, horse etc.

Uncountable nouns are the names of things which we can't count.

They mainly denote substance and abstract things.

Ex- milk, oil, sugar, gold, honesty etc.

NOUN: CASES

The case of a noun tells us about the position of that noun or pronoun in a sentence.

In English, there are five cases.

Nominative case :

a noun is said to be in the nominative case if it is the subject of a verb.

Ex- Ram is an intelligent boy.

Objective case :

Nouns or Pronouns are said to be in objective case if they are the direct object of verbs or the objects of the preposition.

Dative case :

A noun is said to be in Dative case if it is the indirect object of the verb.

Rohan brought me a flower. ('Me' is in dative case)

Possessive case : A noun is said to be in the possessive case if it denotes possession or ownership.

Ex- This is your pencil. ('your' is in possessive case)

Vocative case :

A noun or pronoun is said to be in vocative case if it is used to call (or to get attention of a person or persons)

Ex- Mr. Mallya , people are waiting for you in the hall. (Mr. Mallya is in vocative case)

Pronoun:

A pronoun is used in the place of a noun to avoid repetition. Hence it is the word which replaces the noun.

What Is a Pronoun?

Pronouns make up a small subcategory of nouns. The distinguishing characteristic of pronouns is that they can be substituted for other nouns. For instance, if you're telling a story about your sister Sarah, the story will begin to sound repetitive if you keep repeating "Sarah" over and over again.

Example, Sarah has always loved fashion. Sarah announced that Sarah wants to go to fashion school.

You could try to mix it up by sometimes referring to Sarah as "my sister," but then it sounds like you're referring to two different people.

Example : Sarah has always loved fashion. My sister announced that Sarah wants to go to fashion school.

Instead, you can use the pronouns *she* and *her* to refer to Sarah.

Sarah has always loved fashion. She announced that she wants to go to fashion school.

Adjective:

It describes, modifies or gives more information about a noun/ pronoun. **Verb:** It shows an action or state of being. It shows what someone or something is doing. **Adverb:** It modifies/ describes a verb, an adjective or another adverb.

What Are Adjectives?

Adjectives are words that describe the qualities or states of being of nouns: *enormous, doglike, silly, yellow, fun, fast*. They can also describe the quantity of nouns: *many, few, millions, eleven*.

Adjectives Modify Nouns

Most students learn that adjectives are words that modify (describe) nouns. Adjectives do not modify verbs or adverbs or other adjectives.

Examples :

Margot wore a **beautiful** hat to the pie-eating contest.

Furry dogs may overheat in the summertime.

My cake should have **sixteen** candles.

The **scariest** villain of all time is Darth Vader

In the sentences above, the adjectives are easy to spot because they come immediately before the nouns they modify.

But adjectives can do more than just modify nouns. They can also act as a complement to linking verbs or the verb *to be*. A linking verb is a verb like *to feel, to seem, or to taste* that describes a state of being or a sensory experience.

Examples :

That cow sure is **happy**.

It smells **gross** in the locker room.

Driving is **faster** than walking.

The technical term for an adjective used this way is *predicate adjective*.

Uses of Adjectives

Adjectives tell the reader how much—or how many—of something you’re talking about, which thing you want passed to you, or which kind of something you want.

Example :

Please use **three white flowers** in the arrangement.

Three and *white* are modifying flowers.

Often, when adjectives are used together, you should separate them with a comma or conjunction. See “Coordinate Adjectives” below for more detail.

Examples :

I’m looking for a **small, good-tempered dog** to keep as a pet.

My new dog is **small and good-tempered**.

Preposition:

It shows the relationship of a noun/pronoun to another word. They can indicate time, place or relationship.

A preposition is a word used to link nouns, pronouns, or phrases to other words within a sentence. They act to connect the people, objects, time and locations of a sentence. Prepositions are usually short words, and they are normally placed directly in front of nouns. In some cases, you’ll find prepositions in front of gerund verbs.

A nice way to think about prepositions is as the words that help glue a sentence together. They do this by expressing position and movement, possession, time and how an action is completed. Indeed, several of the most frequently used words in all of English, such as *of, to, for, with, on* and *at*, are prepositions. Explaining prepositions can seem complicated, but they are a common part of language and most of us use them naturally without even thinking about it.

In fact, it’s interesting to note that prepositions are regarded as a ‘closed class’ of words in the English language. This means, unlike verbs and nouns, no new words are added to this group

over time. In a way, it reflects their role as the functional workhorse of the sentence. They are unassuming and subtle, yet vitally important to the meaning of language.

- The first rule is that to make sentences clear, specific prepositions are needed. For example, the preposition *in* means one thing and the preposition *on* cannot substitute for it in all cases. Some prepositions are interchangeable but not always. The correct preposition means one particular thing and using a different proposition will give the sentence a very different meaning. *I want to see you **in** the house now, Bill!* means something very different from *I want to see you **on** the house now, Bill!* **In** the house means Bill should go through the door, walk inside, and stand in the hall or living room. **On** the house means Bill would need to get a ladder and climb to the roof where he would be *on top of* the house.

- The second rule for using prepositions is that prepositions are generally followed by nouns or pronouns. There was a time in the past when teachers held strictly to this rule, but it made for some clunky sentences. *I am seeking someone I can depend on* ends with the preposition *on*, so people who insisted that sentences shouldn't end with a preposition would be forced to use convoluted and unnatural phrasing. To avoid ending that sentence above with a preposition, you'd have to say, *someone I can depend on is whom I am seeking*.

- There are more than 100 prepositions in the English language. In addition, there are endless possibilities for creating prepositional phrases, phrases that begin with a preposition and end with a noun or pronoun. In the following sections, you will find examples of prepositions, types of prepositions, a comprehensive list of prepositions, and some helpful preposition exercises. As you read the examples and study the list, remember that prepositions usually convey concepts such as comparison, direction, place, purpose, source possession, and time.

Examples of Prepositions

In the following sentences, examples of prepositions have been italicized. As you read, consider how using different prepositions or even different types of prepositions in place of the examples might change the relationship between the rest of the words in the sentence.

- I prefer to read *in* the library.
- He climbed *up* the ladder to get *onto* the roof.
- Please sign your name *on* the dotted line *after* you read the contract.
- Go *down* the stairs and *through* the door.
- He swam *across* the pool.
- Take your brother *with* you.

Types of Prepositions

There are three types of prepositions, including time prepositions, place prepositions, and direction prepositions.

Time prepositions are those such as *before*, *after*, *during*, and *until*;

place prepositions are those indicating position, such as *around*, *between*, and *against*; and

direction prepositions are those indicative of direction, such as *across*, *up*, and *down*. Each type of preposition is important.

Prepositions of Time

Basic examples of time prepositions include: *at*, *on*, *in*, *before* and *after*. They are used to help indicate when something happened, happens or will happen. It can get a little confusing though, as many different prepositions can be used.

Prepositions of time examples in the following sentences are in bold for easy identification.

For example:

- I was born **on** July 4th, 1982.
- I was born **in** 1982.
- I was born **at** exactly 2am.
- I was born two minutes **before** my twin brother.

- I was born **after** the Great War ended.

The above makes it seem quite difficult, with five different prepositions used to indicate when something happened. However, there is a set of guidelines that can help decide which preposition to use:

For years, months, seasons, centuries and times of day, use the preposition **in**:

- I first met John **in** 1987.
- It's always cold **in** January
- Easter falls **in** spring each year.
- The Second World War occurred **in** the 20th century.
- We eat breakfast **in** the morning.

For days, dates and specific holiday days, use the preposition **on**.

1. We go to school **on** Mondays, but not **on** Sunday
2. Christmas is **on** December 25th.
3. Buy me a present **on** my birthday.

For times, indicators of exception and festivals, use the preposition **at**:

- Families often argue **at** Christmas time.
- I work faster **at** night.
- Her shift finished **at** 7pm.

Before and **after** should be much easier to understand than the other examples of prepositions of time. Both are used to explain when something happened, happens or will happen, but specifically in relation to another thing.

- **Before** I discovered this bar, I used to go straight home **after** work.
- We will not leave **before** 3pm.
- David comes **before** Bryan in the line, but **after** Louise.

Other prepositions of time could include: *During, about, around, until and throughout.*

- The concert will be staged **throughout** the month of May.
- I learned how to ski **during** the holidays.
- He usually arrives **around** 3pm.
- It was **about** six in the morning when we made it to bed.
- The store is open **until** midnight.

Prepositions of Place

To confuse matters a bit, the most common prepositions to indicate time – **on, at, in** – are also the most common prepositions to indicate position. However, the rules are a little clearer as place prepositions are a more rigid concept than time prepositions.

Prepositions of place examples in the following sentences are in bold for easy identification.

- The cat is **on** the table.
- The dogs are **in** the kennel.
- We can meet **at** the crossroads.

The guidelines can be broken down as follows:

On is used when referring to something with a surface:

- The sculpture hangs **on** the wall.
- The images are **on** the page.
- The specials are **on** the menu, which is **on** the table.

In is used when referring to something that is inside or within confined boundaries. This could be anything, even a country:

1. Jim is **in** France, visiting his aunt **in** the hospital.
2. The whiskey is **in** the jar **in** the fridge.
3. The girls play **in** the garden.

At is used when referring to something at a specific point:

1. The boys are **at** the entrance **at** the movie theater.
2. He stood **at** the bus stop **at** the corner of Water and High streets.
3. We will meet **at** the airport.

Lot's of other prepositions of place, such as *under*, *over*, *inside*, *outside*, *above* and *below* are used in English. There is, however, a lot less confusion as they refer to rigid positions rather than abstract ones.

- The cat is **under** the table.
- Put the sandwich **over** there.
- The key is locked **inside** the car.
- They stepped **outside** the house.
- Major is ranked **above** corporal.
- He is waving at you from **below** the stairs.

Prepositions of Movement

Prepositions of movement are quite easy to understand as they are less abstract than prepositions of place and time. Essentially, they describe how something or someone moves from one place to another. The most commonly used preposition of movement is **to**, which usually serves to highlight that there is movement towards a specific destination.

Prepositions of movement examples in the following sentences are in bold for easy identification.

- He has gone on vacation **to** France.
- She went **to** the bowling alley every Friday last summer.
- I will go **to** bed when I am tired.
- They will go **to** the zoo if they finish their errands.

Other more specific prepositions of movement include: *through*, *across*, *off*, *down* and *into*. These prepositions can sometimes get mixed up with others. While they are similar, they have individual meanings that add context to the movement.

Across refers to moving from one side to another.

- Mike travelled **across** America on his motorcycle.
- Rebecca and Judi are swimming **across** the lake.

Through refers to moving directly inside something and out the other end.

- The bullet Ben shot went **through** the window.
- The train passes **through** the tunnel.

Into refers to entering or looking inside something.

- James went **into** the room.
- They stare **into** the darkness.

Up, **over**, **down**, **past** and **around** indicate directions of movement:

1. Jack went **up** the hill.
2. Jill came tumbling **down** after.
3. We will travel **over** rough terrain on our way to Grandma's house.

4. The horse runs **around** the track all morning.
5. A car zoomed **past** a truck on the highway.

Conjunction:

It joins the two words, ideas, phrases or clauses together in a sentence and shows how they are connected.

A conjunction is a part of speech that is used to connect words, phrases, clauses, or sentences. Conjunctions are considered to be invariable grammar particle, and they may or may not stand between items they conjoin.

Types of Conjunctions

There are several different types of conjunctions that do various jobs within sentence structures. These include:

- **Subordinating conjunctions** – Also known as subordinators, these conjunctions join dependent clauses to independent clauses.
- **Coordinating conjunction** – Also known as coordinators, these conjunctions coordinate or join two or more sentences, main clauses, words, or other parts of speech which are of the same syntactic importance.
- **Correlative conjunction** – These conjunctions correlate, working in pairs to join phrases or words that carry equal importance within a sentence.
- **Conjunctive adverbs** – While some instructors do not teach conjunctive adverbs alongside conjunctions, these important parts of speech are worth a mention here. These **adverbs** always connect one clause to another, and are used to show sequence, contrast, cause and effect, and other relationships.

When people first learn to write, they usually begin with short, basic sentences like these: “*My name is Ted. I am a boy. I like dogs.*” One of the most important jobs conjunctions do is to connect these short sentences so they sound more like this: “*I am a boy named Ted, and I like dogs.*”

Conjunction Rules

There are a few important rules for using conjunctions. Remember them and you will find that your writing flows better:

- Conjunctions are for connecting thoughts, actions, and ideas as well as **nouns**, clauses, and other parts of speech. For example: *Mary went to the supermarket **and** bought oranges.*
- Conjunctions are useful for making lists. For example: *We made pancakes, eggs, **and** coffee for breakfast.*
- When using conjunctions, make sure that all the parts of your sentences agree. For example: “*I work busily **yet** am careful*” does not agree. “*I work busily **yet** carefully*” shows agreement.

Conjunctions List

There are only a few common conjunctions, yet these words perform many functions: They present explanations, ideas, exceptions, consequences, and contrasts. Here is a list of conjunctions commonly used in American English:

- And
- As
- Because
- But
- For
- Just as
- Or
- Neither
- Nor
- Not only

- So
- Whether
- Yet

Examples of Conjunctions

In the following examples, the conjunctions are in bold for easy recognition:

- I tried to hit the nail **but** hit my thumb instead.
- I have two goldfish **and** a cat.
- I'd like a bike **for** commuting to work.
- You can have peach ice cream **or** a brownie sundae.
- Neither the black dress **nor** the gray one looks right on me.
- My dad always worked hard **so** we could afford the things we wanted.
- I try very hard in school **yet** I am not receiving good grades.

Interjection:

It is a word/phrase that expresses a strong feeling or emotion. It is a short exclamation.

An interjection is one of the eight major parts of speech, along with verbs, nouns, pronouns, adjectives, adverbs, prepositions and conjunctions.

Some grammarians believe interjections are the least important part of speech. That might be because interjections aren't generally required in order for the meaning of a sentence to be clear.

Interjections, like "wow" and "ouch," are solely designed to convey emotion in an abrupt and exclamatory way. They express meaning or feeling in a word or two. They do not relate grammatically to the other parts of the sentence, nor do they help the reader understand the relationship between words and phrases in the sentence.

Instead, interjections simply convey the way the author (or speaker) is feeling. Interjections are rarely used in academic or formal writing; they're more common in fiction or artistic writing. They're usually, but not always, offset by an exclamation point (which is also used to show emotion).

Use of Interjections

You'll find interjections at the beginning of sentences, in the middle of sentences, at the end of sentences, and sometimes as standalone sentences on their own.

Beginning of Sentences

Interjections are commonly used at the beginning of the sentence. They're also associated with a punctuation mark designed to convey emotion: the exclamation point.

For example:

- "Oh no, I can't believe that it is snowing here again!"
- "Wow, this is such a pleasant surprise!"

In these sentences, the interjection ("oh no" and "wow") appear at the beginning of the sentence. In addition, the emotion is strong and the sentence itself ends with an exclamation point to illustrate that.

Determiner/ Articles:

It may be definite or indefinite which helps to define noun.

a determiner is a word that introduces a noun. It always comes before a noun, not after, and it also comes before any other adjectives used to describe the noun.

Determiners are required before a singular noun but are optional when it comes to introducing plural nouns. For example, consider the placement and usage of the common determiner *the* in the sentences below:

- *The* bunny went home.
- I ate *the* chocolate cookie for dessert.
- Metal cans are recyclable.
- *The* metal cans are recyclable.

In every example, the determiner is placed before the noun or noun phrase, regardless of whether the noun is in the subject or predicate. In the first example, it comes directly before the noun, but in the second example, it comes before the adjective ("chocolate") that describes the noun ("cookie").

Note also that in the third example there is no determiner, as determiners are optional for plural nouns and noun phrases. When you want to discuss the noun in general (i.e., all metal cans), you don't need a determiner for plural nouns. However, the fourth example shows that you may add a determiner to refer to specific nouns (i.e., the metal cans right here).

There are four different types of determiners in English: articles, demonstratives, quantifiers, and possessives.

Articles

Articles are among the most common of the determiners. There are three singular articles: *a*, *an*, and *the*. Articles specify (or determine) which noun the speaker is referring to. *A* and *an* are **indefinite articles** and are used when you are talking about a general version of the noun. For example:

- A dog is *a* good pet.
- An ostrich would beat *a* chicken in *a* race.

In these examples, the sentence is talking about dogs or ostriches in general, meaning any dog. When your meaning is general, use an indefinite article. Note that *a* is used before words that begin with consonants while *an* is used before words beginning with vowels.

On the other hand, *the* is a **definite article**, meaning the speaker is referring to a specific noun. For example:

- We went to *the* best restaurant in town.
- *The* dog is barking too loudly.

Here the speaker is referring to a particular dog and a particular restaurant. It's not a general category, but only one animal or place that's important. When your meaning is specific, use a definite article.

1.4 Linkers

Linking words help us to connect ideas and sentences when we speak or write English. We can use linking words to give examples, add information, summarize, sequence information, give a reason or result, or to contrast ideas.

Example: It was raining. I stayed at home.

We can see that the first idea 'it was raining' is the reason for the second idea 'I stayed at home'.

We can use linkers such as **so** or **therefore** to make the relation between two ideas clear. Hence they show the relationship of reason and result or cause and effect. Linkers are also prepositions.

1.5 Idioms and Phrases

Idioms:

An idiom is a phrase or an expression that has a figurative, or sometimes literal, meaning. Categorized as formulaic language, an idiom's figurative meaning is different from the literal meaning. There are thousands of idioms, occurring frequently in all languages. Hence it can be defined as an expression that takes on a figurative meaning when certain words are combined, which is different from the literal definition of the individual words. It's an expression whose

meaning is not predictable from the usual meaning is not predictable from the usual meanings of its constituent elements.

E.g.: “Shoot yourself in the foot” means to do something that hurts yourself. “Kick the bucket” means to die

“Piece of cake” means it’s easy

Phrases and Clauses:

Phrases are the Small group of words standing together as a conceptual unit, typically forming a component of a clause. In everyday speech, we use phrases it may be any group of words which carries a special idiomatic meaning or a synonymous with expression. There are two types of clauses called as Independent clause and a subordinate/dependent clause.

e.g.: the bewildered tourist was lost.

the senile old man was confused.

Uses of phrases in standardizing communication:

Most important quality of a good leader is ability to communicate effectively. When it is communicated effectively the personal relationship will improve and thus it leads to efficiency at work place and also an employee.

The uses are:

- To diffuse tense conversation: It helps in finding the relation between what is reported in sentence and time of its happening.
- To facilitate clear understanding: When we add more phrases there is a chance of understanding more.
- To add trust and respect to relationship: When more of phrases are used, the trust and respect of the employees towards the organization.

1.6 Accent and Pronunciation:

The term *accent* has various meanings, but in speaking, an accent is an identifiable style of pronunciation, often varying regionally or even socioeconomically. Accent is the stress or emphasis on a particular part of something usually a word. It would be the loudest part of a word. A distinctive way of pronouncing a language, especially one associated with a particular country, area, or social class. Accents are not just regional but sometimes contain information about a person's ethnicity, such as in the case of non-native English speakers; education; or economic status. An **accent** is a particular way of pronouncing a language. 'Warsh' for wash in Cajun Louisiana, 'New Yawk' for New York among native New Yorkers, 'aboot' for about in Canada.

e.g.: knee= /ni: /

Knife= / nAIf/

Pronunciation is the act or a way of saying a word. Accent is the mark used to show the stress on the syllabus or to pronounce with emphasis.

e.g.: direction, finale.

Phonetics Alphabet

Sometimes it is important that the information we transmit it absolutely correctly received. For this reason sometime we may spell as word and to do this we use the Phonetic Alphabet.

Alphabet Pronunciation

A

[eɪ]

B

[bi:]

C

[si:]

D

[di:]

E

[i:]

F

[ef]

G

[dʒi:]

H

[eɪtʃ]

I

[aɪ]

J

[dʒeɪ]

K

[keɪ]

L

[el]

M

[em]

N

[en]

O

[əʊ]

P

[pi:]

Q

[kju:]

R

[ɑ:]

S

[es]

T

[ti:]

U

[ju:]

V

[vi:]

W

['dʌbəlju:]

X

[eks]

Y

[waɪ]

Z

[zed / zi:]

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Letters

Letter	Code word	Pronunciation
A	Alphas	AL FAH
B	Bravo	BRAH VOH
C	Charlie	CHAR LEE
D	Delta	DELL TAH
E	Echo	ECK OH
F	Foxtrot	FOKS TROT
G	Golf	GOLF
H	Hotel	HO TELL
I	India	IN DEE AH
J	Juliett	JEW LEE ETT
K	Kilo	KEY LOH
L	Lima	LEE MAH
M	Mike	MIKE
N	November	NO VEM BER
O	Oscar	OSS CAH
P	Papa	PAH PAH
Q	Quebec	KEH BECK
R	Romeo	ROW ME OH
S	Sierra	SEE AIR RAH
T	Tango	TANG GO
U	Uniform	YOU NEE FORM
V	Victor	VIK TAH
W	Whiskey	WISS KEY
X	X-ray	ECKS RAY
Y	Yankee	YANG KEY
Z	Zulu	ZOO LOO

Digits

Digit	Code word	Pronunciation
0	Zero	ZE RO
1	One	WUN
2	Two	TOO
3	Three	TREE
4	Four	FOW ER
5	Five	FIFE
6	Six	SIX
7	Seven	SEV EN
8	Eight	AIT
9	Nine	NIN ER

1.7 Comprehensive and Reading skills

Motivating students to read widely is integral to comprehension instruction. Motivation plays an important part both in helping students learn to read and in promoting higher levels of literacy. Wide reading experiences enhance students' abilities to comprehend an increasingly wider array of text types and texts of increasing difficulty.

It is no surprise that students who are good readers read a great deal-both in school and on their own. They read a variety of texts for a variety of purposes-to learn, to keep informed, to satisfy curiosity, and to entertain themselves.

The reading experiences, attitudes, and perspectives of students determine the ways in which they perceive the purpose of reading and value its benefits. Instructional practices to promote students' motivation to read widely include:

- providing daily opportunities for students to read both self-selected and teacher-and peer-recommended texts; and
- Providing frequent opportunities for both student- and teacher-led discussions of what students are reading.
- organizing cooperative learning groups in which students can discuss what they read, help each other choose the strategies that are most appropriate for a specific text;
- encouraging students to read so as to learn about a concept or topic that is meaningful to them;
- involving students actively in reading-related activities;
- encouragement for students to read independently; and
- Opportunities for students to choose from texts that reflect different genres and reading levels.

Reading comprehension can be challenging for lots of reasons. Whatever the cause, knowing the skills involved, and which ones your child struggles with, can help you get the right support.

Here are six essential skills needed for reading comprehension, and tips on what can help kids improve this skill.

1. Decoding

Decoding is a vital step in the reading process. Kids use this skill to sound out words they've heard before but haven't seen written out. The ability to do that is the foundation for other reading skills.

Decoding relies on an early language skill called phonemic awareness. (This skill is part of an even broader skill called *phonological awareness*.) Phonemic awareness lets kids hear individual sounds in words (known as *phonemes*). It also allows them to “play” with sounds at the word and syllable level.

Decoding also relies on connecting individual sounds to letters. For instance, to read the word *sun*, kids must know that the letter *s* makes the /s/ sound. Grasping the connection between a letter (or group of letters) and the sounds they typically make is an important step toward “sounding out” words.

What can help: Most kids pick up the broad skill of phonological awareness naturally, by being exposed to books, songs, and rhymes. But some kids don't. In fact, one of the early signs of reading difficulties is trouble with rhyming, counting syllables, or identifying the first sound in a word.

The best way to help kids with these skills is through specific instruction and practice. Kids have to be taught how to identify and work with sounds. You can also build phonological awareness at home through activities like word games and reading to your child.

2. Fluency

To read fluently, kids need to instantly recognize words, including ones they can't sound out. Fluency speeds up the rate at which they can read and understand text. It's also important when kids encounter irregular words, like *of* and *the*, which can't be sounded out.

Sounding out or decoding every word can take a lot of effort. *Word recognition* is the ability to recognize whole words instantly by sight, without sounding them out.

When kids can read quickly and without making too many errors, they are “fluent” readers.

Fluent readers read smoothly at a good pace. They group words together to help with meaning, and they use the proper tone in their voice when reading aloud. Reading fluency is essential for good reading comprehension.

What can help: Word recognition can be a big obstacle for struggling readers. Average readers need to see a word four to 14 times before it becomes a “sight word” they automatically recognize. Kids with dyslexia, for instance, may need to see it up to 40 times.

Lots of kids struggle with reading fluency. As with other reading skills, kids need lots of specific instruction and practice to improve word recognition.

The main way to help build this skill is through practice reading books. It's important to pick out books that are at the right level of difficulty for kids.

3. Vocabulary

To understand what you're reading, you need to understand most of the words in the text. Having a strong vocabulary is a key component of reading comprehension. Students can learn vocabulary through instruction. But they typically learn the meaning of words through everyday experience and also by reading.

What can help: The more words kids are exposed to, the richer their vocabulary becomes. You can help build your child's vocabulary by having frequent conversations on a variety of topics. Try to include new words and ideas. Telling jokes and playing word games is a fun way to build this skill.

Reading together every day also helps improve vocabulary. When reading aloud, stop at new words and define them. But also encourage your child to read alone. Even without hearing a definition of a new word, your child can use context to help figure it out.

Teachers can help, too. They can carefully choose interesting words to teach and then give explicit instruction (instruction that is specialized and direct). They can engage students in conversation. And they can make learning vocabulary fun by playing word games in class.

For more ideas, watch as an expert explains how to help struggling readers build their vocabulary.

4. Sentence Construction and Cohesion

Understanding how sentences are built might seem like a writing skill. So might connecting ideas within and between sentences, which is called *cohesion*. But these skills are important for reading comprehension as well.

Knowing how ideas link up at the sentence level helps kids get meaning from passages and entire texts. It also leads to something called *coherence*, or the ability to connect ideas to other ideas in an overall piece of writing.

What can help: Explicit instruction can teach kids the basics of sentence construction. For example, teachers can work with students on connecting two or more thoughts, through both writing and reading.

5. Reasoning and Background Knowledge

Most readers relate what they've read to what they know. So it's important for kids to have background or prior knowledge about the world when they read. They also need to be able to "read between the lines" and pull out meaning even when it's not literally spelled out.

Take this example: A child is reading a story about a poor family in the 1930s. Having knowledge about the Great Depression can provide insight into what's happening in the story. The child can use that background knowledge to make inferences and draw conclusions.

What can help: Your child can build knowledge through reading, conversations, movies and TV shows, and art. Life experience and hands-on activities also build knowledge. Expose your child to as much as possible, and talk about what you've learned from experiences you've had together and separately. Help your child make connections between new knowledge and existing knowledge. And ask open-ended questions that require thinking and explanations.

You can also read a teacher tip on using animated videos to help your child make inferences.

6. Working Memory and Attention

These two skills are both part of a group of abilities known as executive function. They're different but closely related.

When kids read, attention allows them to take in information from the text. Working memory allows them to hold on to that information and use it to gain meaning and build knowledge from what they're reading.

The ability to self-monitor while reading is also tied to that. Kids need to be able to recognize when they don't understand something. Then they need to stop, go back, and re-read to clear up any confusion they may have.

What can help: There are many ways you can help improve your child's working memory. Skill builders don't have to feel like work, either. There are a number of games and everyday activities that can build working memory without kids even knowing it.

To help increase your child's attention, look for reading material that's interesting or motivating. For example, some kids may like graphic novels. Encourage your child to stop and re-read when something isn't clear. And demonstrate how you "think aloud" when you read to make sure what you're reading makes sense.

1.8 Explicit and Implicit Comprehension:

1.8.1. Explicit Comprehension:

The word explicit means clear and fully expressed. If something is explicit, there is no question as to what it means and no hidden s and thus no any misunderstandings.

"Something is Explicit when it is clearly stated and spelled out and there is no any room for confusions in the writing of the contract or passages."

If the first sentence of the story is, "It was a dark stormy night..." This is an explicit fact. Here there is no chance of debate and reader cannot be confused and think that story is set on sunny morning. They include basically who, what, when and where the story is happening or happened. It is also called as the direct way of narrating story.

e. g.: Government raises tax rates this year.

1.8.2. Implicit Comprehension:

If something is implicit, it is not expressly stated. Reader understands it any way according to his thinking ability using other clues given in the text.

"Implicit is something when it is not directly stated but it is either suggested in the wordings or necessary to explain the purpose"

Usually implicit exercises are used in the texts of adult reading because they provide wider opportunity for the reader for the imagination.

"The trees are saying widely outside Anne's window as she prepared for bed, and the gutters were overflowing..."

Here the reader can assume/think that it is night even though it is not stated clearly. They involve the motivations of the characters in the text/ story.

e.g.: Government changes of the polices and tax structures.

1.9. MULTIPLE CHOICE QUESTIONS

1. English language which is being followed by Indians is _____
a) Canadian English b) **British English** c) American English d) German English
2. Pick the odd one out
a) Tense
b) Verb
c) **Poetry**
d) Preposition
3. Which among the following is not considered to be very important in a sentence structure?
a) Subject
b) Verb
c) Object
d) **Name**
4. "Raju is playing" (A) is an example for present continuous tense
(B) Consists of Subject only
a) **Only Option A is true**
b) Only Option B is true
c) Both Option A and B is true
d) Option A is true and B is false
5. Pick the incorrect example for Noun from the following
a) Bus
b) Hyderabad
c) **Some**
d) John
6. Find out which is not preposition from the following
a) After
b) But
c) **And**
d) On
7. (A) Conjunctions are the word classes which connects two words or sentences
(B) "And" is an example for Conjunction
a) **Both Option A and B are true**
b) Only Option A is true
c) Both Option A and B are false
d) Option A is false and B is true
8. Which is the correct example for Adverb among the given options below?
a) **Fast**
b) Pretty
c) Handsome
d) Black
9. According to some authors Articles can also be considered as one among word classes.

Identify the article from the following options

- a) **the**
- b) is
- c) it
- d) us

10. Which is the correct Idiom among the following?

- a) Piece of Cat
- b) Cake in the peace
- c) **Piece of Cake**
- d) Peace of Cake

11. The great English poet/Dramatist William Shakespeare used _____ English

- a) Modern English
- b) Old English
- c) **Early Modern English**
- d) Early old English

12. Pick the right example for the Adjective from the following

- a) Loudly
- b) **Fair**
- c) Slow
- d) Fast

13. "Rita sings" is an example for _____

- a) Simple past tense
- b) **Simple Present tense**
- c) Future simple tense
- d) Present tens

14. (A) "have been" is used in the tense form perfect continuous tense

(B) "Have been" is in present tense

- a) Option A is true
- b) Option B is true
- c) Option A is false
- d) **Option A and B are true**

15. Idioms are used in _____

- a) **Formal language**
- b) Informal language
- c) Non verbal language
- d) None of these

16. How many parts of speech are there in English?

- a) 5
- b) **9**
- c) 15
- d) 2

17. A stress or emphasis on particular word is known as _____

- a) Voice
- b) **Determinants**

- c) **Accent**
d) Pronunciation
18. The commonly used comprehension in adult reading is _____
a) Explicit
b) Dramatic
c) Prose
d) **Implicit**
19. "Phrases are the small group of words giving a meaningful sentence" the sentence is
a) **True**
b) False
20. "I did not come to the college because of heavy rain" in this sentence which is the independent clause?
a) Because
b) **Did not come to college**
c) Heavy rain
d) None of these
21. The Act or way of saying the word is called _____
a) **Pronunciation**
b) Stress
c) Language
d) Accent
22. Which is not an example for the pronoun among the given options?
a) He
b) Us
c) Him
d) **because**
23. English language was the regional language of _____
a) Anglo Indians
b) Christians
c) **Anglo Frisians**
d) British
24. Which among the following is to be considered as the important in sentence structure?
a) **Tense**
b) language
c) Determinants
d) Parts of speech
25. Choose the correct spelled word from the following:
a) Pronunciacion
b) Pronounciation
c) **Pronunciation**
d) Prononciation

Direct questions (8 MARKS)

1. Briefly explain the historical background of English language.
2. Write a note on Tense forms in English language
3. What are the types of tenses? Explain.
4. How many Parts of speech are there? Briefly explain it with examples.
5. What are Idioms? Where it is been used?
6. Write a note on Clauses and phrases.
7. What are the two types of Comprehensions used in English writings? Explain.
8. Briefly explain the sentence structure in English.
9. Explain the importance of English language as a communication tool
10. Briefly explain how the English language dominated other languages in the globe
11. What do you mean by Linkers? Explain it with examples
12. Write a passage on the topic “ A night in devil’s room”

UNIT II:

FOUNDATIONS OF COMMUNICATION

2.1. Introduction:

Communication means sharing or exchanging information, news, ideas, etc. with someone. The most common medium of communication is language. Besides, there are other several means of communication available to us. We use non-linguistic symbols such as traffic lights, road signs, railway signals to convey information relating to the movements of vehicles and trains. We also use telegraphic code for quick transmission of messages and secret codes for **communication** defense and other highly confidential information. Communication is established not only between human beings but also between non-human beings. Today we find the most advanced and civilization way of *communication*, but it was available even during the primitive age of civilization, definitely in some other form from Business Communication.

Communication is the effective exchange of information between two or more people. Being able to communicate involves:

- getting messages in: understanding
- getting messages out: expression
- being able to use expression to put across different types of messages e.g. greetings, questions, distress, information about what happened in the past
- being able to interact with others in a socially appropriate way

2.2 Meaning:

Communication is taken from Latin word *communicare*, meaning "to share". Communication is the purposeful activity of information exchange between two or more participants in order to convey or receive the intended meanings through a shared system.

2.3 Definition:

“Communication is transfer of information from one person to another, whether or not it elicits confidence. But the information transferred must be understandable to the receiver”

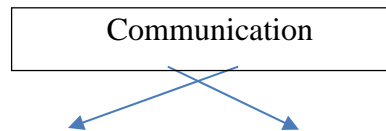
– **G.G. Brown.**

“Communication is the intercourse by words, letters or messages”

-Fred G. Meyer.

2.4 Types of Communication:

Communication is each and everywhere. Every living being will communicate for each and every purpose. Types of communication include verbal, written, and nonverbal. Verbal communications have the advantage of immediate feedback, are best for conveying emotions, and can involve storytelling and crucial conversations. Written communications have the advantage of a synchronicity, of reaching many readers, and are best for conveying information. Both verbal and written communications convey nonverbal messages through tone; verbal communications are also colored by body language, eye contact, facial expression, posture, touch, and space. The communication can be divided into various types. They are as follows.



Verbal	Non verbal	Written	Formal	Informal
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2.4.1 Verbal & Non-Verbal Communication

Communication can be divided between verbal and non-verbal communication. **Verbal communication** is communication using speech that is understood by all parties to the communication. In other words, it's talking. Keep in mind that we're talking about speech, not the written word. Written communication falls under its own category.

Non-verbal communication is a bit more complicated. It is sending a message without using words to convey meaning. Non-verbal communication can include many different elements. Let's look at some:

- Vocal cues, referred to as paralinguistic, is a form of non-verbal communication that includes such things as pitch, inflection, tone, volume, speed of the speech, quality, non-word sounds, pronunciation, enunciation and even silence.
- Body movement and gestures are also part of non-verbal communication. For example, leaning forward may mean interest, while crossing arms is often viewed as a defensive posture.
- Facial expressions are a common form of non-verbal communication. Examples of facial expressions include smiling, crying and grimacing.
- Space can also act as a form of non-verbal communication. Space includes the concept of territoriality and personal space. Territoriality is about making sure others know your territory. A fence is an example of territoriality. Personal space, on the other hand, is a three-dimensional space surrounding you that you don't want people to cross. If they come too close, you get uncomfortable.
- Touch is often considered as positive and reinforcing, such as patting someone on the back for a job well done.
- Clothing and artifacts can also send a message, including status, conformity or rebellion. Think about a doctor. Do they really need to wear a lab coat during all examinations? Not really, but it's a cue to their status. Artifacts include such things as hairstyles, jewelry, cosmetics, watches, shoes, tattoos and body piercing.

Body Language

A simple rule of thumb is that simplicity, directness, and warmth convey sincerity. And sincerity is key to effective communication. A firm handshake, given with a warm, dry hand, is a great way to establish trust. A weak, clammy handshake conveys a lack of trustworthiness. Gnawing one's lip conveys uncertainty. A direct smile conveys confidence.

Eye Contact

In business, the style and duration of eye contact considered appropriate vary greatly across cultures. In the United States, looking someone in the eye (for about a second) is considered a sign of trustworthiness.

Facial Expressions

The human face can produce thousands of different expressions. These expressions have been decided by experts as corresponding to hundreds of different emotional states that our faces

convey basic information to the outside world. Happiness is associated with an upturned mouth and slightly closed eyes; fear with an open mouth and wide-eyed stare. Flitting eyes and pursed lips convey a lack of trustworthiness. The effect of facial expressions in conversation is instantaneous. Our brains may register them as “a feeling” about someone’s character.

Posture

The position of our body relative to a chair or another person is another powerful silent messenger that conveys interest, aloofness, professionalism or lack thereof. Head up, back straight (but not rigid) implies an upright character. In interview situations, experts advise mirroring an interviewer’s tendency to lean in and settle back in her seat. The subtle repetition of the other person’s posture conveys that we are listening and responding.

Touch

The meaning of a simple touch differs between individuals, genders, and cultures. In Mexico, when doing business, men may find themselves being grasped on the arm by another man. To pull away is seen as rude. In Indonesia, to touch anyone on the head or touch anything with one’s foot is considered highly offensive. In the Far East, according to business etiquette writer Nazir Daud, “it is considered impolite for a woman to shake a man’s hand”. Americans, as we have noted, place great value in a firm handshake. But handshaking as a competitive sport (“the bone-crusher”) can come off as needlessly aggressive, at home and abroad.

Space

Anthropologist Edward T. Hall coined the term proxemics to denote the different kinds of distance that occur between people. These distances vary between cultures. The figure below outlines the basic proxemics of everyday life and their meaning Standing too far away from a colleague (such as a public speaking distance of more than seven feet) or too close to a colleague (intimate distance for embracing) can thwart an effective verbal communication in business.

2.4.2 Written communication

Written communication is very common in business situations, so it's important for everyone in an organization, from the employee to the chief executive officer, to develop effective written communication skills.

Types of Written Communication

There are two main types of communication: oral and written. **Written communication** involves any type of message that makes use of the written word. Written communication is the most important and the most effective of any mode of business communication.

Some of the various forms of written communications that are used internally for business operations include:

- Memos
- Reports
- Bulletins
- Job descriptions
- Employee manuals
- Emails
- Instant messages

Examples of written communications generally used with clients or other businesses include:

- Email
- Internet websites
- Letters

- Proposals
- Telegrams
- Faxes
- Postcards
- Contracts
- Advertisements
- Brochures
- News releases

Advantages and Disadvantages of Written Communication

Some advantages of written communication are:

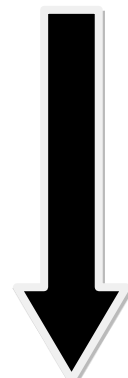
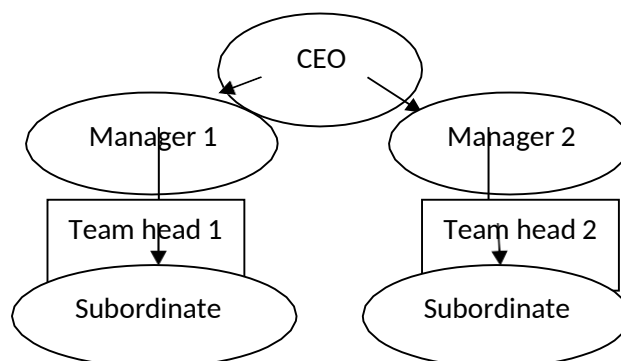
- No need for personal contact - you can tell an employee he or she has to work overtime through an email instead of face-to-face.
- Saves money - you can send an email instead of calling long distance.
- Written proof - provides written proof in case of a dispute. Some disadvantages of written communication are:
- Delay in communication - it may take a while to get to the intended recipient.
- Lack of secrecy - once it's on paper, anyone can read it.
- Costly - if the sender and receiver are sitting next to each other, you still have to spend money on paper or Internet service.

2.4.3. Formal communication:

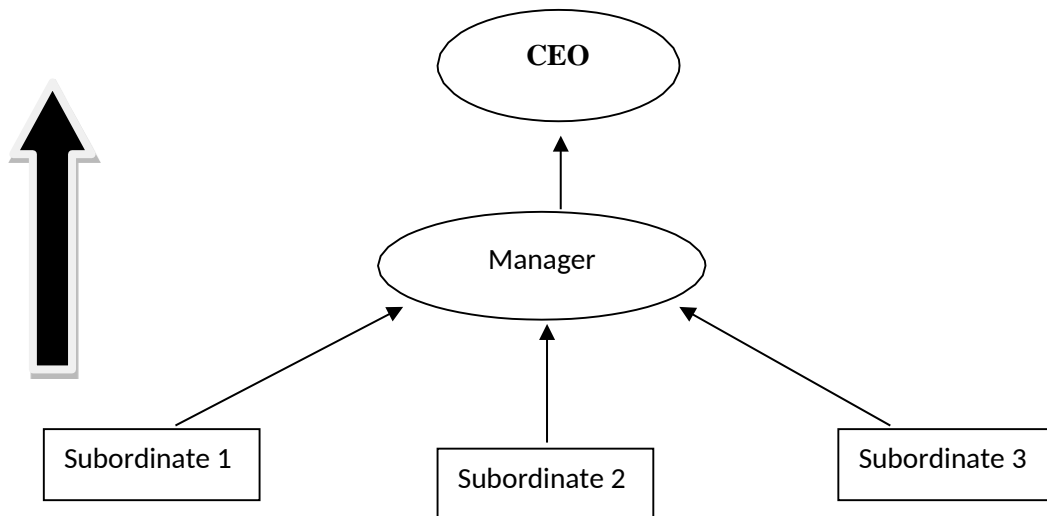
Formal communication refers to interchange of information officially. The flow of **communication** is controlled and is a deliberate effort. This makes it possible for the information to reach the desired place without any hindrance, at a little cost and in a proper way. It is also called as officially interchanging the information. It is the exchange of official information that flows along the different levels of the organizational hierarchy and conforms to the prescribed professional rules, policy, standards, processes and regulations of the organization. The formal communication follows a proper predefined channel of communication and is deliberately controlled. It is governed by the chain of command and complies with all the organizational conventional rules. In the organizational set up the formal communication can observe any of the following forms:

1. **Downward Communication:** The downward communication is when the information passes from the management level to the subordinate level. This is the most common form of formal communication wherein communication flows downwards, i.e. from the people occupying top positions in the organization to the people at lower levels.

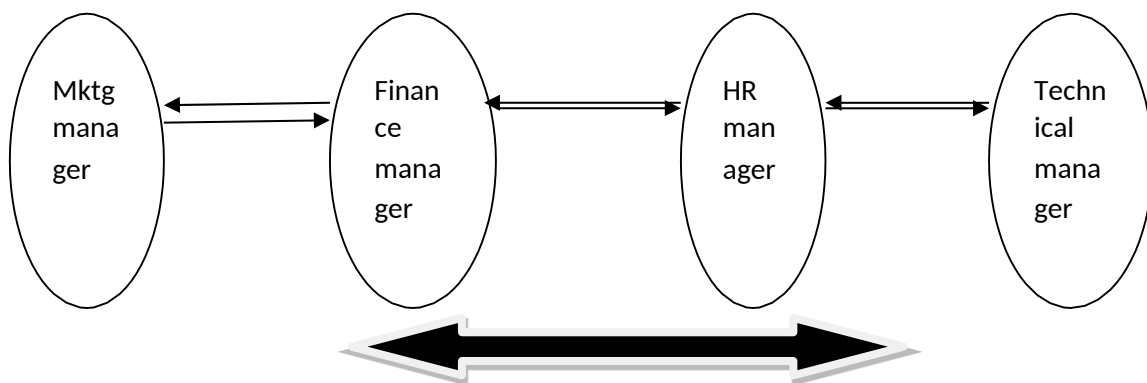
It mainly includes orders and instructions and can either be written or oral depending on the importance of the message and also the status of individuals involved in the communication process. Reports, emails, letters, manuals, etc. are the commonly used communication tools



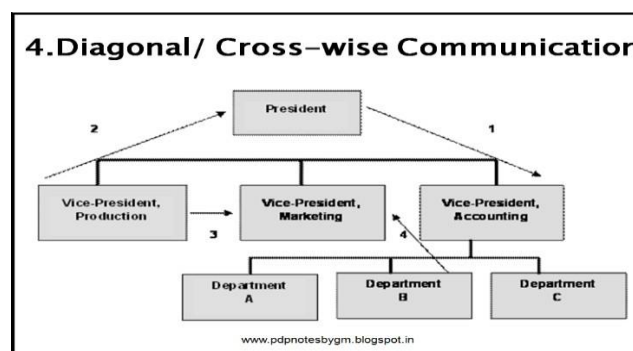
2. Upward Communication: The upward communication is when the message passes from the subordinate level to the management level. Here, the communication flows upwards i.e. from the subordinates to the managers in the form of request, reports, suggestions, complaints, and instructions.



3. Horizontal or Lateral Communication: Horizontal communication means when the Co-workers with different areas of responsibilities, but at the same level in the organization communicate with each other. The communication between the managers of a different department, such as marketing, finance, production, HR, is the best example of horizontal communication.



4. Diagonal or Crosswise Communication: When the employees of different departments at different levels communicate with each other irrespective of the chain of command, then the communication is said to be a diagonal or a cross-wise communication. The communication between the floor manager and the sales team is the example of diagonal communication.



The way in which the formal communication can be facilitated is called as the formal communication network. There are several forms of **Formal Communication Network** that individuals use to get their message transmitted to others.

2.4.4 Informal communication

Informal communication means a casual form of information sharing typically used in personal conversation with friends and family members. Within a business environment informal communications is sometime called a grapevine and might be observed occurring in conversations, electronic mails, text messages and phone calls between socializing employees. Especially this kind of communication takes place outside the formal workplace.

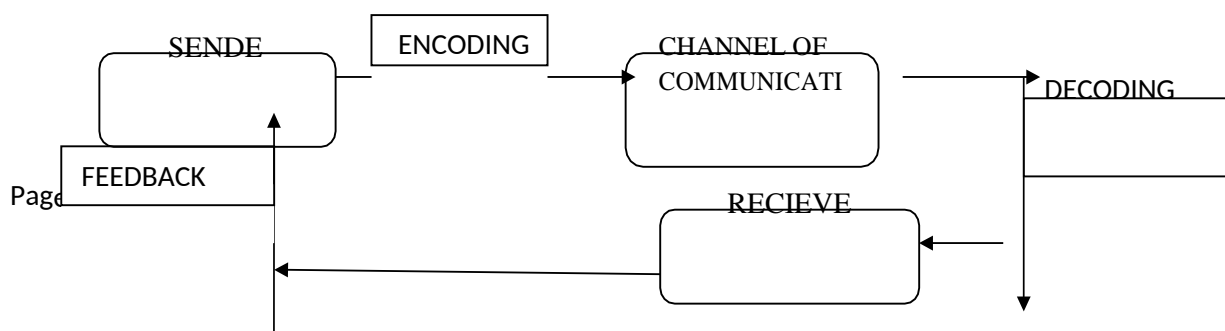
Gossips and rumors will also fall under informal way. Informal communication methods have no principle structure and obey no 'rules'. Informal communication typically goes randomly from one topic to another. This is why information communication is often called the 'grapevine' in the workplace because information is passed on quickly from one person to another like a grapevine grows.

The risk with informal communications methods is that false information can be passed on. Information that is spread on 'the grapevine' travels quickly and facts may wrong or distorted. This can lead to the rapid spread of false rumors.

2.5 Process of communication:

Sender → the message → receiver

The goal of communication is to convey information—and the understanding of that information—from one person or group to another person or group. This communication process is divided into three basic components: A *sender* transmits a message through a *channel* to the *receiver*. (Figure shows a more elaborate model.) The sender first develops an idea, which is composed into a message and then transmitted to the other party, who interprets the message and receives meaning. Information theorists have added somewhat more complicated language. Developing a message is known as *encoding*. Interpreting the message is referred to as *decoding*.



- Sender encodes the message to communication channel
- The channel of communication decodes the message
- The decoded messages will be sent to the receiver
- Receiver will get the messages and then he sends the feedback or reply to the sender.

Sender is the party who sends the message

Channel of communication means the manner in which message to be communicated
Receiver is the person who is the target for the communication .

2.6 Communication Flows in an Organization

Organization structure lays down the relationship between various positions in the company. Different levels in the structure have to communicate with each other in a systematic manner to avoid confusion, misunderstandings. The formal flow of communication gives efficiency or effectiveness in the organization.

In an organization, communication flows in 5 main directions-

1. Downward
2. Upward
3. Lateral
4. Diagonal
5. External

- **2.6.1. Downward Flow of Communication:** Communication that flows from a higher level in an organization to a lower level is a downward communication. In other words, communication from superiors to subordinates in a chain of command is a downward communication. This communication flow is used by the managers to transmit work-related information to the employees at lower levels. Employees require this information for performing their jobs and for meeting the expectations of their managers. Downward communication is used by the managers for the following purposes –

- **2.6.2. Upward Flow of Communication:** Communication that flows to a higher level in an organization is called upward communication. It provides feedback on how well the organization is functioning. The subordinates use upward communication to convey their problems and performances to their superiors.

- **2.6.3. Lateral / Horizontal Communication:** Communication that takes place at same levels of hierarchy in an organization is called lateral communication, i.e., Communication between peers, between managers at same levels or between any horizontally equivalent organizational member. The advantages of horizontal communication are as follows:

It is time saving.

It facilitates co-ordination of the task.

It facilitates co-operation among team members.

It provides emotional and social assistance to the organizational members.

It helps in solving various organizational problems.

It is a means of information sharing

- It can also be used for resolving conflicts of a department with other department or conflicts within a department.

- **2.6.4. Diagonal Communication:** Communication that takes place between a manager and employees of other workgroups is called diagonal communication. It generally does not appear on organizational chart. For instance - To design a training module a training manager interacts with Operations personnel to enquire about the way they perform their task.

- **2.6.5. External Communication:** Communication that takes place between a manager and external groups such as - suppliers, vendors, banks, financial institutes etc. For instance - To raise capital the Managing director would interact with the Bank Manager.

2.7 Differences between Formal and informal communication:

Sl. No	Formal communication	Informal communication
1	It follows the officially established chain of command and lives of communication.	It is Independent of the authority relations in the organization.
2	It is a slow process	It is a fast process
3	It is easy to fix responsibility	It is not possible to fix the responsibility
4	It is more of task oriented	It is more of people oriented
5.	It is related to work matters	It is related to work as well as social needs
6.	It serves mostly the organizational needs	It serves not only organizational needs, but also social needs

2.7.1 Merits of formal communication:

- It maintains the authority of the officers where the constant relation between the superior and the inferior will be good.
- It leads to clear and effective communication
- It helps in orderly flow of information

2.7.2 Demerits of formal communication:

- Rigid and slow process
- More chance of getting information twisted or misleading
- Lack of personal touch since there is no any direct communication between a superior and inferior.

2.8 Barriers to the Communication

Recognizing barriers to effective communication is a first step in improving communication style. Here are some of the Barriers:

2.8.1 Lack of Sensitivity to the Receiver:

A breakdown in communication may result when a message is not adapted to its receiver. Recognizing the receiver's needs, status, knowledge of the subject, and language skills assists the sender in preparing a successful message. If a customer is angry, for example, an effective response may be just to listen to the person vent for awhile.

2.8.2 Lack of Basic Communication Skill:

The receiver is less likely to understand the message if the sender has trouble choosing the precise words needed and arranging those words in a grammatically-correct sentence.

2.8.3 Insufficient Knowledge of the Subject:

If the sender lacks specific information about something, the receiver will likely receive an

unclear or mixed message. Have you shopped for an item such as a computer, and experienced how some salespeople can explain complicated terms and ideas in a simple way? Others cannot.

2.8.4 Information Overload:

If you receive a message with too much information, you may tend to put up a barrier because the amount of information is coming so fast that you may have difficulty comfortably interpreting that information. If you are selling an item with twenty-five terrific features, pick two or three important features to emphasize instead of overwhelming your receiver (ho- hum) with an information avalanche.

2.8.5 Emotional Interference:

An emotional individual may not be able to communicate well. If someone is angry, hostile, resentful, joyful, or fearful, that person may be too preoccupied with emotions to receive the intended message. If you don't like someone, for example, you may have trouble "hearing" them.

2.8.6 Physical Distractions:

A bad cellular phone line or a noisy restaurant can destroy communication. If an E-mail message or letter is not formatted properly, or if it contains grammatical and spelling errors, the receiver may not be able to concentrate on the message because the physical appearance of the letter or E-mail is sloppy and unprofessional.

2.8.7 Conflicting Messages:

Messages that cause a conflict in perception for the receiver may result in incomplete communication. For example, if a person constantly uses jargon or slang to communicate with someone from another country who has never heard such expressions, mixed messages are sure to result. Another example of conflicting messages might be if a supervisor requests a report immediately without giving the report writer enough time to gather the proper information. Does the report writer emphasize speed in writing the report, or accuracy in gathering the data?

2.8.8 Channel Barriers:

If the sender chooses an inappropriate channel of communication, communication may cease. Detailed instructions presented over the telephone, for example, may be frustrating for both communicators. If you are on a computer technical support help line discussing a problem, it would be helpful for you to be sitting in front of a computer, as opposed to taking notes from the support staff and then returning to your computer station.

2.8.9 Long Communication Chain:

The longer the communication chain, the greater the chance for error. If a message is passed through too many receivers, the message often becomes distorted. If a person starts a message at one end of a communication chain of ten people, for example, the message that eventually returns is usually liberally altered.

2.8.10 Lack of Interest:

If a message reaches a reader who is not interested in the message, the reader may read the message hurriedly or listen to the message carelessly. Miscommunication may result in both cases.

2.8.11 Lack of Knowledge:

If a receiver is unable to understand a message filled with technical information, communication will break down. Unless a computer user knows something about the Windows environment, for example, the user may have difficulty organizing files if given technical instructions.

2.8.12 Lack of Communication Skills:

Those who have weak reading and listening skills make ineffective receivers. On the other hand, those who have a good professional vocabulary and who concentrate on listening, have less trouble hearing and interpreting good communication. Many people tune out who is talking and mentally rehearse what they are going to say in return. We'll see some techniques for improving listening skills in Chapter 2.

2.8.13. Emotional Distractions:

If emotions interfere with the creation and transmission of a message, they can also disrupt reception. If you receive a report from your supervisor regarding proposed changes in work procedures and you do not particularly like your supervisor, you may have trouble even reading the report objectively. You may read, not objectively, but to find fault. You may misinterpret words and read negative impressions between the lines. Consequently, you are likely to misunderstand part or all of the report.

2.8.14 Physical Distractions:

If a receiver of a communication works in an area with bright lights, glare on computer screens, loud noises, excessively hot or cold work spaces, or physical ailments, that receiver will probably experience communication breakdowns on a regular basis.

2.8.15 Inadequate Feedback:

Delayed or judgmental feedback can interfere with good communication. If your supervisor gives you instructions in long, compound-complex sentences without giving you a chance to speak, you may pretend to understand the instructions just so you can leave the stress of the conversation. Because you may have not fully understood the intended instructions, your performance may suffer.

2.9 Steps to overcome the communication barriers**7 C's of Effective Communication:**

There are **7 C's of effective communication** which are applicable to both written as well as oral communication. These are as follows:

1. 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 and convey the message accordingly. A complete communication has following features:

- Complete communication develops and enhances reputation of an organization.
- Moreover, they are cost saving as no crucial information is missing and no additional cost is incurred in conveying extra message if the communication is complete.
- A complete communication always gives additional information wherever required. It leaves no questions in the mind of receiver.
- Complete communication helps in better decision-making by the audience/readers/receivers of message as they get all desired and crucial information.

- It persuades the audience.

2. Conciseness

Conciseness means wordiness, i.e, communicating what you want to convey in least possible words without forgoing the other C's of communication. Conciseness is a necessity for effective communication. Concise communication has following features:

- It is both time-saving as well as cost-saving.
- It underlines and highlights the main message as it avoids using excessive and needless words.
- Concise communication provides short and essential message in limited words to the audience.
- Concise message is more appealing and comprehensible to the audience.
- Concise message is non-repetitive in nature.

3. Consideration

Consideration implies “stepping into the shoes of others”. Effective communication must take the audience into consideration, i.e, the audience's view points, background, mind-set, education level, etc. Make an attempt to envisage your audience, their requirements, emotions as well as problems. Ensure that the self- respect of the audience is maintained and their emotions are not at harm. Modify your words in message to suit the audience's needs while making your message complete. Features of considerate communication are as follows:

- Emphasize on “you” approach.
- Empathize with the audience and exhibit interest in the audience. This will stimulate a positive reaction from the audience.
- Show optimism towards your audience. Emphasize on “what is possible” rather than “what is impossible”. Lay stress on positive words such as jovial, committed, thanks, warm, healthy, help, etc.

4. Clarity

Clarity implies emphasizing on a specific message or goal at a time, rather than trying to achieve too much at once. Clarity in communication has following features:

- It makes understanding easier.
- Complete clarity of thoughts and ideas enhances the meaning of message.
- Clear message makes use of exact, appropriate and concrete words.

5. Concreteness

Concrete communication implies being particular and clear rather than fuzzy and general. Concreteness strengthens the confidence. Concrete message has following features:

- It is supported with specific facts and figures.
- It makes use of words that are clear and that build the reputation.
- Concrete messages are not misinterpreted.

6. Courtesy

Courtesy in message implies the message should show the sender's expression as well as should respect the receiver. The sender of the message should be sincerely polite, judicious, reflective and enthusiastic. Courteous message has following features:

- Courtesy implies taking into consideration both viewpoints as well as feelings of the receiver of the message.
- Courteous message is positive and focused at the audience.
- It makes use of terms showing respect for the receiver of message.
- It is not at all biased.

7. Correctness

Correctness in communication implies that there are no grammatical errors in communication. Correct communication has following features:

- The message is exact, correct and well-timed.
- If the communication is correct, it boosts up the confidence level.
- Correct message has greater impact on the audience/readers.
- It checks for the precision and accurateness of facts and figures used in the message.
- It makes use of appropriate and correct language in the message.

Awareness of these 7 C's of communication makes you an effective communicator.

Effects of Non Verbal Communication

Our facial expressions, body posture, gestures, tone of voice and eye contact are a few ways in which you engage in nonverbal communication. Nonverbal communication can be used alone or alongside verbal communication. Either way, your nonverbal communication can affect the messages you send your relationships and your cultural interactions and help you negotiate through conversations.

Adding Value

Nonverbal communication can add valuable information to the verbal messages that you are sending. According to Stella Ting-Toomey, writing in "Communicating Across Cultures," nonverbal signals can be used to complement, emphasize, substitute, and even contradict what you are saying through your verbal communication. Nonverbal signals can place the verbal message in a context that provides a basis for how the message should be interpreted. In addition, nonverbal cues help you to clarify what the other person is trying to say by responding to their words with your nonverbal signals, suggests Ting-Toomey.

Intercultural Friction

Cultural differences can cause nonverbal signals to create friction. According to Ting-Toomey, nonverbal signals mean different things to people from different cultures. The use of multiple nonverbal cues displayed with each message can create confusion, and factors of gender, personality, socioeconomic status and situation can cause the meaning behind the nonverbal signals to vary greatly. Nonverbal communication can be powerful, but when used among non-homogeneous groups the effects can cause confusion and miscommunication.

Effects on Relationships

According to Help Guide, nonverbal cues impact the quality of your relationships and, when used correctly, can improve your relationships. Nonverbal signals can help you gain an accurate reading of others' unspoken feelings and underlying messages, create feelings of trust through the transparency they create and demonstrate understanding and interest, reports Help Guide. If used correctly, nonverbal communication can improve relationships with others, but

if it's poorly used, your relationships may suffer through a loss of connections and trust.

Managing Conversation

Lewicki, Barry, and Saunders, writing in “Essentials of Negotiation,” describe attending behaviors as nonverbal communication techniques that affect how you connect with others. These behaviors allow others to know you are listening and help them to receive your message. Important attending behaviors include eye contact, body position and encouraging.

Eye contact allows you to tell the other person that you are interested and want to continue the conversation, and lack of eye contact displays your lack of interest and hope that the conversation will end. Adjustments in your body position such as erect, slightly leaning toward the other person and facing each other directly allow for the conversation to continue because both of you are still interested. When you cross your arms or bow your head, you send the message that you disapprove of the information or are through with the conversation. Nonverbal behaviors, such as face-to-face interaction, also enhance your rapport, causing the communication to become more coordinated and have increasingly positive outcomes.

2.10 Professional manners

We often hear how important it is to behave “professionally” in the workplace. If you want to get ahead, be taken seriously, and have your boss think of you as an asset to the team, doing things in a professional way is vital.

Your employer may not tell you exactly their own view of what being professional means. But we all know from experience how to get labeled as “unprofessional.” By finishing tasks or projects late, for instance. Being unprepared when attending meetings. Spending time gossiping at work.

Acting like a professional really means doing what it takes to make others think of you as reliable, respectful, and competent. Depending on where you work and the type of job you have, this can take on many different forms.

There are, however, quite a few common traits when it comes to being professional. This includes the following:

2.11 Work place Etiquettes:

It means that the socially acceptable ways that we interact with one another and behave in our workplace. Acceptable standard of communication and interaction in our work place, may vary from one place to another, but there are some which we believe that are socially or universally acceptable one.

Personal etiquettes

- 2.11.1 Asking the co-worker whether the music volume is less so that it will not disturb their work
- 2.11.2 Not to listen offensive music
- 2.11.3 Turning down the mobile phones when someone is coming to speak with us
- 2.11.4 Turning the mobile phone in silent mode or vibrate mode in order to avoid the misleading
- 2.11.5 Do not put too much of perfumes
- 2.11.6 Not to Text or message the outside person if you are in the meeting

- 2.11.7 Not to do any multitasking at a time. Even it is considered as the help.
- 2.11.8 If you must to take call, apologize or excuse yourself from the conversation.
- 2.11.9 If you don't like anyone in your workplace, instead of complaining change them or if not move on by adjusting to them.

Telephone etiquettes

- 2.11.10 Wishing the person to whom you are speaking
- 2.11.11 Being pleasant and minimum loudness while speaking
- 2.11.12 Calling and personal conversation is most appropriate in some situations than the email

2.12 Cultural diversity in Communication

The art of business communication has evolved as globalization has set disparate businesses cultures of the world on a collision course. Emerging economies have begun to integrate the business cultures of traditional powerhouse nations into their businesses, and they have been leaving traces of their own culture wherever they go. The impact of cultural diversity on business communication has widespread implications--from corporate boardrooms to employee break-rooms--and small business owners can benefit from gaining an understanding of the eccentricities of all cultures to which they are exposed. It's no secret that today's workplace is rapidly becoming vast, as the business environment expands to include various geographic locations and span numerous cultures. What can be difficult, however, understands how to communicate effectively with individuals who speak another language, or who rely on different means to reach a common goal.

We often take for granted the way we communicate with one another. Similar to everything else we learn, the way we make interpretations, create assumptions and form decisions is based on our cultural upbringing. In a multicultural organization, how employees communicate can set the tone and foundation for a learning culture. As discussed the various types of communication challenges that arise, it is critical to promote a work environment that supports business and customer needs, while instilling unity and high employee morale.

A productive workforce means creating an environment that supports diversity, while balancing the pressures of management, time and cost. There are many resources that provide communication tactics in a culturally diverse organization. However, I believe getting down to the basics is the best way to understand and implement techniques. I came across an article in AG Professional, "Multicultural Communication Tips for Today's World," that simplified the best way to promote effective communication. Below are four simple tips to keep in mind when interacting and communicating with others in your organization.

- 2.12.1 Keep an open mind
- 2.12.2 Have at least some knowledge of people's cultural backgrounds
- 2.12.3 Practice active listening
- 2.12.4 Watch your nonverbal communication
- 2.12.5 Maintain a personal touch

Importance of Effective Communication:

It is important for the development of an organization. It is something which helps the managers to perform the basic functions of management- Planning, Organizing, Motivating and Controlling. Communication skills whether written or oral form the basis of any business activity.

Communication serves as the foundation of every facet of a business. Thus, it can be said that effective communication is the building block of an organization. Some of the benefits of effective communication skills are:

Communication keeps the foundation of motivation. It helps the employer to know how a job is being performed and to improve performance if it is not up to the mark.

- Communication acts as a source of information and helps in the decision making process and helps in identifying the alternative course of action.
- Communication also helps in building people's attitude. A well informed person will always have better attitude than a less informed person. Different forms of communication like magazines, journals and meetings will help the employees to form different attitudes.
- In the current business scenario, no business can survive in isolation. Socializing is very important and communication is the tool that helps in socializing.

Apart from the other functions of management, it also helps in the controlling process of management. It allows the managers to know about the grievances of the subordinates and helps the subordinates to know about the policies of the organization.

Communication is one of the basic features of management. It is instrumental in raising the morale of the employees. It is through communication, verbal or non-verbal, that people submit different feedback and requirements to the management.

2.13. Body language for Professional work environment

When properly used, body language can be your key to greater success. It can help you develop positive business relationships, influence and motivate the people who report to you, improve productivity, bond with members of your team, and present your ideas with more impact. Here are a dozen tips for using body language to project confidence, and your personal brand of charisma:

1. Stand tall and take up space. Power, status, and confidence are nonverbally displayed through the use of height and space. Keeping your posture erect, your shoulders back, and your head held high makes you look sure of yourself

If you stand you will look more powerful and assured to those who are seated. If you move around, the additional space you take up adds to that impression. If you are sitting, you can look more confident by putting both feet flat on the floor, widening your arms away from your body (or hooking one elbow on the back of your chair), and spreading out your belongings on the conference table to claim more territory.

2. Widen your stance. When you stand with your feet close together, you can seem hesitant or unsure of what you are saying. But when you widen your stance, relax your knees and center your weight in your lower body, you look more "solid" and confident.

3. Lower your vocal pitch. In the workplace, the quality of your voice can be a deciding factor in how you are perceived. Speakers with higher-pitched voices are judged to be less empathic, less powerful and more nervous than speakers with lower pitched voices. One easy technique I learned from a speech therapist was to put your lips together and say "Um hum, um hum, um hum." Doing so relaxes your voice into its optimal pitch. This is especially helpful before you get on an important phone call – where the sound of your voice is so critical.

4. Try Power Priming. To display confidence and be perceived as upbeat and positive, think of a past success that fills you with pride and confidence. (This doesn't have to be taken from your professional life – although I do encourage clients to keep a "success log" so that they

can easily find an event.) Then recall the feeling of power and certainty – and remember or imagine how you looked and sounded. Recalling that genuine emotion will help you embody it as you enter the meeting room or walk up to the podium.

5. Strike a Power Pose. Research into the effects of body posture on confidence, conducted at Harvard and Columbia Business Schools, has shown that simply holding your body in expansive, "high-power" poses (leaning back with hands behind the head and feet up on a desk, or standing with legs and arms stretched wide open) for as little as two minutes stimulates higher levels of testosterone -- the hormone linked to power and dominance -- and lower levels of cortisol, a stress hormone.

Try this before your next important business meeting, and I guarantee you will look and feel more confident and certain. In addition to causing hormonal shifts in both males and females, these poses lead to increased feelings of power and a higher tolerance for risk. The study also corroborated my observation that people are more often influenced by how they feel about you than by what you're saying.

6. Maintain positive eye contact. You may be an introvert, you may be shy, or your cultural background may have taught you that extended eye contact with a superior is not appropriate, but businesspeople from the U.S., Europe, Australia (and many other parts of the world), will expect you to maintain eye contact 50-60% of the time. Here's a simple technique to improve eye contact: Whenever you greet a business colleague, look into his or her eyes long enough to notice what color they are.

7. Talk with your hands. Brain imaging has shown that a region called Broca's area, which is important for speech production, is active not only when we're talking, but also when we wave our hands. Since gesture is integrally linked to speech, gesturing as you talk can actually power up your thinking. Whenever I encourage clients to incorporate gestures into their deliveries, I find that their verbal content improves, their speech is less hesitant, and their use of fillers ("ums" and "uhs") decreases. Experiment with this and you'll find that the physical act of gesturing helps you form clearer thoughts and speak in tighter sentences with more declarative language.

8. Use open gestures. Keeping your movements relaxed, using open arm gestures, and showing the palms of your hands -- the ultimate "see, I have nothing to hide" gesture -- are silent signals of credibility and candor. Individuals with open gestures are perceived more positively and are more persuasive than those with closed gestures (arms crossed, hands hidden or held close to the body, etc.) Also, if you hold your arms at waist level, and gesture within that plane, most audiences will perceive you as assured and credible.

9. Try a steeple. You see lecturers, politicians and executives use this hand gesture when they are quite certain about a point they are making. This power signal is where your hands make a "steeple" -- where the tips of your fingers touch, but the palms are separated. When you want to project conviction and sincerity about a point you're making, try steeping.

10. Reduce nervous gestures. When we're nervous or stressed, we all pacify with some form of self-touching, nonverbal behavior: We rub our hands together, bounce our feet, drum our fingers on the desk, play with our jewelry, twirl our hair, fidget -- and when we do any of these things, we immediately rob our statements of credibility. If you catch yourself indulging in any of these behaviors, take a deep breath and steady yourself by placing your feet firmly on the floor and your hands palm down in your lap, on the desk or on the conference table. Stillness sends a message that you're calm and confident.

11. Smile. Smiles have a powerful effect on us. The human brain prefers happy faces, and we can spot a smile at 300 feet -- the length of a football field. Smiling not only stimulates your own sense of well being it also tells those around you that you are approachable and trustworthy. Research from Duke University proves that we like and remember those who smile at us -- and shows why we find them more memorable. Using functional magnetic resonance imaging, the

Duke researchers found that the orbit frontal cortices (a “reward center” in the brain) were more active when subjects were learning and recalling the names of smiling individuals. Most importantly, smiling directly influences how other people respond to you. When you smile at someone, they almost always smile in return. And, because facial expressions trigger corresponding feelings, the smile you get back actually changes that person’s emotional state in a positive way.

12. Perfect your handshake. Since touch is the most powerful and primitive nonverbal cue, it’s worth devoting time to cultivating a great handshake. The right handshake can give you instant credibility and the wrong one can cost you the job or the contract. So, no “dead fish” or “bone-crusher” grips, please. The first makes you appear to be a wimp and the second signals that you are a bully.

Handshake behavior has cultural variations, but the ideal handshake in North America means facing the other person squarely, making firm palm to palm contact with the web of your hand (the skin between the thumb and first finger) touching the web of the other person's hand, and matching hand pressure as closely as possible without compromising your own idea of a proper professional grip.

By the way: While a great handshake is important for all professionals, it is especially key for women – whose confidence is evaluated by the quality of their handshake even more than it is with their male counterparts.

In today's high-tech, high-speed, high-stress world, communication is more important than ever, yet we seem to devote less and less time to really listening to one another. Genuine listening has become a rare gift—the gift of time. It helps build relationships, solve problems, ensure understanding, resolve conflicts, and improve accuracy. At work, effective listening means fewer errors and less wasted time. At home, it helps develop resourceful, self-reliant kids who can solve their own problems. Listening builds friendships and careers. It saves money and marriages.

2.13. CONCENTRATION :

The ability to give your attention or thought to a single object or activity, the ability to concentrate, the act of giving your attention to a single object or activity, OR a large amount of something in one place is known as Concentration in English language.

It is very important in the communication process to build the concentration either from the side of sender of the information or from the side of receiver of the message

MULTIPLE CHOICE QUESTIONS

Pick the right answers from the given options:

1. The communication between two or more people is called as _____
 - a) Language exchange
 - b) Conversation**
 - c) Speaking
 - d) Skills
2. Verbal communication is a _____ communication
 - a) Action
 - b) Voice**
 - c) Gesture
 - d) Written
3. _____ is a person who is the target in the communication process.
 - a) Sender
 - b) Media
 - c) Receiver**
 - d) Language
4. Sender _____ the messages to the receiver
 - a) Decodes
 - b) replies
 - c) Encodes**
 - d) Chats
5. _____ is termed as an unsure truth
 - a) Message
 - b) Rumor**
 - c) Gossip
 - d) Nonverbal communication
6. Which among the following is not the type of communication?
 - a) Formal
 - b) Rigid**
 - c) Verbal
 - d) Upward
7. **Communication** is taken from Latin word, _____
 - a) Commune
 - b) Communitate
 - c) Communicare**Communicator
8. The communication flow from CEO to team leader is an example for
 - a) Upward communication
 - b) Informal communication
 - c) Downward communication**
 - d) Horizontal communication

9. Which among the following is not one among the formal communication?
- a) Diagonal
 - b) Rectangular**
 - c) Horizontal
 - d) Upward
10. Which among the below options are not example for written communication?
- a) Memos
 - b) Reports
 - c) Bulletins
 - d) Gestures**
11. This is not a feature of formal communication
- a) Slow process
 - b) Serves social needs**
 - c) Orderly flow
 - d) Task oriented
12. Which is the demerit of formal communication among the options given below?
- a) Orderly flow of information
 - b) Distortion of information**
 - c) Clear and effective
 - d) Maintenance of authority
13. Lack of basic communication skill includes _____
- a) Problem of language**
 - b) Inadequate feedback
 - c) No information
 - d) All the above
14. Which among the following is not a barrier to the communication?
- a) Long communication chain
 - b) Lack of Sensitivity
 - c) Delayed feedback
 - d) Aware of all languages**
15. There are _____ C's of effective communication
- a) 8
 - b) 6
 - c) 7**
 - d) 10
16. The effects of non verbal communication do not include:
- a) Managing Conversation
 - b) Adding value
 - c) Intercultural friction
 - d) Effects on Written documents**
17. (A) Having good professional manners will serve one to have good respect in work place
(B) Honesty is not important to maintain the professional manners

- a) Both Option A and B is true
- b) Only Option B is true
- c) **Only option A is true**
- d) Option A and B are false

18. Wishing the person to whom you are speaking in call comes under which etiquettes?

- a) **Telephone etiquettes**
- b) Face to face interaction
- c) Personal etiquettes
- d) All the above

19. To cope up with the cultural diversity in communication, an employee must be given _____

- a) Remuneration
- b) Incentives
- c) **Cross-culture training**
- d) Responsibility

20. For the effective verbal communication which among the following is essential?

- a) Good hand writing
- b) Stationery
- c) **Proper eye contact**
- d) None of above

21. Listening properly is a _____

- a) Negligence
- b) **Manners**
- c) Burden
- d) Process

22. "Talking with your hands" is an example for _____

- a) Written communication
- b) Formal communication
- c) **Non-verbal communication**
- d) Verbal communication

23. Receiver of the message gives _____ to the sender

- a) Consideration
- b) **Feedback**
- c) Eye contact
- d) Technology

24. (A) "Interrupting in the smooth flow of communication is a good sign of effectiveness"

(B) "Listening to the sender carefully before reacting is good sign of effectiveness"

- a) Both the option A and B is true
- b) Only option A is true
- c) **Only Option B is true**
- d) both Option A and B is false

25. Which among the following is not an example for communication barriers?

- a) Lack of knowledge
- b) Knowledge overload
- c) **Sufficient knowledge**
- d) Channel barriers

Answer the following

1. Define Communication
2. What are the types of communication? Explain.
3. What are the steps to overcome the communication barriers?
4. How the non verbal communications effect an effective communication process?
5. Explain the process of communication with diagram
6. Briefly note down the differences between formal and informal communication
7. Mention the importance of Professional manners to be followed by a professional
8. Write a note on work place etiquettes.
9. What is the flow of communication? Explain
10. How the cultural diversity effects on the business communication?
11. Mention some of the personal and telephonic etiquettes
12. Write a brief note on importance of effective communication as a Professional employee

UNIT III

ESSENTIALS OF PROFESSIONAL WRITINGS

3.1. Introduction:

The world of business writing can seem vast. Each office seems to have variations of documents, each with their personalized templates and industry focus. Varying scenarios require varying forms of business writing. However, the innumerable documents can be distilled into four main categories. Each category has its overall goal. Based on the objective, each of the many business documents falls within these four broad segments.

Business writing is a type of writing that seeks to elicit a business response. It's a purposeful piece of writing that provides relevant information to help a reader know something or do something. It must be substantive, clear, correct, and easy to scan. The most important element in business writing is the information it conveys.

If there are content gaps, incorrect information, irrelevant information or the same information is repeated in different spins, the document will fail. Always, even if the words and grammar are beautiful and correct, the document will fail.

At its core, business writing is about information exchange, so this information is the essence of business writing. The information must be complete, relevant to the reader, and accurate. The goal is to transmit information to a reader, so business writing requires clear language to help a reader understand information easily. Writing clearly is one of the harder aspects of business writing. The majority of your business letters will involve routine messages organized directly. Before you write any letter, though, consider its costs in terms of your time and workload. Whenever possible, don't write! Instead of asking for information, could you find it yourself? Would a telephone call, e-mail message, instant message, or brief visit to a co-worker solve the problem quickly? If not, use the direct pattern to present your request efficiently.

Meaning:

Business writing includes memorandums, reports, proposals, emails, and other forms of writing used in organizations to communicate with internal or external audiences. Business writing is a type of professional communication and is also known as business communication and professional writing.

3.2. TYPES OF BUSINESS WRITINGS:

1. Instructional Business Writing

Instructional business writing provides the reader with the information needed to complete a task. The task may be accomplished immediately or it may be for future reference. This type of document must break down a process into steps that are understandable to the reader. The written record must account for reader's knowledge of the area, the scope of the task while integrating variations or potential problems.

Examples:

- **User Manual:** a guide focused on allowing the customer to use a product. Effective user manuals are crucial to a good user experience and a happy customer. User manuals are often considered part of technical writing, which is closely related to business writing.

- **Specifications:** a technical document which provides an outline of a product or process that allows it be constructed or reconstructed by an unfamiliar but knowledgeable user, enabling effective distribution.
- **Memo:** a short notification of new information shared within a large group in an organization. The memo may include a direct instruction or be a reference on how to complete future tasks.

2. Informational Business Writing

Not all business writing requires action. A large volume of writing is created for reference or record. This category can include some of the less glamorous but still essential documents. Recording business information accurately and consistently is important for marking progress, predicting future work, as well as complying with legal and contractual obligations.

- **Report:** perhaps the bulk of informational writing is report writing. Organizations rely on reports to act, to communicate business and technical information, to capture work completed, to record incidents, to finalize projects and recommendations, and to act as an archive. A well written report allows the reader to easily grasp the content and, if applicable, make informed decision.
- **Financials:** documents that outline the financial state of a company. These statements provide a fiscal snapshot of a company over a defined period.
- **Minutes:** a summary of the proceedings of a meeting. A record of discussions, decisions, and assignments for attendees and others.

3. Persuasive Business Writing

When people think of business writing, they often think of the persuasive writing category. These documents are generally associated with sales. The persuasive writing may be direct, with focus on a specific item, or indirect, with focus on developing the client relationship.

The goal is to two-fold: to convey information and to convince the reader that the presented information offers the best value. The text is written to impress the reader and sway their decision.

- **Proposals:** these documents outline an offer of a product or service to a specific potential client. The proposal generally presents project overview, benefits, timeline, costs, and competency.
- **Sales Email:** an email written to a large number of people to pitch a product or service.
- **Press Release:** a text written for journalists and media presenting new information. The text aims to persuade the reader to share the content through their own channels

4. Transactional Business Writing

Everyday communication falls under transactional business writing. The majority of this writing is by email, but also includes official letters, forms, and invoices. An easy way to quickly improve your transactional business writing is to take an online course.

These documents are used to progress general operations. They are also used to convey good and bad news, often associated with human resource processes.

- **Emails:** documents used to quickly communicate information between staff or clients in business activities.
- **Dismissal notice:** this letter provides the official context and procedural details associated with employment termination.

Each business document falls into one of these four categories. By determining the category, you will better understand your document's goal.

3.3. ROUTINE LETTERS

Routine letter is a letter written in formal language, usually used when writing from one business organization to another, or for correspondence between such organizations and their customers, clients and other external parties

1. Business letters are formal documents and, as such, must be written in a professional tone. A business letter is used as a means of providing important information to the recipient about any changes, updates or news an organization has to share. In the business world, routine business letters are part of essential communication practices among companies, clients and vendors.

2. Types of Routine Business Letters: 1. Requests 2.Replies 3.Goodwill messages. A business letter is a letter written in formal language, usually used when writing from one business organization to another, or for correspondence between such organizations and their customers, clients and other external parties.

3. Corrects Form – Sends silent but positive message. Goodwill Tone – Points out reader benefits. Clear Content – Short sentences, transitional expressions, and familiar words.
Characteristics of Good Letters:

4. Single spaced paragraphs. Double space between paragraphs. Do not justify right margins. Margins: 2.5 to 4 cm. The letter is centered on the page. The dateline, inside address, and body are set flushed left. Block Style:

5. Each paragraph is indented instead of left justified. The date and closing are in alignment in the center of the page. Semi Block Style: Body: Left-justified and single- spaced
Modified Block Style:

6. Show appreciation by maintaining a courteous tone.

7. Closing: Request action, avoid overused endings

Body: Explain and justify the request

Opening: State the main idea.

Request for Letters: Action

Routine Information or Request

8. Closing: Tell how you plan to pay.

If you are ordering many items, list them vertically.

Body: Specifies items or services, quantities, dates, prices, and payment method.

Opening: Authorize the purchase.

Order Letters

Routine Letters: Request

9. Include an end date if applicable.

Closing: Request for action

Body: Explain objectively with specifics of claim.

Present a clear statement of the problem

Opening: State purpose of request

Direct Claims

Routine Letters: Request

10. Tell the reader how to proceed.

Closing: End with a cordial, personalized statement.

Body: Arrange information logically

Opening: Frontload with main idea

Complying with Requests

Routine Letters: Direct Replies

11. Provide a telephone number for more information

- closing: Make an overall ranking of the candidate.
- Body: Include supporting statements with details.
- Opening: Identify information of the candidate
- Letters of Recommendation
- Routine Letters :Direct Replies

12. Closing: Be positive and complement writer.

- If you do apologize, do it briefly.
- Body: Win back the customer's confidence.
- Opening: Comply with the customer's claim.
- Granting Claims and Making Adjustments
- Routine Letters: Direct Replies.

13. Accept praise gracefully.

- Send a brief note expressing your appreciation.
- Answering Congratulatory Messages
- BE.. Selfless, Specific, Sincere, Spontaneous, and keep the message Short.
- General Guidelines (The five S's)
- Goodwill Messages

14. Hospitality thank you: Offer praise by complementing.

- Favour thank you: Be sincere; express the actual value of the favour.
- Gift thank you: Identify the gift and related to it.
- Giving Thanks
- Goodwill Messages

15. Offer assistance by suggesting your availability.

- Deaths: praise the deceased.
- Loss or tragedy: Refer directly but sensitively.
- Extending Sympathy
- Goodwill Messages

10 Key Points:

1. Present the letter through the reader's perspective.
2. Verify that the format of the letter is professional.
3. Use the three part direct pattern for routine requests and
4. Avoid clichés.

5. For order letters, be direct and detailed.
6. For claim letters, avoid harsh words and statements.
7. For direct letters, write a subject that quickly identifies the topic.
8. Have the active/positive news be the focus of the letter.
9. For Goodwill Messages, focus on the five Ss: selfless, specific, sincere, spontaneous and short.
10. Always revise the letter thoroughly before sending it.

Example letter

Christopher Jones,
DMC International
August 02, 1990 Mr.
Robin Williams,
Personal Assistant,
BRED & Co.,
Derry, UK

Dear Mr. Williams,

We at DMC are pleased to hear that Mrs. Kate West, President of BRED & Co., is visiting our company. We warmly welcome her visit and assure proper hospitality.

I am writing to you to enquire about her routine and her flight details. The routine if sent to us will facilitate our representative to receive her at the airport and arrange for her stay. Also her schedule will help us arrange for her to see our company. Also if she can tell us when she would like to have the meeting scheduled, it would be convenient for us to arrange for it. I request you to consult her and send her routine as soon as possible to me.

We are eagerly looking forward to her visit.

Warm Regards,
Christopher Jones,
Hospitality Head

3.4. PERSUASION LETTERS

Persuasive Letter is a letter written to persuade an organization/s or individual/s towards accepting the writer's (sender's) issue, interest or perspective. It can be written to any type of organization i.e. school, bank, college, NGO, municipality etc. The individuals can be a director, CEO, government official etc. The motive of the persuasion letter is to 'Get your work done' in layman terms.

The persuasion can be related to any matter, it can be:

- A complaint
- A sale
- A petition
- A request or any other matter which requires convincing

Taking that into note, persuasion letter is a broad term inclusive of Cover Letter, Complaint Letter, Petition Letter, Request Letter, and Sales Letter. This is because in all of the above mentioned there is moderate to maximum amount of persuasion on part of the sender.

Depending upon the region where you live a Complaint Letter or a Sales Letter may be an interchangeable name for a Persuasive letter. Persuasion letter comes under formal letter type and follows certain formats like Full Block Style, Semi-Block Style, Modified Block Style and

Modified Semi-Block Style. As mentioned earlier about the formal nature of letters of persuasion, you can include certain informal elements depending upon the need. While a persuasive letter may or may not be successful in its objective, it does raise awareness about the matter addressed. And it can act as a source of inspiration for others when you are addressing certain important social issues.

Example letter

Agnes Cleopha The principal

ST Anne's Convent school Sector 32 D, Chandigarh 25th December 2017

Dear Ms. Cleopha,

I am writing this letter on behalf of all the students of 8th and 10th class students who firmly believe that the Mango Trees growing in the premises of the school and those growing in the vacant plot should not be cut.

The reasons which we have outlined have been researched with the help of our Environment Teacher

- The Mango Trees growing here support an ecosystem of their own.
- These tresses are home to all types of animals which include some migrating birds as well. We have photographed 6 species of migratory birds and 6 local birds which nest in these trees; these have been enclosed along with the letter.
- There are about 3 mammal species, 5 reptile species and over 50 species of insects which live on and around these trees
- They are 20 years old and are in their prime. They are historical landmark not only for the school but also for the migratory birds which nest here. Cutting these trees will reduce their homing area.
- Already we are witnessing the cutting of green areas for development and urbanization. Our efforts will set an example for others.
- They are the Lungs of our school as they provide oxygen.
- They provide shelter to us during rain and summer. We have observed that the adjoining areas are hotter as compared to the area where mango trees grow. We have recorded on video the temperature difference and it turns out that it is 4-5 degrees cooler than the adjoining area. This is because of the lush green canopy which doesn't let the sun's warm rays to reach the surface.
- We the students of 8th, 9th and 10th solemnly promise not to break the mangoes and not climb the tress which has resulted in accidental injuries in the past.
- We will stop students of other classes also and stop other outside students as well.
- We will also collect all the fallen leaves to make manure for the school plants.
- We have included a time table for keeping a vigil on activities which have been prohibited by the school.
- There is also a system of award within which students with outstanding activity will be featured on the annual magazine. Details have been provided along the attached documents. Eagerly waiting for a positive response.

Thank you for your time. Yours Obediently,

Jai Singh student of Class 10th (on behalf of 8th 9th & 10th students) Encl: Photography of migrated birds

3.5. ORDER LETTERS

An order letter is usually written to assign orders or place order of goods. The letter is written in a very precise and specific manner. Order letters are quite common and are written on daily basis. The language of the letter however is formal and everything is written in a standard format.

An order letter is the one that is written by a company or the person concerned who are supposed to place the request of purchase from another company. The letter is written after doing careful research about the desired product or service. Order letter examples will help you provide a clear picture as how these letters should be.

Another term you need to know in the order letters is the term, "Order" which is an expense for the person placing the order and an income for the one getting it. But this is not everything the company needs to know, in fact there are lot of commitments that has to be ensured to satisfy the customer who can be an individual or another company. The order letter comprises of the order, the quality of the delivery and after sale service.

Order letter should come into action only when a detailed study has been made of the desired product which has been done in the market and based on this promised service, price and quality, the decision is made for the purchase.

Before you draft the letter, you have to make sure that it pens down all the terms and conditions of the purchase for the benefit of both the involved parties. This should have details about the product specification, the quantities and the price agreed on. In addition to this it should also have the delivery date, late delivery clauses. The letter should be addressed to the person responsible who will carry out the execution of the order with the copy of the head of the department.

Tips to write a good order letter

- Write the letter in a precise manner
- Make sure you keep the language of the letter formal and easy so that the reader does not find it difficult to read
- If you are writing the letter to place order make sure you do not make any mistakes
- Avoid making spelling and grammar errors
- Do not deviate mid way from the topic while writing the letter
- Write the letter in a polite and apt manner

Example letter (format) Date: MM/DD/YYYY

From: (insert your name and address here)

To: (insert the name and address of the recipient) Subject: order placement

Dear Mr. / Mrs. (name of the reader)

This letter is with reference to the meeting that took place when we visited your factory for purchasing school uniform for our school.

We are glad to inform that we would like to order 200 uniforms which include 80 small sized, 75 medium sized and 45 large sized for our students. We will appreciate if the order can be delivered to our address at the latest (insert the date). Please, note that 100 % of the payment will be made after the delivery. If the order is not made on the said date, then please consider it to be cancelled. The price of a uniform is \$ (insert amount) as it was agreed during the

meeting.

Please, review the letter and if you have any objections or any recommendations or suggestion, please contact me. We hope for long term cooperation with you.

Sincerely,

(Insert your name)

From: (insert your address) To: (recipient's address) Dear Mr. / Mrs. XXXX

Thank you for sending the catalogue so promptly. It arrived really quickly within two days of my request. Please send the following items by parcel post as soon as possible.

(Insert the list of items along with the number of items required and the price for each of them)

I am enclosing a money order of (insert the amount). If there are any additional charges, please let me know.

Please mail me the books to the address that is given above.

Thank you,(Your full name) 3.6.SALES LETTERS

A **sales letter** is a piece of direct mail which is designed to persuade the reader to purchase a particular product or service in the absence of a salesman. It has been defined as "A form of direct mail in which an advertiser sends a letter to a potential customer." It is distinct from other direct mail techniques, such as the distribution of leaflets and catalogues, as the sales letter typically sells a single product or product line, and further tends to be mainly textual as opposed to graphics-based. It is typically used for products or services which, due to their price, are a considered purchase at medium or high value (typically tens to thousands of dollars). A sales letter is often, but not exclusively, the last stage of the sales process before the customer places an order, and is designed to ensure that the prospect is committed to becoming a customer.

Because of the direct response nature of sales letters, they can be carefully tested on an ongoing basis to determine which version performs best in terms of converting readers to customers. Sales letters are typically developed incrementally, with split testing of various elements. This allows the marketer or copywriter to confirm which headline, body text or graphic design converts best. On the internet, it is possible to track additional variables, such as the open rate of emails, the bounce rate, click through to the checkout, etc.

These seven tips can help you write more effective sales letters:

- Be the customer as you write.
- Organize your letter.
- 3. Make it easy to read.
- Capture your reader's attention.
- Get your readers interested.
- 6. Make your readers want your product or service.
- Ask your readers to take action.

Format

Most sales letters that work do so because they are drafted well and are written correctly. Depending on the product or service you have on offer, the content of the letter may change, but the basics are the same.

Your name

Name of your organization Address

Date

Name of client Client's address Salutation/ Greetings Continue.....

Dear Miss/Mr. (addressee) or to whomsoever it concern

The introductory paragraph of the letter should start with a sentence that grabs the attention of the reader. Then go ahead to thank the reader for the interest that he/she has shown in the product that you are selling, or the services that your organization provides, and convey the benefits and incentives that a client or consumer of the company will be eligible for.

The second paragraph can act as a testimony to any sample product that you have sent along. It is always a good idea to do so, because a new client can then see for himself the good points of the product. You can also describe limited offer promotions or discounts that your organization will be offering to anyone who becomes a regular client.

The third paragraph of the article will have your contact details like your phone number, your location, and the office timings of your organization. Also include details like the account manager for the client, and any other details that could be helpful for the consumer (like toll free numbers).

Valediction/ Goodbye Yours sincerely (Your name)

The sales letter is split into several key sections. In addition, other sections may be used, such as sub-headlines.

Introduction Body copy

This section is typically quite long, with 4, 8 and 16 page letters being common formats. This section will typically contain testimonials from the firm's customers as well as pictures and information about the product. On the internet, the body copy may include embedded video or audio.

Conclusion

All sales letters include a conclusion which is intended to get the customer to commit to purchasing the product or service, typically without any further intervention.

Graphic design

The graphic design of a sales letter is an important part of the branding. The font, layout, line spacing, paragraph formatting, images, etc. all have an effect on the efficacy of the letter.

Save Fuel Ltd Urdareanu Street Bucharest Romania
Phone: 21410030

25th December 2017 Nikola Dosai
28 Bucharest
040298 Romania

Save Fuel Limited an initiative of Eco fuel Industries presents you an innovative and revolutionary product which will not only save your hard earned cash; it will save the environment too. Hard to believe isn't it? But then 'Impossible' itself states 'I-M-POSSIBLE'. With that motto it is indeed our pleasure to introduce you with Vego Car. Good question, the prevalent conversion kits in the market run on CNG, LPG, Solar, Electricity or other vegetable oils which includes soya bean oil and others. Jatropha Plant Jatropha plant seeds are very rich in oil; they contain about 40% oil which is far more than any other vegetable oil. It costs less than petrol, diesel or other vegetable oils. 1 litre of Jatropha oil costs only 5\$ which is far less than the 15\$ petrol, 10\$ diesel and 11\$ vegetable oils. It has been blended with ethanol to make it more engine friendly as compared to other vegetable oil based fuel.

You can also visit our website – www.vegocar.com for more information.

Additionally we have a face book page – Vego car and YouTube video with the same name – Vego Car.

Soon you will see us on billboards, magazines and newspapers as well.

Till that time you can contact us and order a Free Brochure delivered at your door steps. The brochure contains all the possible answers to your questions.

You can also contact us at these Toll Free Numbers: 96450490, 235983259, and 2309479203

**Thank you for your time and have a Happy Day. Team
Save Fuel Limited**

3.7. COLLECTION LETTERS

It is a written notification of the pending amounts, meant to prod past-due customers to make a payment. **Collection letters** are sent usually one after another, with the tone and language getting more direct with each successive **letter**, until at least some payment is received. It is an Order from exporter or seller instructing the collecting and remitting banks on interest charges, demurrage charges, case of need, protest, and other points known also as collection order. Do not confuse this with a letter of collection. This letter accompanies a demand draft or time draft with shipping and other collection documents.

Letters written for realizing payments from the debtors are known as collection letters. The need for writing collection letters arises from credit sales. Selling on credit is a traditional business policy that enhances volume of sales. Under the credit sales policy, the sellers allow the customers a definite period for payment of dues. However, sometimes the buyers make unexpected delay in paying their dues. Even, some custom stances, the sellers write letters reminding and requesting the customers to pay the due bills. Instead of sending one letter or repeated copies of the same letter, credit departments send a series of letters. It is Past-due customer prodding tool, urging the laggard to make a payment typically issued one after another. Tone and language get more direct as additional letters go out, unless some money is paid. Maintaining the customers' goodwill that was painstakingly acquired over the years, while securing past-due amounts is a key point in a good letter. Also known as dunning letter or dunning notice. Contrast with collection letter, which is different.

Collection letters are written in a series. When **collection letters** are written in a series beginning with a simple reminder and end with a warning letter indication legal action the dues promptly by retaining the customers with the company. Collection or dunning letters possess some distinct features that differentiate them from other business letters. Some of the features of collection letter are as follows:

1. **Parties involved:** Buyer who buys on credit and seller are involved in collection letter. Seller writes this letter to the buyer for payment of dues.
2. **Series of letter:** Collection letters are written in a series. The series includes remainder letter, inquiry letter, appeal and urgency letter and warning letter.
3. **Objective:** The prime objective of writing collection letter is to realize the dues from the customers.
4. **Governing principle:** The governing principle of the letter is to collect the dues by retaining the customers with the company.
5. **Referring the previous letter:** When dunning letters are written in a series, every

subsequent letter mentions the reference of immediate earlier letter.

6. **Threat for legal action:** The last letter of *collection letter* series warns the customer that the matter has been handed over to the lawyers for taking necessary legal action.

7. **Sent through registered post:** The seller sends collection letter especially, the last letter of the series through registered with acknowledgement to avoid unnecessary delay, or missing of the letter or denial from the part of the customer.

8. **Language:** The letter is written by using friendly, persuasive but straightforward language.

Example of Collection Letter

Dear {client};

We know that life can sometimes be difficult and staying on top of invoices is not always easy. That's why we wanted to send you a friendly reminder regarding invoice # {000} in the amount of {\$.00} that is currently past due. If you experienced an issue with your order, please do let us know. If you have any questions regarding this invoice, please call us at {phone} or contact us via {email}.

We value your business and are here to help you. If your payment has already been submitted, we thank you and please disregard this notice.

Sincerely,

{You're Name}

{Your Title}

3.8. COMMUNICATION OF UNPLEASANT & POSITIVE MESSAGES

In business writing, a bad-news message is a letter, memo, or email that conveys negative or unpleasant information—information that is likely to disappoint, upset, or even anger a reader. It is also called an indirect message or a negative message.

Bad-news messages include rejections (in response to job applications, promotion requests, and the like), negative evaluations, and announcements of policy changes that don't benefit the reader.

A bad-news message conventionally begins with a neutral or positive buffer statement before introducing the negative or unpleasant information. The closing of a message containing negative news should be courteous and helpful. The purpose of the closing is to maintain or rebuild good will. In business writing, a **bad-news message** is a letter, memo, or email that conveys negative or **unpleasant** information—information that is likely to disappoint, upset, or even anger a reader. Also called an indirect **message** or a negative **message** "Offer the receiver another option. Presenting another option shifts the emphasis from the negative news to a positive solution." And the approach is called the indirect plan. Without empathy for the audience's feelings, it is hard to gain its cooperation or persuade it to accept tough decisions. So, before composing a letter containing unpleasant news, always ask yourself, "if I were the receiver of the message I am about to transmit, how would I react?" Just as good news is accompanied with details, bad news is accompanied with supporting details (explanation, specific reasons). If the bad news is presented in the first sentence, the reaction is likely to be negative: "That's unfair" or "This just can't be".

After having made such a judgment on the basis of the first sentence, readers are naturally reluctant to change their minds before the last sentence – even though the intervening sentences present valid reasons for doing so. Instead, disappointed readers tend to concentrate on

rejecting (and not understanding) supporting details.

From the writer's point of view, details that support a refusal are very important. If the supporting details are understood and believed by the reader, the message may be readily accepted and a good business relationship preserved. Because the reasons behind the bad news are so important, the writer needs to organize the message in such a way as to emphasize the reasons.

The chances of getting the reader to understand and accept the reasons are much better before the bad news is presented than after the bad news is presented. If the reasons are presented afterwards, the reader may not even read them

Sample Bad-News Message: Rejection of a Grant Application

On behalf of the members of the Research & Scholarship Committee, thank you for submitting an application for this year's Research & Scholarship grants competition.

I'm sorry to report that your grant proposal was among those that were not approved for funding in the spring. With the reduction in grant funds caused by budget cuts and the record number of applications, I'm afraid that many worthwhile proposals could not be supported. Although you did not receive a grant this year, I trust that you will continue to pursue both internal and external funding opportunities.

Positive messages

Most of the workplace messages you write will probably be positive. That is, they will deal with routine matters that require straightforward answers using the direct method. As communication channels continue to evolve, you will be using both electronic and paper-based channels to send positive, routine messages.

Letters are a primary channel of communication for delivering messages outside an organization. Positive, straightforward letters help organizations conduct everyday business and convey goodwill to outsiders. Such letters go to suppliers, government agencies, other businesses and, most important, customers. The letters to customers receive a high priority because these messages encourage product feedback, project a favorable image of the organization, and promote future business.

Business letters are powerful and effective because they produce a permanent record, maintain confidentiality, convey formality, sensitivity, and deliver a well considered message.

3.9. JOB APPLICATION

A job application letter, also known as a cover letter, should be sent or uploaded with your resume when applying for jobs. While your resume offers a history of your work experience and an outline of your skills and accomplishments, the job application letter you send to an employer explains why you are qualified for the position and should be selected for an interview.

Writing this letter can seem like a challenging task. However, if you take it one step at a time, you'll soon be an expert at writing application letters to send with your resume. Before you begin writing your job application letter, do some groundwork. Consider what information you want to include (keeping in mind that space is limited). Remember, this letter is making a case for your candidacy for the position. But you can do better than just regurgitating your resume — instead; highlight your most relevant skills, experiences, and abilities.

Writing a job application letter is very different from a quick email to a friend or a thank-you note to a relative. Hiring managers and potential interviewers have certain expectations when it comes to the letter's presentation and appearance, from length (no more than a page) to font size and style to letter spacing:

Length: A letter of application should be no more than one page long.

Format and Page Margins: A letter of application should be single-spaced with a space between each paragraph. Use about 1" margins and align your text to the left, which is the standard alignment for most documents.

Font: Use a traditional font such as Times New Roman, Arial, or Calibri. The font size should be between 10 and 12 points.

There are also set rules for the sections included in the letter, from salutation to sign-off, and how the letter is organized. Here's a quick lowdown on the main sections included in a job application letter:

Heading: A letter of application should begin with both your and the employer's contact information (name, address, phone number, email) followed by the date. If this is an email rather than an actual letter, include your contact information at the end of the letter, after your signature.

Salutation: This is your polite greeting. The most common salutation is "Dear Mr./Ms." followed by the person's last name. Find out more about appropriate cover letter salutations, including what to do if you don't know the person's name, or are unsure of a contact's gender.

Body of the letter: Think of this section as being three distinct parts.

In the **first paragraph**, you'll want to mention the job you are applying for and where you saw the job listing.

The **next paragraph(s)** are the most important part of your letter. Remember how you gathered all that information about what employers were seeking, and how you could meet their needs? This is where you'll share those relevant details on your experience and accomplishments.

The **third and last part of the body of the letter** will be your thank you to the employer; you can also offer follow-up information.

Complimentary Close: Sign off your email with a polite close, such as "Best" or "Sincerely," followed by your name.

Tips for Writing an Effective Letter

- **Always write one.** Unless a job posting specifically says not to send a letter of application or cover letter, you should always send one. Even if the company does not request a letter of application, it never hurts to include one. If they do ask you to send a letter, make sure to follow the directions exactly (for example, they might ask you to send the letter as an email attachment, or type it directly into their online application system). Following application directions is the first step to getting selected for an interview.

- **Use business letter format.** Use a formal business letter format when writing your letter. Include your contact information at the top, the date, and the employer's contact information. Be sure to provide a salutation at the beginning, and your signature at the end.

- **Sell yourself.** Throughout the letter, focus on how you would benefit the company. Provide specific examples of times when you demonstrated skills or abilities that would be useful for the job, especially those listed in the job posting or description. If possible, include examples of times when you added value to a company. Numerical values offer concrete evidence of your skills and accomplishments.
- **Use keywords.** Reread the job listing, circling any keywords (such as skills or abilities that are emphasized in the listing). Try to include some of those words in your cover letter. This will help the employer see that you are a strong fit for the job.
- **Keep it brief.** Keep your letter under a page long, with no more than about four paragraphs. An employer is more likely to read a concise letter.
- **Edit, edit, edit.** Employers are likely to overlook an application with a lot of errors. Therefore, read through your cover letter, and if possible ask a friend or career counsellor to review the letter. Proofread for any grammar or spelling errors.

Sample Job application is as below:

Renu Singh

Mobile: +91-97XXXXXX

E-Mail: rexxxxxx@rediffmail.com

Dated: DD/MM/YY

Dear Renu,

Please find the resume attached for the position of XXX. I'm particularly interested in this opening / position, which relates strongly to my **nearly 5 years of experience** in managing **Construction Projects** entailing initialization, planning, execution, control & closure involving subcontracting, construction, labor control & handover within tight time & budget schedule.

Working as **Assistant General Manager** with **GVK Bagodara Vasad Expressway Ltd., Gujarat**, I believe I meet all the essential criteria for the position. I am now looking to take up roles in **Project Management, Construction Management and Sourcing & Procurement**.

I am keen to join your firm due to its leading position in the industry, great organizational culture, spirit of innovation, professionalism that characterizes your firm and its employees. I appreciate your efforts in taking the time to review my credentials and experience. Looking forward to a positive response.

Thanking you,

Sincerely,
Renu Singh

3.10. EMAIL ETIQUETTES

What is Email?

Electronic mail, most commonly called email or e-mail since around 1993, is a method of exchanging digital messages from an author to one or more recipients. Email operates across the Internet or other computer networks.

Email is an information and communications technology. It uses technology to communicate a digital message over the Internet. Users use email differently, based on how they think about it. There are many software platforms available to send and receive. Popular email platforms include Gmail, Hotmail, Yahoo! Mail, Outlook, and many others. (*Wikipedia*)

What is email etiquette?

Email etiquette refers to the principles of behavior that one should use when writing or answering email messages. It is also known as the code of conduct for email communication.

Email etiquette depends upon to whom we are writing- Friends & Relatives, Partners, Customers, Superior or Subordinates.

Why should we follow email etiquette?

We must follow email etiquette in our professional communication because it is a form of communication which is a reflection of senders and responders. Bad email etiquette reflects badly on us, and a record of this is kept in mailboxes over which we have no control. Good email etiquette reflects well on us, improves our public perception and persona and increases the chance of a prompt and comprehensive response. It's not hard to maintain good email etiquette once we know what it is. A company needs to implement etiquette rules for the following three reasons:

- **Professionalism:** by using proper email language your company will convey a professional image.
- **Efficiency:** emails that get to the point are much more effective than poorly worded emails.
- **Protection from liability:** employee awareness of email risks will protect your company from costly law suits.

Before Compose:

One thing before you start, before creating or responding to an email, ask yourself this: is email the right medium for this communication? If you are not sure, pick up the phone or walk over to the person and have a conversation. Email only if it is the right medium.

This article contains a comprehensive list of rules and recommendations learned through experience and research (Wikipedia, Communication Books & Journals, great professional's lectures etc.).

The first step in writing e-mail message:

- **Identify the purpose** of the message and determining what the recipient reading the message has to do.
- **Focus your objective.** Achieve the five I's: *Inform, Inquire, Influence, Instruct and Incite*.
- **Focus your content.** Don't let unnecessary ideas impose on your principal message.

To line:

Each individual on the **To** line is responsible for response or taking the action (or part of an action) outlined on the **Subject** line and the message relates directly to them.

Cc line:

- No action or response is expected of individuals on the **Cc** The recipient needs only to read or file the message.
- The individuals whose work is indirectly affected by the communication should be included on the **Cc**

Bcc line:

- A feature similar to CC except that in BCC or blind courtesy copy, recipients are invisible to the other recipients.
- Use Bcc field cautiously.

Subject: line

Subject line should effectively summarize the message. If the subject-line is clearly written, each recipient on the **To** line will have a clear understanding of the objective that the message relates to.

- Subject line should effectively summarize the message
- Not use more than 6 or 7 words in subject line
- Never use CAPITAL letter
- When replying, change the subject line when the topic changes.

Salutations:

We should be very careful in writing the salutation because it can be mistranslated the reader about the sender. So the sender must ensure that his/her reader is comfortable and happy with my salutation, otherwise rest of the communication may not bring any positive result. Below table shows some salutations for various circumstances.

Body [Anatomy of an email]

The area where the message is entered

– **Before you type anything into a new message, answer these two questions:**

1. Why am I writing this?
2. What exactly do I want the result of this message to be?

Opening:

- Begin with a line of thanks. Find any way to thank target receivers. This will put them at ease, and it will make you appear more courteous. For example:
- Thank you for contacting Group QA.
- Thank you for your prompt response.

Composing the Content

In the first 1-3 lines of your email, specify what this email is about after composing the mail answer the following questions:

- Does it include action required?
- Does it require a reply back by a certain date?
- What information is contained that the reader will find necessary for their job?

The four most common types of actions are:

- **Action:** recipient has to perform a physical action (**Actions should always have a deadline**). Ex: "Please provide the Reconcile report of November'15 by 10th December'15."
- **Respond:** recipient needs only to respond to your message. Ex: "Can you attend the staff meeting on Saturday?"
- **Read only:** recipient needs only to read your message. Ex: "Please read the attached HR action plan before next HR meeting on Dec 12th."
- **For Information Only:** recipient needs only to file your message for future reference. Even reading the message is optional. Ex: "Enclosed for your records."

Privacy:

- Email is not and never has been private. Once you send an email, the recipient can and will do what they want with it. If you need to share private information, pick up the phone, use a different secure system, or use coded attachments.

- If you can help it, never email confidential information either. Once emailed, confidential information becomes public as email is not private. Even though we hate the damn things, confidentiality agreements do exist to *theoretically* enable people to email confidential stuff around, but they rely on discretion and trust that the recipient agrees the information is confidential. As with private information, if you do need to send confidential information, wrap it in a locked format like PDF, password protect it and encrypt it. But be aware, there is nothing really to prevent the recipient of unlocking the information and still sharing it publicly.

- Use your corporate email for work only. Never use it for personal stuff. Corporate email is not private, it is archived, it is monitored, and most have policies against it. Use your private email for personal affairs never send personal messages to a recipient's corporate addresses.

Use the blind copy (BCC) or mail merge function to protect the privacy of you **Attachments:** When you are sending an attachment tell your respondent what the name of the file is, what program it is saved in, and the version of the program.

- Compress large attachments and send attachments only when they are absolutely necessary.
- Have a good virus scanner in place. People will not be very happy with mails full of viruses

Delivering Bad News:

- Deliver the news up front.
- Avoid blaming statements.
- Avoid that sound ambiguous.
- Maintain a positive resolve.

Writing a complaint:

- You should briefly state the history of the problem to provide context for your reader.
- Explain the attempts you made previously to resolve the problem.
- Show why it is critical for the problem to be resolved by your reader.
- Offer suggestions on ways you think it can be resolved or how you are willing to help in the matter.

Before you hit Send, review...

- Read it as if you were an outsider — how clear is it?
- negative comments about management
- criticisms of staff or performance issues
- see if you can shorten the email
- bonuses or salary issues
- product or liability issues
- gossip
- humor or other ambiguities

Check, and then check again

- Edit and proofread. You may think you're too busy to do the small stuff, but your

reader may think you're careless, unqualified, or unprofessional.

- Review and spell-check your email one more time to make sure it's truly perfect.

Reply or Reply to all:

Ask yourself: "Does everyone need to know this information?"

- **Answer swiftly:** Each e-mail should be replied to within at least 24 hours and preferably within the same working day.
- If the email is complicated, send an email saying that you have received it and that you will get back to them. This will put the people's mind at rest and usually they will then be very patient!
- Respond only to messages that require one. When replying make sure that you are adding value to the conversation, truly moving it forward.
- While replying to an e-mail message with an attachment, which is to accompany your reply, you must forward the message instead of using the "Reply" or "Reply All" button. Otherwise, the attachment is not included with the message.
- Be conscious of responding to the sender or *Reply to all*
- Do not overuse *Reply to all*.
- Don't reply to spam

The Closing:

In the business world, ending an email professionally is just as important as perfecting the rest of the message. If you do it sloppily, you might lose some precious business opportunities.

Courtesy is always important, no matter how short the email is.

- Before you end your email you can add some sentence as follows:
- Thank you for your patience and cooperation.
- Thank you for your consideration.
- Include an accurate follow-up statement:
- I will send you additional information.
- I look forward to receiving your input.
- If you have questions or concerns, do let me know.
- I look forward to hearing from you.
- Please let me know if you need further assistance on this.
- If a response is required, specify what, when.

Signatures: A professional signature makes it easy to contact you. Your email account can automatically add these data to the bottom of the email:

- Full professional name
- Job title
- Business phone/fax numbers
- Business street address
- Business website (if any)
- A legal disclaimer (if required by your company).

Complementary Closings: Below table shows some complementary closings for various circumstances

Dos...

- **Write in a positive tone** "When you complete the report." instead of "If you complete the report."
- **Be concise and to the point:** Do not make an e-mail longer than it needs to be.

- **Address all the questions or concerns to avoid delays:** An email reply must answer all questions, which will not only save yours and your customer's time but also your customer will be impressed with your efficient service.
 - **Use proper spelling, grammar & punctuation:** Improper spelling, grammar and punctuation give a bad impression of your company, it is also important for conveying the message properly.
 - **Read the email before you send it:** It is very important to read the email before sending as it can prevent it from spelling and grammatical mistakes and thus, helps you sending a more effective message.
 - Answer all questions, and pre-empt further questions.
 - Use a font that has a professional or neutral look.
 - People just want to know what you want, so state that, in the first sentence.
 - Provide all **supporting information** that will help the recipient complete an action or respond successfully.
 - **Keep language gender neutral.** Apart from using him/her, you can also use the neutral gender: "The user should add a signature by configuring the email program".
 - **Use active instead of passive:** Try to use the active voice of a verb wherever possible. For instance, 'We will process your order today', sounds better than 'Your order will be processed today'.
 - **Avoid using URGENT and IMPORTANT:** Even more so than the high-priority option, you must at all-time try to avoid these types of words in an email or subject line.
 - **Use proper structure & layout:** Use short paragraphs and blank lines between each paragraph. When making points, number them or mark each point as separate to keep the overview.
 - **Add disclaimers to your emails:** This can help protect your company from liability.
 - Take one last look at your distribution list – is this email necessary for all recipients.
 - Once the email discussion goes beyond 2-3 replies anyway, it's time to pick up the phone.
 - Check your Inbox just before you leave office.
 - Write about one thing
 - Stick to one subject, with one request. Once that's done, you can send a second one.
 - If you write about multiple things, with multiple requests, it is likely that:
 - your email won't be read or acted on
 - the receiver will only do one of those things
 - **Keep flaming under control**
 - Before you send an email message, ask yourself, "would I say this to this person's face?"
 - Calm down before responding to a message that offends you. Once you send the message it is gone.
 - Read your message twice before you send it and assume that you may be misinterpreted when proofreading.
 - Empathize with the sender's frustration and tell them they are right if that is true.
- Don'ts**
- **Do not copy the message or attachments without permission:** Do not copy a message or attachment belonging to another user without permission of the originator.
 - **Do not use email to discuss confidential information:** Sending an email is like sending a postcard. If you don't want your email to be displayed on a bulletin board, don't send it
 - **Do not take your reader by surprise or press them to the wall.**
 - Do not wait until the end of the day to introduce a problem or concern via memo or

email.

- Avoid writing a litany of concerns that you have been harboring for a long period of time.
- **Don't overuse the High Priority function:** If you overuse the high priority option, it will lose its function when you really need it. We all know the story of the boy who cried wolf. If you overuse the high priority option, it will lose its function when you really need it. Besides, even if a mail has high priority, your message will come across as slightly aggressive if you flag it as 'high priority'. Likewise, be careful using the words Urgent or Important in the subject line.
- **Never respond if you are upset:** Take some time to cool off and consider appropriate response.
- **Don't Attach unnecessary files-** Wherever possible try to compress attachments and only send attachments when they are productive.
- **Don't forget to attach documents:** If you plan to attach a document, do it as soon as you refer to the document in the email. So often people forget to attach even when they indicate an attachment, Wagner says. It pays to attach right away so you don't have to send a second email.
- **Never Use sarcasm or rude jokes** as it a professional/ formal communication.
- **Avoid irrelevant information:** It can confuse your reader.
- Avoid using long sentences
- **Do not write in CAPITALS:** WRITING IN CAPITALS MAKES IT SEEM AS IF YOU ARE SHOUTING. This can be highly annoying and might trigger an unwanted response in the form of a flame mail. Never send any email with all text in capitals.
- **Do not overuse Reply to All:** Only use Reply to all if you really need your message to be seen by each person who received the original message.
- **Do not use abbreviations:** In business emails, do not use abbreviations such as Plz (please), BTW (by the way) and LOL (laugh out loud). The same goes for emoticons, such as :-).
- **Don't write a long introduction,** don't tell a story. Skip the niceties.

3.11. REPORT WRITING: STRUCTURE, COMPONENTS, TYPES

A **report** or **account** is an informational work, such as writing, speech, television or film, made with the intention of relaying information or recounting events in a presentable form.^[1] A report is made with the specific intention of relaying information or recounting certain events in a way that is concise, factual and relevant to the audience at hand. Reports may be conveyed through a written medium, speech, television, or film. In professional spheres, reports are a common and vital communication tool. Additionally, reports may be official or unofficial, and can be listed publicly or only available privately depending on the specific scenario. The audience for a report can vary dramatically, from an elementary school classroom to a boardroom on Wall Street.

Reports fill a vast array of informational needs for a spectrum of audiences. They may be used to keep track of information, evaluate a strategy, or make decisions. Written reports are documents which present focused and salient content, generally to a specific audience. An example of an official report would be a police report, which could have legally binding consequences. Other types of reports, such as Consumer Reports, inform the public about the quality of products available on the market. Reports are used in government, business, education, science, and other fields, often to display the results of an experiment, investigation or inquiry.

One of the most common formats for presenting reports is IMRAD—introduction, methods,

results, and discussion. This structure, standard for the genre, mirrors traditional publication of scientific research and summons the ethos and credibility of that discipline. Reports are not required to follow this pattern and may use alternative methods such as the problem- solution format, wherein the author first lists an issue and then details what must be done to fix the problem. Transparency and a focus on quality are keys to writing a useful report. Accuracy is also important. Faulty numbers in a financial report could lead to disastrous consequences.

In the world of business, what is a report writing and report writing types is considered the most research-based and qualified form of report writing that simplifies business process and modules and creates a better understanding of the data and facts included for the target audience.

To write a report in the best form there is indispensable need to gain a proper understanding about each of its element.

Writing a report though requires a special skill set, but an experienced writer with proper understanding of how to write a report can equally justify this special area of writing.

Before writing your report, here is a run through of all you need to know about re Report Writing is a well-organized writing process that needs enough skill, research, and details.

This report writing process is usually time-consuming and often requires a detailed research for which the report writer may have to visit places, meet people and find a solid conclusion at the end of the day to write a good report.

Use of report writing is to explain a matter or issue and inform higher authorities to help them take a right decision or action in regards to the matter or issue.

There is a little room for creativity in the report writing structure as the main focus is to enlighten the readers about a matter or issue and make the whole thing self-explanatory for easy understanding.

Report Writing is the primary tool of media personnel through which they pass on specific information about an incident or topic.

Apart from the media usage, report writing is required in various sectors like corporate, government, politics etc.

To offer a better understanding, learning about the essence of this form of writing – ‘The Report’ is very important.

Report Writing Format

Every organization has a predefined report writing format and hence a writer can’t remain stuck to a specific format for different reports.

While writing a formal report, the freelance writer must keep in mind that the target readers need don’t have to do unnecessary research to take a decision or action after reading the report.

Title/ sections:

This includes the name of the author and date of the report preparation

Summary:

There needs to be a summary of few points, conclusions and recommendations. It needs to be short as it is a general overview of the report. Some people will read the summary and only

skim the report, so make sure you include all the relevant information.

Introduction:

The first page of the report must have the introduction. You will give the explanation why the report is been prepared and tell the problems, sections and details of the report.

Body:

This is the main section of the report. There needs to be several sections, with each having a sub title. Information is usually arranged in order of importance with the most importance information coming first.

Recommendations:

This is what needs to be done. Put your recommendations according to the priority.

Appendices:

This includes information that the experts in the field will read. It has all the technical details that support your conclusions to the reports.

3.12. Types of Report Writing

Everything must be in details. There are many types of report writing for organizations that are used for various purposes. To format your report to serve varied needs, have a look at the primary report writing types mentioned below.

- a) **Formal report writing**
- b) **Informal report writing**

Formal Report Writing

Formal Report Writing is pretty complex and time-consuming. Usually, it demands an immense research, explanation, references, links, lists and many other things to make the primary point clear enough for the readers.

This type of report writing is usually preferred for an important incident, issue or matter by big organizations. Formal report writing is generally long and expensive.

Formal Report writing has an internationally accepted pattern that includes various components that are mentioned below.

Cover – The cover of a report is something that drives a reader's attention first. The report's cover leaves a huge impression on the reader's mind and he/she can get an idea regarding the report's topic or quality through the cover design.

There is a saying – “don't judge a book by its cover” but it is also true – what seems well, sells well and hence the report writer must take care of the cover of the report with has a major role to depict the report brief.

Title Of The Report – This component includes the report's title and the name of the writer. Apart from these things, the title can also have a date and the name of the organization for which the report has been prepared.

The cover also has these things but putting them in details in the title section is mandatory.

Table Of Contents – This section includes headings and subheadings of the primary text written. This is a very important portion of report writing. It helps your readers to reach desired sections in your report in a hassle-free manner.

Summary – Here you basically provide the synopsis of the whole report's primary text and you can also call it an informative summary.

Many times, it is referred as 'executive summary'. You can also use descriptive summary which is a simple table of contents. The format is always decided by the organization.

Introduction – This is the most important section of the main text. The main text always includes three components – introduction, discussion, and conclusion.

Here, you introduce the main text of your report in the most intriguing a detailed manner so that all types of readers can get your point without much effort.

Discussion – In the discussion section, a report writer discusses the main story of the report. According to your reader's convenience, you decide the order of the report's results.

You can also do a result to theory comparison here along with the analysis, evaluation and interpretation of the data included.

Conclusion/Recommendation – You can present the summary of the discussion section here. Here, you mention your findings and recommend the elements to your readers as per your overall evaluation.

Appendix – In the appendix portion, you can attach the graphs, lists, survey and suchlike stuff that are related to your report and helps your readers to understand the report comprehensively.

Reference/Bibliography – You can cite your report's references in this portion.

Informal Report Writing

This type of report writing is comparatively easier and less time-consuming than the formal report writing. Here, you need to perform lesser research and it also includes lesser components. The basic components of informal report writing include – Introduction, Discussion & Reference/Recommendations. Different organizations include more components to this type as per their requirements.

Informal Report Writing can also be divided into few types – Credit Report, Feasibility Report, Progress Report, Sales Activity Report, *Financial Report*, Personal Evaluation and Literary Report.

All the above-mentioned information in regards to Report Writing and its types must have helped you, but to understand the process in a better manner, here is a seven step process for report writing that can help any report writer to master the report writing technique.

Best Process for Report Writing

To bring up an effective report, the right process has to be followed. Here are seven steps to undertake best report writing process.

Decide the Objective:

Like any other process, report writing sets its base on the purpose, why a report is being created. With a clear objective ahead, it helps report writer to stay focused and produce quality report that is easier to engage the reader.

Understand Your Audience:

Right understanding of the audience definitely leads to a quality report. For example, an annual financial report for stakeholders is completely different from a financial review.

And with an understanding, a writer can alter the use of language, data incorporated and supporting material that can uplift the indulgence for the set audience.

Having a personal touch as per the audiences' preference can help produce ideas based on their choice. With an understanding writer can present the report that suits their preference.

Report Format and Types

For a report to be an effective communication tool, it must follow a particular format or type. Deciding on parameters like, written report or presentation; what type – formal, informal, financial, annual, technical, fact-finding or problem-solving report; design templates if any available.

Collect the Facts and Data

Adding figures, facts and data adds credibility to the report and strengthens the argument. Adding data or facts brings along a crucial responsibility to cite or mention the sources, like interviews, articles, sayings, articles, etc.

Structure the Report:

A report typically has four elements, the executive summary (this is written after the report is finished), introduction (this includes the structure of the report and table of contents), body (main text and report is occupied in this portion), conclusion (this is a binding portion that brings all the elements of the report into a systematically end). For a better understanding on the structuring of a report,

Readability

The readability part is definitely a crucial aspect as it becomes a must to make the report enjoyable and accessible to read. A great navigation is the best way to make the reader take a uniformed path through the information flow.

Adding proper formatting (h1, h2, h3...), graphics/visuals, break up of long text into shorter for better read and giving the text in report writing structure with bullet points for better understanding.

How you end a business report will leave a lasting impression on the reader and enhance your chance of meeting your goal in writing the report. If your goal is to seek funding or an operating change at work, or if you wish to request something specific, conclude on a positive note that shows the reader you have his needs in mind and can provide a benefit.

3.13. MULTIPLE CHOICE QUESTIONS

1. Business writings include _____
 - a) Memorandums
 - b) Minutes
 - c) Proposals
 - d) **All the above**
2. _____ is one of the types of business writings
 - a) **Instructional business writings**
 - b) Extraction business writings
 - c) Demo business writings
 - d) None of the above
3. A summary of proceedings of a meeting is called as _____
 - a) Proposals
 - b) **Minutes**
 - c) Quotes
 - d) Registers
4. _____ letter is used for correspondence between such organizations and their customers, clients and other external parties
 - a) **Routine letters**
 - b) Collective letters
 - c) Sales letters
 - d) Offer letter
5. Type of business writing which is associated with sales proceeds is _____
 - a) Instructional Business Writing
 - b) Informational business writing
 - c) **Persuasive Business writing**
 - d) Extraction business writing
6. Sales letters are the type of letters which is written to _____
 - a) Suppliers
 - b) **Known Customers**
 - c) Creditors
 - d) Debtors
7. Letters written for reminding the due for the payment is _____
 - a) Sales Letter
 - b) Application
 - c) **Collection Letter**
 - d) Routine letter
8. The need for the Collection letters arises only when there is _____
 - a) Cash Sales
 - b) **Credit sales**
 - c) Discount Sales
 - d) Placement of an Order
9. The Ultimatum given for the collection of due in payment is _____
 - a) Letter of Urgency

- b) Letter of Indent
 - c) Appeal Letter
 - d) **Warning Letter**
10. The unpleasant messages include _____
- a) Rejection for Job
 - b) Policy changes against Customer
 - c) Legal proceedings letter
 - d) **All the above**
11. Business letters are powerful and effective because _____
- a) They produce permanent record
 - b) Maintain confidentiality
 - c) Convey Formality
 - d) **All the above are true**
12. Job Applications should be accompanied by _____
- a) Study certificates
 - b) **Resume**
 - c) Caste certificate
 - d) Bank statement
13. E-mail stands for _____
- a) Electricity mail
 - b) **Electronic mail**
 - c) Electrical mail
 - d) Electric mail
14. Which among the following is not an example for famous Email software?
- a) Hot mail
 - b) **Cool mail**
 - c) G-mail
 - d) Yahoo
15. Email etiquettes means _____
- a) **Principles of behavior**
 - b) List of email software
 - c) Company policies
 - d) None of the above
16. _____ is made with the specific intention of relaying information or recounting certain events
- a) Job application
 - b) **Report**
 - c) Persuasion letter
 - d) Routine letter
17. The most common formats for presenting reports is _____
- a) **IMRAD**
 - b) IRDMA
 - c) IRMDA
 - d) IMDRA

18. Which among the following is one among the main types of Report writing?
- a) Monthly report writing
 - b) Weekly report writing
 - c) **Formal report writing**
 - d) Daily report writing
19. All the technical details that support one's conclusions to the reports is _____
- a) **Appendices**
 - b) Enclosure
 - c) Attachments
 - d) None of the above
20. Following is not an example for Instructional business writings
- a) User Manual
 - b) **Proposals**
 - c) Specifications
 - d) Memo
21. Which among the following is not an example for Collection Letter?
- a) **Sales Invoice**
 - b) Letter of urgency
 - c) Warning letter
 - d) Appeal letter
22. _____ letter are considered as the source of inspiration to the readers for social issues
- a) Leave letters
 - b) **Persuasion Letters**
 - c) Collection letter
 - d) Sales letter
23. Balance sheet of a company is _____ type of business writing
- a) Instructional
 - b) Persuasive
 - c) **Informational**
 - d) Transactional
24. A person writing a business letter must see _____ perspective while writing.
- a) Owner
 - b) Client
 - c) **Reader**
 - d) Manager
25. _____ letter makes the customers to know about the new arrivals in the company
- a) Collection letter
 - b) Order letter
 - c) **Sales letter**
 - d) Routine letter

Direct questions:

1. What do you mean by Business writing? Explain the need for it as a businessman.
2. Explain the types of business writing.
3. What are the essential key points for the good letter?
4. What are unpleasant messages? Give an example.
5. What do you mean by Email etiquettes?
6. Briefly explain the Email etiquettes to be followed by a Professional.
7. Draft an Order letter for the given information
 - Quantity: 250 Sarees
 - Price : Rs. 300 per piece
 - To be Delivered on or before 10 days
 - Late delivery to be considered as order cancelled
 - Payment made before 10 days after receiving goods.
8. What do you mean by Collection Letter? Draft a Warning letter to your customer stating for the last call for the payment.
9. Imagine you are launching a new Car to the market and write a sales letter to MANDОВI MOTORS, Bangalore.
10. What do you mean Report? Explain the types and Format of a Report.
11. Draft a Job Application for the post of Accounts Executive to Reliance Capital Market, Mangalore.
12. Draft an example letter for:
 - Routine letter
 - Persuasion letter
 - Reminder letter

UNIT IV

ADVANCED WRITTEN COMMUNICATIONS AND DESIGNING AND DELIVERING ORAL PRESENTATIONS

4.1 Written Communication:

Written communication involves any type of interaction that makes use of the written word. Communication is a key to any endeavor involving more than one person. Communicating through writing is essential in the modern world and is becoming ever more so as we participate in what is now commonly called the information age. In fact, written communication is the most common form of business communication. It is essential for small business owners and managers to develop effective written communication skills and to encourage the same in all employees. The information age has altered the ways in which we communicate and placed an increasing emphasis on written versus oral communications.

The ever-increasing use of computers and computer networks to organize and transmit information means the need for competent writing skills is rising. Dr. Craig Hogan, a former university professor who now heads an online school for business writing, receives hundreds of inquiries each month from managers and executives requesting help with improving their own and their employees' writing skills. Dr. Hogan explains, in an article entitled "What Corporate America Can't Build: A Sentence," that millions of people previously not required to do a lot of writing on the job are now expected to write frequently and rapidly. According to Dr. Hogan, many of them are not up to the task. "E-mail is a party to which English teachers have not been invited. It has companies tearing their hair out." Survey results from The National Commission on Writing study back up this assessment. They found that a third of employees in the nation's "blue chip" companies write poorly and are in need of remedial writing instruction.

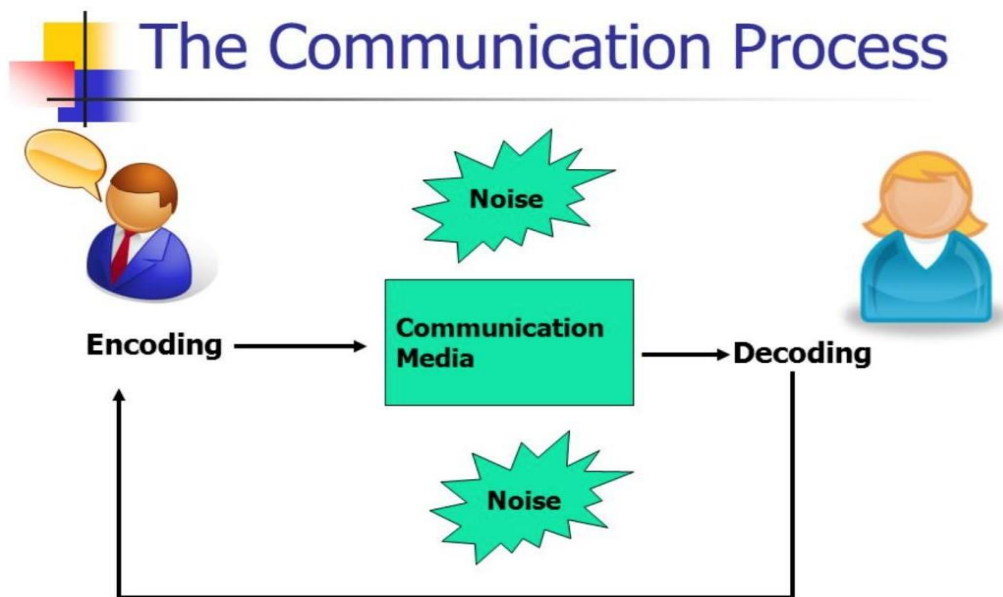
The need to develop good writing skills is only highlighted by the fact that in the information age, it is not uncommon to have business relationships with customers and suppliers that are established and maintained exclusively through the use of written communications. In this environment, "the words we write are very real representations of our companies and ourselves. We must be sure that our e-mail messages are sending the right messages about us," explained Janis Fisher Chan, author of *E-Mail: A Write It Well Guide-How to Write and Manage E-Mail in the Workplace*, in an article appearing in *Broker Magazine*. The key to communication, of course, is to convey meaning in as accurate and concise a manner as possible. People do not read business memoranda for the pleasure of reading. They do so in order to receive instructions or information upon which to base decisions or take action. Therefore, highly literary prose is not desirable in business writing. Overly formal prose may also be counterproductive by seeming stand-offish or simply wordy. A style of writing that is too informal can also convey an unintended message, namely that the subject matter is not serious or not taken seriously by the sender. A straightforward, courteous tone is usually the best choice but one that may not come naturally without practice.

THE COMMUNICATION PROCESS

The basic process of communication begins when a fact or idea is observed by one person. That person (the sender) may decide to translate the observation into a message, and then transmit the message through some communication medium to another person (the receiver). The receiver then must interpret the message and provide feedback to the sender indicating that the message has been understood and appropriate action taken.

As Herta A. Murphy and Herbert W. Hildebrandt observed in *Effective Business Communications*, good communication should be complete, concise, clear, concrete, correct, considerate, and courteous. More specifically, this means that communication should: answer basic questions like who, what, when, where; be relevant and not overly wordy; focus on the receiver and his or her interests; use specific facts and figures and active verbs; use a conversational tone for readability; include examples and visual aids when needed; be tactful and good-natured; and be accurate and nondiscriminatory. Unclear, inaccurate, or inconsiderate business communication can waste valuable time, alienate employees or customers, and destroy goodwill toward management or the overall business.

There are some advantages of written communication. They are discussed below:



4.2. ADVANTAGES OF WRITTEN COMMUNICATION:

- **Easy to preserve:** The documents of **written communication** are easy to preserve. Oral and non-verbal communication cannot be preserved. If it is needed, important information can be collected from the preserved documents.
- **Easy presentation of complex matter:** Written communication is the best way to represent any complex matter easily and attractively.
- **Permanent record:** The documents of written communication act as a permanent record. When it is needed, important information can be easily collected from the preserved documents.
- **Prevention of wastage of time and money:** Written communication prevents the waste of money and time. Without meeting with each other the communicator and communicate can exchange their views.
- **Accurate presentation:** Through the documents of the written communication top executive can present the information more accurately and clearly. As it is a legal document everybody takes much care does draft it.
- **Use as a reference:** If it is needed, written communication can be used as future reference.
- **Delegation of authority:** Written communication can help the authority to delegate the

power and authority to the subordinate. It is quite impossible to delegate power without a written document.

- **Longevity:** Written document can be preserved for a long time easily. That is why; all the important issues of an organization should be back and white.
- **Effective communication:** Written communication helps to make communication effective. It is more dependable and effective than those of other forms of communication.
- **Maintaining image:** Written communication helps to maintain the images of both the person and the organization. It also protects the images of the company or organization.
- **Proper information:** It is a proper and complete communication system. There is no opportunity to include any unnecessary information in a written document.
- **Less distortion possibility:** In this communication system information is recorded permanently. So, there is less possibility of distortion and alteration of the information.
- **No opportunity to misinterpret:** there is any opportunity to misinterpret the information or messages of written communication.
- **Controlling tool:** Written communication can help to control the organizational activity. The written document may be used as a tool for controlling.
- **Easy to verify:** The information and messages that are preserved can be verified easily. If there arises any misunderstanding any party can easily verify the information.
- **Others:** Clear understanding, Legal document, Acceptability, Reduction of risk, Creating confidence, Easy circulation, Wide access or coverage etc.

4.3. DIS ADVANTAGES OF WRITTEN COMMUNICATION

The limitations and disadvantages of written communication are given below:

- **Expensive:** Written communication is comparatively expensive. For this communication paper, pen, ink, typewriter, computer and a large number of employees are needed.
- **Time consuming:** Written communication takes time to communicate with others. It is a time consuming media. It costs the valuable time of both the writer and the reader.
- **Red-Taoism:** Red-Taoism is one of the most disadvantages of written communication. It means to take time for approval of a project.
- **Useless for illiterate person:** If message receiver is illiterate, written communication is quite impossible. This is major disadvantage written communication.
- **Difficult to maintain secrecy:** It is an unexpected medium to keep business secrecy. Secrecy is not always possible to maintain through written communication. Because here needs to discuss everything in black and white.
- **Lack of flexibility:** Since writing documents cannot be changed easily at any time. Lack of flexibility is one of the most important limitations of written communication.
- **Delay in response:** It takes much time to get a response from the message receiver; prompt response is not possible in case of written communication that is possible in oral communication.
- **Delay in decision making:** Written communication takes much time to communicate with all the parties concerned. So the decision maker cannot take decisions quickly.
- **Cost in record keeping:** It is very difficult and expensive to keep all the records in written communication.
- **Complex words:** Sometimes the writer uses complex words in writing a message. It becomes difficult to meaning out to the reader. So the objectives of the communication may lose.
- **Lack of direct relation:** If there is no direct relation between the writer and the reader,

writer communication cannot help to establish a direct relation between them.

- **Other:** Prompt feedback is impossible, Slowness, Bureaucratic attitude, Understanding problem between boss and subordinates, lack in quick clarification and correction, formality problem, lack of personal intimacy, etc.

How to Make the Writing Communication effective?

Effective writing allows the reader to thoroughly understand everything you are saying. This is not always easy to do. Here are a few tips that will help you:

- 1. Know your goal and state it clearly.** Do you want the reader to do something for you or are you merely passing along information? Do you want a response from the reader or do you want him to take action? Your purpose needs to be stated in the communication. Avoid information that is not relevant. Clarity is key.
- 2. Tone** can help your writing be more effective. Certain forms of communication, like memorandums and proposals need a formal tone. Writing to someone you know well would need a more informal tone. The kind of tone depends on the audience and purpose of the writing.
- 3. Explain in clear terms** what you want the reader to do. They cannot oblige if they do not understand. Also, they may not even want to try to help if the communication is vague and sloppily written. It is good to include why it is beneficial to them to do what you ask or to help you.
- 4. Language needs to be simple.** Do not overuse clichés, jargon, and expressions or try to impress with big words. Keep sentences and paragraphs short and concise.
- 5. Less is more** when it comes to **length**. Leave out words that do not contribute to the main focus of the communication. This can make the reader work harder to know why you wrote.
- 6. Using an active voice** will strengthen your writing. Sentences that are written in the active voice will flow better and are easier to understand. Long, complicated sentences will slow the reader down, even more so if they are written in the passive voice. An active example is "I caught the ball." and a passive example is "The ball was caught by me." Active voice will engage the reader and keep his attention.
- 7. Good grammar and punctuation** are very important. It is a good idea to have someone else proofread your writing before you send it. If you cannot do that, then try reading it out loud.

Common Grammatical Mistakes

Effective writing does not contain errors. Here are some common grammatical errors that people make:

- Affect and effect - "Affect" means "to influence" and it is a verb, like "It affected his work." "Effect" is a noun and means "result" like in "side effects."
- Then and than - "Then" is an adverb which refers to a time, like "We ate and then saw a movie". "Than" is used in a comparison and is a conjunction, like "My car is bigger than yours."
- Your and you're - "Your" is possessive, like "Is that your boat?" "You're" is a contraction for "you are" like "You're so funny."
- Its and it's - "Its" is possessive, like "Its shape is oval." "It's" is a contraction for "it is" like "It's time to go."
- Company's and companies - "Company's" is possessive, like "The company's logo is colorful." "Companies" is plural, like "He owns three companies."

- There, their, and they're - "There" is an adverb meaning in or at that place, like "There it is!" "Their" is the possessive form of the pronoun "they", like "Their hair was soaked." "They're" is a contraction for "they are" like "They're going to get in trouble."

4.4. FUNDAMENTALS OF BUSINESS WRITING:

If you want to communicate more clearly, it's time to master the art of good business writing. To polish your writing and make it a useful tool in any business setting, remember to follow the 10 Cs of good business writing:

1. Complete.

It's all too easy to forget that your reader doesn't have the same information as you. A complete message should include all pertinent information – the when, where, why, who and how. You should also include a clear explanation of any action you want your reader to take.

2. Concise.

Check your writing carefully for redundant words, such as "postpone until later" (you can't postpone until before, so "postpone" is sufficient). Cut out stock phrases such as "I am writing to inform you." A concise message shows the reader that you value their time.

3. Clear.

Your writing should be clear enough to leave no room for doubt or ambiguity as to what you are trying to say and what action is required. Keep jargon to a minimum and lay out the facts in a logical order.

4. Conversational.

There's no need to write as if you were writing a legal letter. Write as if you were talking face to face in a friendly but professional tone. Steer clear of slang, but keep your tone warm and remember you are talking to a human being.

5. Correct. You only get one chance to make a first impression. That adage is important when it comes to business writing – if your writing is incorrect, your first impression will be sullied. Pay particular attention to: Details such as name and title, correctness in spelling and grammar, correct information and a reader-friendly format.

6. Coherent.

Your reader needs to understand your message immediately. As you set down your thoughts and ideas, do so in a logical manner and help your reader to follow along by linking your ideas together sensibly.

7. Credible.

Good business writing relies on facts, not opinions. Once lost credibility is hard to repair, so always check your facts and sources. When referencing facts, pay attention to how the data was collected and whether the results were unbiased. Make sure your information is up to date.

8. Concrete.

Concrete writing means writing that steers clear of vague words and phrases in favor of specifics. For example, "some," "many," "a few," "as soon as possible." These should be replaced with concrete numbers, dates, and timescales.

9. Courteous.

Always put your reader first. Courteous writing includes striving for a positive tone by avoiding commanding phrases such as "you must" and negative phrases such as "you failed." There is no need to strive for false positivity, but taking care over word choice shows consideration for your reader.

10. Considerate.

Considerate writing means your document is easy to read and scan. You can do this by splitting information into paragraphs with one idea per paragraph, by using bullets and lists for

ease of scanning, by using stylistic choices such as bold and italic to emphasize your point, and by using internal headings to guide your reader through the document.

Key points for Effective Writing Communication

1. Know your goal and state it clearly. ...
2. Tone can help your writing be more effective. ...
3. Explain in clear terms what you want the reader to do. ...
4. Language needs to be simple. ...
5. Less is more when it comes to length. ...
6. Using an active voice will strengthen your writing. ...
7. Good grammar and punctuation are very important.

4.5. Five Elements of Effective Writing

1. CENTRAL IDEA :

This element of good writing involves focusing on a clear, manageable idea, argument, or thesis around which to organize your material. It includes selecting subordinate ideas that support and reinforce your central idea. Checkpoints: G Purpose or central idea is sufficiently limited for meaningful discussion. G Central idea is clearly stated, normally in the opening. G All subordinate ideas relate clearly to the central idea.

2. ORGANIZATION:

This element of writing has to do with coherent arrangement of material. It involves keeping the reader oriented to the central and subordinate ideas. Good organization is logical and sequential. It guides the reader between divisions of the material. Checkpoints: G Introduction orients the reader to the central idea and the line of reasoning. G Material is arranged in a logical and coherent sequence; subordinate ideas are effectively identified. G Transitions are clear and helpful. G Conclusion or closing summarizes the argument, emphasizes the central idea, and leaves the reader with a sense of completion.

3. SUPPORTING MATERIAL :

Explanations, examples, statistics, and quotations make the ideas and information presented meaningful and memorable for the reader. In exposition, the role of supporting material is to clarify; in argument, to persuade. Checkpoints: G Examples are relevant, specific, detailed, sufficient, and persuasive. G Quotations support the argument. Wilber's/Elements

4. EXPRESSION, WORD CHOICE, AND POINT OF VIEW Language is clear, specific, accurate, and appropriate to the audience, purpose, and material. Variety in sentence structure and length creates emphasis. Checkpoints: G Word choice is clear, specific, accurate, unassuming, and free of clichés and misused jargon. G Sentences are free of wordiness and ambiguity.

5. SPELLING, GRAMMAR, AND PUNCTUATION This element of good writing counts only when it's wrong. Fair or not, your reader will notice your spelling, grammar, or punctuation only when you make a mistake. Checkpoints: G Spelling, including technical terms and proper names, is correct. G Correct words are used to convey the intended meaning. G Generally accepted rules of grammar and syntax are followed, including possessive forms, parallel construction, etc. G Punctuation, particularly comma placement, reflects standard usage. G Copy is free of mechanical errors and mistakes in proofreading.

4.6. ABC- 3 Models of effective Communication

Accuracy! Brevity! Clarity! Three Keywords for Effective Communication

The ABC of an effective writing model stands for,

1. Accuracy
2. Brevity
3. Clarity

EFFECTIVE USE OF LANGUAGE

It is based on:

A

Accuracy

- Grammatical Structure
- Based on Objectivity

B

Brevity

- Concise
- Precise

C

Clarity

- Of Thought
- Of Expression

1. ACCURACY:

Generally accuracy means that freedom from error, or closeness to Truth or fact, resulting from exercise due to diligence. Accuracy depends on how the data is collected, and is usually judged by comparing several measurements from the same or different sources.

In the business writing, Accuracy refers to how correct learner's use of the language system is, including their use of grammar, pronunciation and vocabulary. Accuracy is often compared to fluency when we talk about a learner's level of speaking or writing. Language manipulation activities can help develop accuracy. Totally Accuracy means grammatical correctness.

2. BREVITY:

Brevity means economy in word usage, pruning away useless words. We should avoid repetition and redundancy. Brevity in writing is writing in a style that is brief, while at the same time covers all necessary points. It is one of the more difficult things to do well in writing, but often produces some of the best work and influences on writing of a great business plan. Brevity comes from brevis, which means "brief" in Latin. You can use brevity for things that are literally short, like the brevity of an elevator meeting, or the quality of fleetingness, like the brevity of youth. Brevity is also a style of speaking or writing with economy. Some might call this ability to say less and offer more: brevity with clarity. Say what you mean and only what you mean, keeping the reader in mind, and avoiding unnecessarily complicated words.

3. CLARITY:

Clarity in writing means the ability to state our thoughts without any ambiguity. It is unnecessary to use a polysyllabic word where a monosyllabic one will do. Needless use of long words or abstract words result in obscurity. There can be two types of clarity. Grammatical and Conceptual. One of the aid to clarity is adequate punctuation. By conceptual clarity, we mean that whatever concepts we are trying to describe should be such that the reader should be able to easily empathize with what we write.

MEETING AGENDA- MINUTES

An Agenda, also called a docket or a schedule, is a list of activities in the order they are to be taken up, from the beginning till the adjournment. An agenda helps in preparing for a meeting by providing a list of items and a clear set of topics, objectives, and time frames that are needed to be discussed upon.

What Is an Agenda?

An agenda is a list of activities to be done in an ordered sequence. In meetings, business agenda refers to the activities and topics that need to be discussed or performed at a particular time or the things to achieve during a meeting. The agenda is also used to determine the goal of a meeting.

What Is the Purpose of an Agenda?

The main purpose of an agenda is to give the participants a clear understanding of the meeting or subject at hand and logically guide the participants with the whole process. It also makes the participant be familiarized with the topics to be discussed.

What Should Be Included on an Agenda?

Almost all business follows a similar format of an agenda to run their meeting effectively and ensure that it stays on time. To make your meeting as effective as them, include these things in your agenda or download our printable agenda here to make everything easy for you.

- **The title of the agenda.** The titles are important in any agenda example as it can be used as identification.
- **The objective of the meeting.** The objective of the meeting should also be included in the meeting to remind the participants about what the meeting is all about and what it hopes to achieve.
- **The topics and or activities.** The agenda should list all the topics or activities to be addressed in a meeting.
- **The time allocation.** Every topic and/or activities must have a time allocation so that it will be followed accordingly.
- **Call to action.** The agenda should have a call to action that signifies the start and end of the meeting.

AGENDA		
Meeting Title		
Date		
Start Time – End Time		
Meeting called by Facilitator Name		
Attendees:	Attendee Names	
Please read:	Reading List	
Please bring:	Supply List	
Start Time – End Time	Introduction	Location
	Continental Breakfast	
	Topic Speaker	
Start Time – End Time	Item #1	Location
	Topic Enter topic	
Start Time – End Time	Item #2	Location
	Topic Enter topic	
Start Time – End Time	Item #3	Location
	Topic Enter topic	
Additional Instruction:		
Use this section for additional instructions, comments, or directions.		

Tips for Writing an Agenda

- **Create the agenda three or more days or even weeks before the actual meeting.** It gives you more time in preparing the agenda and gives enough time to cover all the important information.\
- **Set up a standard meeting agenda.** The meeting agenda includes progress updates, upcoming milestones, and a list of people who will not be around in the next few weeks.
- **Consult the team.** Get input from the team about what needs to be addressed and discussed.
- **Write all the important information.** The topics, activities, updates and time must all be present in the free agenda.
- **Follow a standard and well-structured agenda.** The agenda must be understood by everyone who will read it.
- **Distribute it before the actual meeting.** So that the participants are informed and notified beforehand.

Dos and Don'ts of an Agenda

Dos

- Plan and prepare the agenda ahead of time.
- Give your agenda a title.
- Include all the necessary information in your agenda.
- Follow a standard agenda format.
- Make your agenda clear and well-written.

Don'ts

- Distribute it during the actual meeting.
- Not preparing adequately.
- Providing irrelevant, unnecessary, and insignificant information.
- Using unfamiliar terminologies and jargon that are not familiar with the company.
- Providing unorganized and disordered agenda

4.7. MEETING MINUTES:

Minutes of meetings are important documents that actually record in writing what was discussed in a meeting and what action items came out of the meeting. In most organizations a review of the minutes of the primary management meetings over time would reveal an excellent record of the history of that organization.

In general, “minutes of a meeting” is a document that contains a point-form summary of the key discussion points that occurred during a meeting and any conclusions stated, or decisions made. Minutes should be prepared for any formal meeting that takes place, at any level of an organization.

Meeting minutes can be defined as written or recorded documentation that is used to inform people of what happened during the meeting and define the next step planned. **To write effective meeting minutes** you should include:

- The names of the participants
- Agenda items
- Calendar or due dates
- Actions or tasks
- The main points

- Decisions made by the participants
- Record what is the most important points
- Future decisions
- Documents: images, attached files

Before the meeting:

you need to prepare the different topics to be addressed during the meeting, noting what you know about them in order to save time and to be able to focus on important topics during the meeting. If not, you might end up on the margins of the meeting being too busy taking notes.

During the meeting:

meeting minutes are an effective contributor to successful meetings, yet they need to be appropriately written and distributed in time. The main problem with reports is that they take a long time to be written down properly, and that they must be sent quickly after the meetings to let everyone know their next projects or actions.

You need to build your notes as the meeting progresses: a good way of organizing your note-taking is to differentiate actions from remarks as well as noting the different actions per person with a deadline.

After the meeting:

type out your notes in a logical manner and not chronologically. It needs to be organized to be sent out to your colleagues. Also, adding a short summary organized per person and per project at the end of the minutes helps your colleagues quickly glance at the minutes and spot the actions they need to realize within seconds.

At Beesy we know **how essential meetings are**. For this reason, the Beesy solution automates your reporting and helps you save time:

- Smart note taking
- Audio recording
- Add participants by name, last name, email address and initials – in the ‘People’ Tab
- Create automatic meeting minutes from your organized notes with one click
- Instantly send the meeting minutes to participants

4.8. Purpose of meeting minutes

You shouldn’t be intimidated by the term “minutes” since it’s actually a little misleading. After all, your committee or Board doesn’t want or need a record of its meeting proceedings minute by minute! But it is important to capture the essence of the meeting, including details such as:

- Decisions made (motions made, votes, etc.)
- next steps planned
- identification and tracking of action items

Minutes are a tangible record of the meeting for its participants and a source of information for members who were unable to attend. In some cases, meeting minutes can act as a reference point, for example:

- when a meeting’s outcomes impact other collaborative activities or projects within the organization
- minutes can serve to notify (or remind) individuals of tasks assigned to them and/or timelines

The order for typing minutes is

- Heading - name of group, date, time and place
- Meeting purpose Statement
- Those who were present in alphabetical order (preferably)
- People who were invited
- Apologies from members who were unable to attend the meeting
- Observers
- Reading of the last minutes
- Matters arising from the minutes
- Reports and general matters
- Any other business
- Date of next meeting
- Chairman's signature

Why is it called minutes of a meeting?

According to today we Find Out, the "minutes" of "meeting minutes" don't refer to the minute measurement of time, but to the "minute" (my-newt) notes taken during meetings.

What's involved with meeting minutes?

There are essentially five steps involved with meeting minutes:

1. Pre-Planning
2. Record taking - at the meeting
3. Minutes writing or transcribing
4. Distributing or sharing of meeting minutes
5. Filing or storage of minutes for future reference

I. Pre-planning meeting minutes:

A well-planned meeting helps ensure effective meeting minutes. If the Chair and the Secretary or minutes-taker work together to ensure the agenda and meeting are well thought out, it makes minute taking much easier. For example, depending on the meeting structure and the tools you use (see Tools below), the minutes-taker could work with the Chair to create a document format that works as an agenda and minutes outline as well.

What is the agenda of a meeting? Meeting agenda = outline:

At the very least, it's important to get a copy of the meeting agenda and use it as a guide or outline for taking notes and preparing the minutes – with the order and numbering of items on the minutes of meeting matching those of the agenda. In addition, the agenda and/or meeting notice also provides information that will need to be included in the minutes, such as:

- the names of all the meeting attendees, including guests or speakers
- documents that are sent out with the agenda or handed out in the meeting – copies (digital or hard copy) of handouts should be stored with the meeting minutes for future reference and for sharing with those who were unable to attend the meeting (and others as determined by the meeting's Chair).

Clarifying Expectations:

When you take on a new role as minutes-taker or Secretary, be sure to ask the Chair of the committee or Board what their expectations are of your role during the meeting, as well as the type of detail he/she expects in the minutes. For example, if your Board or committee will be dealing with motions, or voting on items/issues, be clear on whether you need to offer names of

those making motions, seconding, etc.

2. Record taking - what should be included?

Before you start taking notes, it's important to understand the type of information you need to record at the meeting. As noted earlier, your organization may have required content and a specific format that you'll need to follow, but generally, meeting minutes usually include the following:

- Date and time of the meeting
- Names of the meeting participants and those unable to attend (e.g., "regrets")
- Acceptance or corrections/amendments to previous meeting minutes
- Decisions made about each agenda item, for example:
 - Actions taken or agreed to be taken
 - Next steps
 - Voting outcomes – e.g., (if necessary, details regarding who made motions; who seconded and approved or via show of hands, etc.)
 - Motions taken or rejected
 - Items to be held over
 - New business
 - Next meeting date and time

Tips that might help your note taking:

- **Create an outline** – as discussed earlier, having an outline (or template) based on the agenda makes it easy for you to simply jot down notes, decisions, etc. under each item as you go along. If you are taking notes by hand, consider including space below each item on your outline for your hand-written notes, then print these out and use this to capture minutes.
- **Check-off attendees as they enter the room** - if you know the meeting attendees, you can check them off as they arrive, if not have folks introduce themselves at the start of the meeting or circulate an attendance list they can check-off themselves.
- **Record decisions or notes on action items** in your outline as soon as they occur to be sure they are recorded accurately
- **Ask for clarification if necessary** – for example, if the group moves on without making a decision or an obvious conclusion, ask for clarification of the decision and/or next steps involved.
- **Don't try to capture it all** – you can't keep up if you try to write down the conversation verbatim, so be sure to simply (and clearly) write (or type) just the decisions, assignments, action steps, etc.
- **Record it** – literally, if you are concerned about being able to keep up with note taking, consider recording the meeting (e.g., on your smart phone, iPad, recording device, etc.) but be sure to let participants know they are being recording. While you don't want to use the recording to create a word-for-word transcript of the meeting, the recording can come in handy if you need clarification.

3. The Minutes Writing Process

Once the meeting is over, it's time to pull together your notes and write the minutes. Here are some tips that might help:

- Try to write the minutes as soon after the meeting as possible while everything is fresh in your mind.
- Review your outline and if necessary, add additional notes or clarify points raised. Also check to ensure all decisions, actions and motions are clearly noted.
 - Check for sufficient detail: For Board of Director's minutes
 - include a short statement of each action taken by the board and a brief explanation of the rationale for the decision
 - when there is extensive deliberation before passing a motion, summarize the major arguments
- Edit to ensure brevity and clarity, so the minutes are easy to read
- What NOT TO INCLUDE: EffectiveMeetings.com offers some these tips from the International Association of Administrative Professionals (IAAP):
 - Be objective.
 - Write in the same tense throughout
 - Avoid using people's names except for motions or seconds. This is a business document, not about who said what.
 - Avoid inflammatory or personal observations. The fewer adjectives or adverbs you use, the better.
 - If you need to refer to other documents, attach them in an appendix or indicate where they may be found. Don't rewrite their intent or try to summarize them.

4. Distributing or Sharing Meeting Minutes

As the official "minutes-taker" or Secretary, your role may include dissemination of the minutes. However, before you share these, be sure that the Chair has reviewed and either revised and/or approved the minutes for circulation.

Online sharing

The method of sharing or distribution will depend on the tools that you and your organization use. Since minutes and other documentation can create a pile of paper, it's great if you can use a paperless sharing process. For example, if you are using a word processing tool (e.g., Microsoft Word) that doesn't offer online sharing, you might want to create a PDF of the document and send this and the other attachments or meeting documentation via email. Alternately, if you are all using Google docs – for meeting invitations, agenda and additional document sharing – you can simply "share" the document with that group once it has been finalized. Committee or Board members can simply read the documents online and save a few trees!

Tools Specifically For Meeting Minutes:

If you are wondering about the types of tools you might use specifically for meeting minutes, here are some tools that we found outlined?

- **Google Docs** - Also supports collaborative note taking. [Here are some meeting minute sample templates in Google docs. If you send out a meeting request using Google Calendar, you can attach a Google doc agenda outline. Once minutes are crafted (using the outline), you can simply share the document with the group (using their email addresses.)]
- **OneNote** (if you are a Microsoft user) - Very fast allows for organization of notes. Also support audio recording with corresponding note time-stamping
- **Ever note** - Great note taking tool
- **Meeting Mix** - Pretty good all in one tool, also support agenda sharing

- **Text pad / Text mate** - Fast, light weight, non-intrusive, requires that you manage your notes in txt files or export to another collaborative environment.
- **Agree do:** supports creation of meeting minutes and tracking the results.

5. Filing/Storage of Meeting Minutes

Most committees and Boards review and either approve or amend the minutes at the beginning of the subsequent meeting. Once you've made any required revisions, the minutes will then need to be stored for future reference. Some organizations may store these online (e.g., in Google docs or Sky Drive) and also back these up on an external hard drive. You may also need to print and store hard copies as well or provide these to a staff member or Chair for filing.

The minutes should NOT be a long verbatim "he said" – "she said". It should record only major points discussed and/or major decisions reached from a "bottom line" perspective.

Minutes of meetings are an "official" record of corporate decision-making and are thus often referred back to many months after the fact to determine what specifically led to a certain decision. So, the key items to record are decisions made or deferred and the specific reasons for that decision.

In most organizations, a corporate "meeting secretary" is made responsible for organizing meeting logistics, drafting of minutes, and distribution of meeting-related documents such as agendas and minutes. Once the "secretary" has drafted the minutes they are normally signed-off by the person who chaired the meeting before being distributed.

The sample meeting minutes document below was set up in MS-Word and contains all of the key information elements that you should include when developing your own meeting minutes. As mentioned above, the minutes below are based on an actual meeting that took place.

4.9. NOTICE AND MEMORANDUM

Generally a Notice is the legal concept describing a requirement that a party be aware of legal process affecting their rights, obligations or duties. There are several types of notice: public notice (or legal notice), actual notice, constructive notice, and implied notice. Purpose of the Notice: This Notice of Privacy Practices describes how we may share your "protected health information" (PHI) to carry out treatment, payment, health care operations, and for other purposes that are permitted or required by law. It also describes your rights to see and control your PHI.

A notice is a written or an oral statement that contains the particulars of holding a meeting. When a circular is served among the members of the meeting to attend the meeting, it is called a notice.

Definition: The legal one-page notice to security holders stating the date, time and place of the shareholder meeting. This page is normally attached to the front of the proxy statement.

Memorandum

A memo or memorandum is a communication note that records events or observations on a topic. Memos are typically used within a business environment as an interoffice tool and can serve many purposes. Today, emails can be considered a common type of memo.

Business memorandum or memoranda — also called memo or memos — are specially formatted written communications within your business. A memo's format is typically informal (but still all-business) and public.

A Memorandum is use to convey instruction or directive. The business memorandum, or memo, is used primarily as a formal, physical means of efficient communication from a department or staff members. It is almost always for internal communication and only rarely sent to clients or the public

Parts of Memo:

- **The Heading:** The heading of a memorandum is usually printed. It contains the name of the organization and 'To' and 'From' sections. ...
- **The subject and Date:** The subject is a brief statement telling what the memo is about. ...
- **The message:** Message is the main body of a memo. ...
- **Specimen copy of memo.**

MEMORANDUM

DATE: October 23, 2018

TO: All Staff

FROM: Jake Ryan, Director, Product Development

SUBJECT: Launch of Product XYZ

Due to extensive customer feedback, and the results of current testing, I wanted to inform you that Product XYZ will be delayed from its original launch date of November 15th, until Q1 2019.

We are confident that time for additional testing will serve to make XYZ more effective in fighting security breaches that customers are facing. For those customers that you believe will now consider a competitor's product, the marketing department is developing a promotional offering, which sales reps can share with their customers to help reduce those who will now go to our competitors.

More information about this will be forthcoming from Marketing. Management is also aware that this might impact those sales reps carrying quota for XYZ and this news may impact them adversely. We are prepared to relieve quota on those sale reps who can demonstrate those customers they have received commitments from their managers.

As disappointing as this news may be, we are confident in our employees, and know the additional time will serve this company well by creating a more successful product.

4.10. PROFESSIONAL PRESENTATION:

A presentation is a means of communication which can be adapted to various speaking situations, such as talking to a group, addressing a meeting or briefing a team. To be effective, step-by-step preparation and the method and means of presenting the information should be carefully considered.

Meaning:

A presentation is the process of presenting a topic to an audience. It is typically a demonstration, introduction, lecture, or speech meant to inform, persuade, inspire, motivate, or to build good will or to present a new idea or product. The term can also be used for a formal

or ritualized introduction or offering, as with the presentation of a debutante. Presentations in certain formats are also known as keynote address.

Importance of effective presentation skills:

Effective presentation skills are important because they help keep a presentation interesting, help the presenter communicate with confidence, and motivate the audience to listen. Some essential presentation skills are: Creating variety. Speaking with optimal audibility.

There are all topics for presentations whose purpose is to persuade. This type of speech causes the audience to willingly accept your proposal through logic, evidence, and emotion.

Making a good oral presentation is an art that involves attention to the needs of your audience, careful planning, and attention to delivery. This page explains some of the basics of effective oral presentation. It also covers use of notes, visual aids and computer presentation software. Oral presentations have become a useful and effective way to increase students' awareness of communication skills. Thus, students' presentations become an important element in delivering positive learning experiences. This is the ultimate result of a successful presentation.

Oral communication is a two-way process that requires a speaker and a listener. It is most effective when the sender has good speaking skills and the receiver has good listening skills.

... The principles of speaking include: Interpretation of symbols creates meaning. There are regulative and constitutive rules.

A presentation can also be used as a broad term that encompasses other 'speaking engagements' such as making a speech at a wedding, or getting a point across in a video conference. To be effective, step-by-step preparation and the method and means of presenting the information should be carefully considered.

Making presentations effective:

How can one make a good presentation even more effective is an often question asked by everyone. Here are some of the tips.

1. Show your Passion and Connect with your Audience. ...
2. Focus on your Audience's Needs. ...
3. Keep it Simple: Concentrate on your Core Message. ...
4. Smile and Make Eye Contact with your Audience. ...
5. Start Strongly.
6. Remember the 10-20-30 Rule for Slideshows. ...
7. Tell Stories.

*According to the **10/20/30 rule**, a PowerPoint presentation should have ten slides, last no more than twenty minutes, and contain no font smaller than **thirty** points.

4.11. MULTIPLE CHOICE QUESTIONS:

1. Memos and reports are _____communication
 - a) Action
 - b) **Written**
 - c) Oral
 - d) None of the above
2. Which among the following is not an advantage of written communication?
 - a) Permanent record
 - b) Easy to preserve
 - c) Use as a reference
 - d) **Illegal record**
3. Written communication is comparatively _____
 - a) Cheaper
 - b) **Expensive**
 - c) Lengthier
 - d) None of the above
4. Minutes of the primary management meetings over time would reveal an excellent record of the _____of that organization.
 - a) **History**
 - b) Present condition
 - c) Future
 - d) None of the above
5. _____ is a list of activities to be done in an ordered sequence
 - a) Report
 - b) Letter
 - c) **Agenda**
 - d) Proposals
6. Using unfamiliar terminologies in an Agenda is _____
 - a) Dos of designing agenda
 - b) **Don'ts of agenda**
 - c) Advantages of agenda
 - d) None of the above
7. Dissemination of the minutes is the role of _____
 - a) **Secretary**
 - b) Board of directors
 - c) Share holders
 - d) Manager
8. The method of sharing or distribution of information on Internet is _____
 - a) Offline sharing
 - b) **Online sharing**
 - c) Software sharing
 - d) Hardware sharing

9. Which among the following is not a tool for Meeting Minutes?
- a) Google Docs
 - b) Text mate
 - c) **Microsoft**
 - d) Ever note
10. Minutes of meetings are _____ record of corporate decision-making
- a) **Official**
 - b) Unofficial
 - c) Compulsory
 - d) Permanent
11. _____ is a written or an oral statement that contains the particulars of holding a meeting.
- a) Proposal
 - b) Minutes
 - c) **Notice**
 - d) None of the above
12. The legal one-page notice to security holders stating the date, time and place of the shareholder meeting is known as _____
- a) **Memorandum**
 - b) Reports
 - c) Minutes
 - d) Offers
13. _____ contains the name of the organization and 'To' and 'From' sections.
- a) Content
 - b) Summary
 - c) **Headings**
 - d) Conclusions
14. Which among the following is not one among the types of Notices?
- a) Public Notice
 - b) Actual Notice
 - c) Constructive notice
 - d) **None of the above**
15. _____ is the process of presenting a topic to an audience.
- a) **Presentation**
 - b) Allocation
 - c) Online sharing
 - d) Writing
16. Business Memorandum is also called as _____
- a) Notices
 - b) **Memos**
 - c) Reports
 - d) Applications
17. Which among the following is an essentiality for a good presentation?
- a) Good audibility
 - b) Well standard personality

- c) Good knowledge
d) **All the above**
18. _____ is very important in presentation
a) **Eye contact**
b) Good handwriting
c) Spelling
d) None of the above
19. During the presentations, one should concentrate more on the _____
a) Managers of the company
b) **Audience**
c) Committees
d) All the above
20. If the meeting request is sent using _____ we can attach a Google doc agenda outline
a) Google wallet
b) **Google Calendar**
c) Google Drive
d) Google Sheet
21. ABC-3 Models of effective written communication stands for
a) Audience- Band- Clever
b) Accuracy- Boldness- Clarity
c) **Accuracy- Brevity- Clarity**
d) Audience- Boldness- Clarity
22. _____ writing means your document is easy to read and scan.
a) **Considerate**
b) Accurate
c) Consideration
d) None of the above
23. Which of the following rules is followed in the word presentation? a) 10-30-50
b) **10-20-30**
c) 20-30-40
d) 30-20-10
24. (A) “Minutes book is maintained for recording the minutes of meeting”
(B) “Reports are the letters maintained for the record of meeting”
a) Both A and B are true
b) Only B is true
c) **Only A is true**
d) Both A and B are false
25. Which of the following is not a part of company’s written documents?
a) Memorandum
b) Reports
c) Notices
d) **Banners**

8 MARKS Direct Questions:

1. What do you mean by written communication? Mention the importance of it in a business.
2. Explain the Advantages and Disadvantages of Written Communication in a Business.
3. Mention the 10 Fundamentals of Business writing. Explain.
4. Give a brief note on ABC-3 Models required in an effective written communication.
5. What is an Agenda? Explain with Dos and Don'ts of an Agenda.
6. What are minutes of Meeting? What are the five elements to be included in it? Explain.
7. Give a brief note on Online sharing in written communication.
8. Define Memorandum. What are the parts of memorandum? Explain.
9. Explain the importance of effective presentation skills.
10. What do you mean by a Professional presentation? How to make it effective?
11. Explain the tools for an effective written communication.
12. Give a brief note on:
 - a) Online sharing of documents
 - b) Notice for meeting

UNIT V: **COMMUNICATING THROUGH TECHNOLOGY** **AND EMPLOYMENT COMMUNICATION**

5.1. INTRODUCTION

Every business organization, irrespective of its size of operation, type of business or scale of reach necessitates communication. The communication will be with outsiders to the organization as well as for the members of the organization.

To communicate with people outside the organization like creditors, suppliers and others the organizations make effective use of digital devices which speeds up the process and is more convenient. On the other hand, to communicate with the insiders like managers, employees, members of another branch and others, there is an effective use of technological tools for communication.

The organizations need to communicate to the society about any vacancies, the process of employment and the various ways the recruitment will be done. The employees will be trained on facing the group discussions and interview processes.

This chapter gives a detailing about all the above and also empowers the students with the skills of drafting resume, application letters, interview employment messages and also with goal setting and few other concepts.

What is technological tool?

An electronic, digital or physical **tool** that can expand the human ability for performing tasks or generating products. For example: word processor, presentation program, spreadsheet program, graphics editing program, picture editor, movie editor, video format converter, web design editors, web design programs and platforms, web design script languages, web applets, voice recorder, digital video camera, etc.

Major technological tools:

To manage these industry changes, many leading organizations in business and government have implemented a digital workplace strategy. By intelligently combining the technologies that many businesses already use, the digital workplace has broken down the communication barriers and is transformation employee experience to one promoting efficiency, growth and innovation.

The key to success, however, depends on the implementation of a digital workplace strategy - requiring one that is capable of driving true change within the organization.

1. Intranet/Social Intranet
2. Chat rooms, Private and Group Messaging
3. White boards
4. Discussion Forums
5. Ticketing, Issue Tracking and Case Software
6. VoIP
7. Internal Blogs, Video and Audio

❖ **Intranet/Social Intranet**

An **intranet** is a private hub that can be accessed by any authorized users within a business organization - it is mainly used for driving **internal communication** and collaboration. Modern intranets are often built using **content management systems** as they are easier for non-technical staff to manage,

In this age of bring-your-own-device (BYOD) and telecommuting, an intranet solution will result in a more flexible workforce and ensure all employees are working towards the same goals.

Implementation of an intranet strategy can be made if:

- Employer and employees find it difficult to stay up to date with any company announcements or news
- If feels like there is a communication breakdown between departments and employees
- Important documents go missing or are buried in thousands of emails
- There is too much paperwork
- There is no clear or standard orientation policy for new employees or interns
- It's difficult to form cross functional teams to resource projects

❖ **Chat & Private Messaging**

Collaborative spaces which provide private/group messaging and chat functions are often viewed as one of the best business communication tools to keep teams working together. It's an effective form of communication for busy employees and managers. Instant messaging makes updates on projects and general team discussion much easier.

This works well when employees or team members are spread across different geographical locations and different time zones. Files can be shared and conversations can be accessed if needed.

Chat rooms and group messaging environments may seem the same, but the interfaces are often very different. For instance, your company might get more out of an instant messaging platform than a chat room if you don't have a lot of team-based projects, and individuals only occasionally need to contact other individuals within the organisation.

Chats can be described as online text conversations that happen in real-time. The 3 ways of conducting chats include the following:

● **Internet relay chat –**

Users of IRC employ an external program (a client) in order to create a connection with an IRC server. This means that the accessibility of an IRC mainly relies on the client's accessibility. This tool is mostly used by a technical audience.

● **Instant messenger**

This is a downloadable messaging program that people use to communicate. Examples of messenger include AOL Instant Messenger and MSN Messenger. Instant messaging has become a more reliable online communication tools for students, especially with the latest generation. Instant messenger software usually requires users to create a nickname and an account. Communicators are heavily used to facilitate private chats, this is in different forms like phone services, file and video exchange and of course messaging.

● **Web-based chat –** These are online chats which are accessed via a normal browser. A good example is the chat feature that Gmail has put in place. Usually, a portion of

the screen or even the entire screen refreshes on a regular basis. Web-based chats are very accessible today because the output is HTML.

❖ **White boards**

Interactive whiteboards are among the most recent types of online communication tools. Whiteboards are popular online communication tools in education. They are beneficial as they allow users to write, draw and even collaborate with the help of an interface which simulates an actual physical whiteboard.

Whiteboards require users to have a mouse in order to add some content. Most, if not all the content in an electronic whiteboard is created in real-time and graphical. Whiteboards have become the top online communication tools in education because of their features aid in learning.

❖ **Discussion Forums**

Although discussion forums may seem like old tech to some, it is still one of the preferred communication business tools used today.

A discussion forum can bring together management and employees and allows for an open discussion on any topic (usually set up and monitored/moderated). It can also help in knowledge dissemination and bring the workforce together. Forums are also effective in archiving organizational knowledge to be used by anyone as a reference. Employee morale can also be boosted by participating in regular discussion forums. Discussion forums will also facilitate knowledge sharing. No time will be wasted answering the same questions again and again once the company forum has been integrated with enterprise search. This will enable forum information to be discovered by people who need it, when they need it.

❖ **Tracking & Case Software**

An online help desk with a case tracking system enables employees and customers to submit a case or support ticket. This allows it to be assigned to the right employee and have it checked and resolved in time.

A case tracking system helps centralize customer support queries and keep track of any open issues.

Track team productivity, priorities the most relevant and important queries and collect valuable customer feedback that can help in improving your products, services and customer relationships.

An issue tracking system is generally used in an organization's customer support call center to create, update and resolve reported customer issues or even issues reported by employees within the company.

❖ **Voice over IP**

Voice over IP also known as VoIP is a term that is used in reference to a voice conversation which is conducted over an internet connection rather than over the traditional phone line.

Various large organizations utilize VoIP in place of the conventional phone line. It should be noted that it is very possible to make Voice over IP calls over a computer but with either handsets or a USB headset. VoIP calls are purely audio-based. Some good example of VoIP as an online communication tools for business are Skype, ezTalks, WhatsApp, etc.

❖ **Internal Blogs**

An internal blog is also a good option. This is not something your customers and competitors will be able to access.

The internal blog is a place where employees can share ideas and experiences fast and in an informal fashion.

Internal blog advantages can include:

- ✓ Broadcasting and highlighting an employee's knowledge about a certain topic or area of the organization
- ✓ Creating a searchable and permanent archive of KB articles, knowledge and expertise. All the KB articles uploaded and published on an internal blog will stay there unless deleted manually
- ✓ It promotes open discussion and collaboration among the workforce. There are instances where some employees will be more likely to speak up in a virtual environment than face-to-face
- ✓ It connects employees across departments
- ✓ It keeps the staff up-to-date on important information and company updates

5.2. What Is A Digital Workplace?

While the digital workplace is now driving a wide range of projects across many industries, the concept is still emerging. There are many definitions of the digital workplace and some are all encompassing, while others focus on specific facets of the concept. The **digital workplace** can be considered the natural evolution of the workplace. It encompasses all of the technologies staff use to do their jobs. This can range from the HR applications and core business applications to email, instant messaging, enterprise social media tools, intranets and portals. Most (if not all) organisations have a digital workplace.

What is important is to focus on creating an effective digital workplace that helps your staff do their jobs more effectively and efficiently. It should consist of a holistic set of platform, tools and environments for work delivered in a usable, coherent and productive way. This gives focus on the experience of the employee or the individual as well as the environment in which they work.

Effective use of technology for communication:

Using technology in communication has become a necessity; it's now part of our lives. People communicate through emails, faxes, Mobile phones, texting services, video conferences, video chat rooms and social media channels. As time goes on, more emerging technologies will change the way we communicate and it will be up to us to embrace them or not.

Let's look at the impact or **use of technology in communication** both to individuals and businesses.

➤ The impact of technology in communication to a business:

Today, every business uses technology in its own way to reach the media and targeted consumers. Also, businesses have embraced technology by easing communication within companies and among investors and suppliers.

Below are a few uses of technology in communication to a business.

- ✓ **Easy Product Launch:** During the past, companies and small business used to face a lot difficulty in informing their consumers about a new product. A company had to pay for expensive door to door marketing which could even take a lot of time to yield results. Nowadays, things have become simple, through email subscriptions, companies will have data for most consumers, so if they introduce a new item or service. The company will draft one email with details about a new service or product and that message will be delivered to all

consumers in a minute. Now their companies online specializing in this type of communication. A good example is ‘**Mail Chimp**’. With their massive mail submission, all your clients will receive the same message in a minute via email.

✓ **Product or service surveys:** Before the invention of the internet, it was so difficult to conduct a survey, most companies would pay money to magazines and place survey forms and offer gifts to users who filled those surveys and mailed them back to the company. Taking a survey is very important to a business because that is how you will know what your clients want and know areas of improvement. Nowadays, a business can conduct a survey using **social networks** and provide users with incentives like ‘gift cards’. This produces a quick response and saves the company money and time.

✓ **Social interaction with consumers:** With the recent invention of social networks like face book and twitter, a business can create business pages then get followers for these pages. The process is so simple and free. For some business, they set a budget for building a fan base for their pages, so they use these pages to update and communicate with their followers. A good example is ‘Nordstrom’ this is one of the largest fashion retail businesses in America. Nordstrom used its face book page to update followers about new items and discounts. As of today, its face book page has over **1,667,162 likes**. See page **facebook.com/Nordstrom**

✓ **Video Conferencing:** Gone are the days when you had to wait for your boss to be in the meeting to start a presentation. New technology enables your boss to be in the business meeting while in a hotel in Hawaii preparing for a partnership or investors meeting. This has been made possible by the invention of video conferencing.

✓ **Use of digital networks** – ‘Phones and printers are all digitized, not like before when communication was hindered by telephone lines. During bad weather, most the lines would go off. Now with satellite and broadband transmissions, you can communicate with anyone at work or off work via their mobile phones. You can also send a file to a printer while you are at home and someone in the office gets the printout.

➤ **The impact of technology in communication to individuals:**

Technology has changed the way we interact and communicate with other. With the increased use of social based networks, people can create new relationships and also discover old friends. With technology, parents can communicate and keep track of their children. So, communication has become easier and cheaper.

Below are a few uses of technology towards individuals.

✓ **Text messaging services:** Keeping in touch with friends is very important, so text messaging services have solved this problem by creating mobile phone apps, which enable you to text your buddies on instant for free. A good example is ebuddy. The buddy chat service will allow you to chat with your close friends via text for free.

✓ **Social networking platforms:** These social interaction networks have helped individuals discover old school friends and also get new friends based on interests and region. Before this technology, it would be next to impossible for you to find all your old friends and interact with them on an instant, share life and your past on instant. It would even be difficult to get new friends from other countries. But now that barrier has been removed by social networks like **facebook.com**

✓ **Parental security apps:** Gone are the days when you had to lie your parents about

your location. Now with GPS tracking mobile apps, your parent will install this GPS- enabled app, and they can see where you are. These apps, also have maps which indicate red zones, so you can tell if your child is in that area. When something wrong is detected, the App will notify the parent that their child might be in danger. See an example of such App. SecuraTrac

✓ **Free internet calls:** Friends can call each other for free using free internet call centers. A good example is SKYPE. With Skype software installed on my laptop, I can communicate with my friends for free if they also have Skype on their laptops. This software can also be installed on smart phones. Get this software from Skype

✓ **Use of emails:** Even though social networks are trying to replace email communication; there is certain information which users cannot exchange via social networks. So, email services like yahoo mail, Hotmail, and Gmail. Have eased communication. It's now very rare to find a person writing a letter because that will involve posting it to a postal office and paying delivery fees, which is not the case when you use electronic mail.

From this we understand that technology has transformed the way we communicate, it has created a big impact in how businesses interact with consumers and how friends interact with each other.

Communication through social media

What is Social Media?

Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. The Office of Communications and Marketing manages the main Face book, Twitter, Insta gram, Snap chat, YouTube and Vimeo accounts.

We offer an array of tools, including one-on-one consults with schools, departments and offices looking to form or maintain an existing social media presence to discuss social media goals and strategy, as well as offer insights and ideas. Before creating any social media account, you must submit the Account Request Form. Be sure to check with your school's communications office for any school specific regulations or branding guidelines.

5.3. Popular Social Media Tools and Platforms for communication:

- **Blogs:**

A platform for casual dialogue and discussions on a specific topic or opinion.

- **Facebook:**

The world's largest social network, with more than 1.55 billion monthly active users (as of the third quarter of 2015). Users create a personal profile, add other users as friends, and exchange messages, including status updates. Brands create pages and Facebook users can "like" brands' pages.

- **Twitter:**

A social networking/micro-blogging platform that allows groups and individuals to stay connected through the exchange of short status messages (140 character limit).

- **YouTube & Vimeo:**

Video hosting and watching websites.

- **Flickr:**

An image and video hosting website and online community. Photos can be shared on Facebook and Twitter and other social networking sites.

- **Instagram:**

A free photo and video sharing app that allows users to apply digital filters, frames and special effects to their photos and then share them on a variety of social networking sites.

- **Snapchat:**

A mobile app that lets users send photos and videos to friends or to their “story.” Snaps disappear after viewing or after 24 hours. Currently, we are not allowing individual departments to have Snapchat accounts, but asking that they contribute to the Tufts University account.

- **LinkedIn Groups:** A place where groups of professionals with similar areas of interest can share information and participate in a conversation.

These are the various ways of communicating through social media.

5.3.1. How Social Media can Help for Internal Communication in a Company

Great communication between the members of a team is a must for the success of every company. It is very important that the employees have an easy way of communicating with one another that is up to date with technology and easy for them to handle. Internal communication through Social Media appears to be a great solution No matter the platform you decide to use, this can be a very inexpensive and easy way for your business to communicate easily.

Here are just some ways you can use social media to boost your company’s communication.

- ✓ **Avoid making simple mistakes**

Most companies believe that the most important thing is to mainly focus on their external communication strategy with their own customers. In reality, internal communication is just as important if not more.

One of the reasons why more focus should be put on a company’s internal communication system is making simple mistakes. In a great company that has established a good communication system between its team, you will not easily come across cases where a worker has done something incorrectly because they assumed their manager needed something else done.

Great companies exist because everyone has a way to talk to their peers, ask any questions they might have and also ask for feedback on their work. **Talking and communicating** your thoughts and questions to your team workers is a very crucial step that can save a lot of time from avoiding making mistakes that are just a matter of bad communication.

- ✓ **When communication is lacking**

As the years go by, even though technology is evolving, in many cases it looks like we fail to take advantage of its perks. Communication seems to break down even as we have so many options to choose from in order to make it easier.

Co-workers seem to not be very good at working in a team. Even in large companies, top down messages are the ones that are usually used on the regular and this way people don’t get to build any bonds of trust with their co-workers. If an email is sent to everyone, or if a decision is just announced after it has been decided by a couple people, how can a company have great internal communication?

The problems begin not only with the managers, who sometimes fail to make their employees feel like their opinions are taken into consideration but also with the way teams communicate, as virtual teams have now become a more and more frequent thing that truly holds the communication back.

✓ **Why is social media great for internal communication?**

First of all, adding elements of social media or social media apps into your company's communication tactics can help you get rid of monotone and boring staff emails and newsletters and make them a lot more fun by adding interesting content that can help your employees be more interactive and enjoy receiving updates.

Most people nowadays probably prefer online communication so it will be a lot easier for a team to interact through an instant message app rather than an email chain. Not only will this help people bond as they will be able to keep in touch constantly, but it will also help them feel like they belong in that group and that they all work together as a team and therefore communicate better and **be more effective** at their jobs.

5.4. COMMUNICATION IN VIRTUAL TEAM.

What is virtual team?

A **virtual team** also known as a **geographically dispersed team**, **distributed team**, or **remote team** usually refers to a group of individuals who work together from different geographic locations and rely on communication technology such as email, FAX, and video or voice conferencing services in order to collaborate. The term can also refer to groups or teams that work together asynchronously or across organizational levels. It is groups of geographically, organizationally and/or time dispersed workers brought together by information and telecommunication technologies to accomplish one or more organizational tasks. Virtual team management includes, but not limited to, the following processes:

✓ **Assembling.** Probation periods are the first measurements to be applied when starting with remote teamwork organization. The team leader should decide on those people who had met all the requirements of probation periods.

✓ **Training.** During this process, the team leader sets expectations as to future virtual teaming and then develops and applies a group training methodology to teach the team members how to meet the expectations.

✓ **Managing.** This process means using telecommunication technologies to manage ongoing tasks and jobs of remote group members.

✓ **Controlling.** The team leader establishes performance measures to assess and evaluate team performance. This person needs to find out whether the team is on the course and can achieve project goals on schedule.

These are the major processes of virtual team management. However, there can be subsidiary processes that allow understanding the virtual teams phenomena better.

➤ Some of the **advantages** of virtual team management are (but not limited to) the following:

- Reduced rents and technology savings
- Lower transportation costs and less time spent on commuting
- Instant communication and information exchange

➤ Some of the **disadvantages** of virtual team management are (but not limited to) the following:

- Poorer control of virtual groups (this may result in reduced trust in virtual teams), because there are no direct control tools
- Problems to establish good virtual team leadership (comparing to “physical” team leading)
- Unfitness to the projects which require on-site control and management

Communicating in virtual teams can happen using these tools.**1. Google Hangouts**

This virtual team communication tool offers services of video calling which is like Skype video conference call. Unlike Skype, Hangouts does not charge anything for Google video calls for groups. There are also some few apps that are incorporated which makes it possible for members to watch videos on YouTube, work on a document (Google) or make drawings with Cacoo together. Team members can also share documents by combining Google Hangouts together with Google Drive.

Hangouts while live allows team members to concurrently watch a channel on YouTube to create an archive of the members' Hangouts. Though, do not forget to privatize the videos if it's not a problem to share the meetings with team members.

2. ezTalks Cloud Meeting

This is without a doubt one of the best collaboration tools for virtual teams. It does almost the impossible by assisting members to connect from everywhere around the world. It gives plans and services that are very useful to meet the requirements of virtual teams. The virtual team can choose a plan that will serve their needs perfectly.

Features:

- Works great with Windows, iOS, Android, and MAC.
- Support up to 100 members to collaborate during the same time without any charges for forty minutes.
- Empowers five hundred members to collaborate concurrently with no time limit.
- Combine audio conferencing and video conferencing (HD) and also web conferencing.
- Supports content and desktop sharing via screen, interactive whiteboard sharing, recording, annotation and playback.
- Supports remote control, reporting and user management.

ezTalks Cloud Meeting is among the most popular virtual team collaboration tools. Its services are not charged for the starter plan. Your virtual team can connect with up to 100 members at a time and also gets services that are uninterruptedly resulting in the capability of being more productive.

3. Slack

This is a brilliant virtual team collaboration tools for a virtual team that are willing to keep in touch all the time. It can increase the productivity of the team by setting notifications and making channels (slack). With it, teams will achieve a better and comprehensive of the whole tasks or projects.

Features:

- Set up notifications and reminders.
- A virtual team can chat and communicate.
- It can incorporate with Dropbox and Google Drive to the relocation of files.
- Considering it contains chatting features, it also comes with shortcuts which assist increase your team's productivity.

4. Skype

Eye contact is always important during any conversation. During earlier times, you spent a lot of time and resources in order to get or organize business meetings or when you want to meet with a friend. However, now you can use Skype and have video conversations if you have an internet connection. Various conversations, messaging instantly, transferring of files, previous conversations, and other features make Skype popular around the world.

Your virtual team members just need to install the app and register accounts with free of charge. They can enjoy the features that come with Skype. They do not have to invest heavily and will enjoy SMS and calling services all around the world. In business communication, giving Skype ID is as common as giving one's phone number to a client and as a businessperson, this virtual team tool is good for your virtual team.

5. WebEx Meeting Center

This ensures the virtual team is productive as well as collaborative at anytime and anyplace using any gadget or video system with WebEx. This virtual team tool assists your virtual team with corporate video, fast decision making, sharing of content and videos, and it also saves money and time.

Features:

- Simple to connect with any other video system.
- Make faster the processes of your business and enhance productivity.
- Collaborate in one conference video and audio.
- Share screen, apps and also documents.
- Allow you to gather flow of work which is the best for the members.

6. Drop box

Sharing and exchange of files is something that is popular in most businesses which is accompanied by quite a number of obstacles, like crashing of hard drives and other technical reasons. Drop box, Inc comes with a solution to these problems. A file holding service that is cloud-based has been created.

This enables your virtual team to create special folders on a number of computers and sync them with the Drop box service (online). Members only require reliable Internet and install the app. Members can also share files with other people by just handing them a special link which makes business easier.

7. Team Viewer

This virtual team tool supports online meetings, transferring files among team members, making this product unique. Team members can enjoy remote reboot function and cursor functions, resolution of the screen, scaling of adjustments and settings for video and audio. A number of functions bring presence effect to participants if managing a virtual team.

8. Scoro

This is among the simplest and easy virtual team collaboration tools to use; it has the feature

that can assist with billing and collaboration to project planning. This tool provides a lot of features which help virtual teams manage all their finances and projects, tasks, project and client base.

5.5. EMPLOYMENT PROCESS:

Meaning:

When a company is hiring, they need to ensure that they hire the right employees. There are several different steps involved in the hiring process. This lesson explains these steps that include application forms, testing, interviewing, reference checks and health exams.

What is the Employment Process?

In this lesson, we will explore the recruiting process used by human resource managers to review applications, test and interview candidates, perform reference checks and request health checks.

The Employment Process is the process of reviewing applications, selecting the right candidates to interview, testing candidates, choosing between candidates to make the hiring decision and performing various pre-employment tests and checks.

During the hiring process, a human resources manager will use the following steps to determine the best possible fit for the job:

1. Review job applications
2. Test candidates
3. Interview selected candidates
4. Choose candidates based on pre-determined selection criteria
5. Perform background and reference checks
6. Send selected candidates for a health check

The Hiring Process in Action

Take an example for a Company. Bark's Dog Bone Company needed to hire another baker. Mr. Pugsley, human resource manager, received over 200 applications. He knew he had to use a process to select the best possible candidate. But what should he do next?

The first step Mr. Pugsley will take is to review the applications. **Application review** means reading each application that is received to determine whether the candidate possesses the skills, education, experience or other qualifications needed for the job. Pugsley will then separate those candidates into who will be interviewed and who will be retained on file for a period of time.

Testing candidates will be the next step and generally involves testing candidates for job skills or knowledge to determine whether the candidate is qualified for the position. Tests might include personality tests, skills tests and physical tests. Mr. Pugsley chose several candidates and sent them all for testing. Once he receives the results of the testing, he will narrow down the selection to fewer candidates.

Interviews are scheduled next. An interview is a meeting between the job seeker and the

employer to evaluate whether the candidate has the right qualifications for the job. Although testing provided Mr. Pugsley with a good idea of whether the candidates would be right for the job, the face-to-face interview will tell him more about the candidate, like personal hygiene, timeliness and manners. Once the interviews have been completed, candidates will be selected on the basis of the results of the testing and the interview. This step will narrow the pool of candidates down even more. A set of pre-determined criteria is developed and may include skills, knowledge, experience and education.

5.5.1 STEPS FOR HIRING:

Before hiring an applicant for a job position, an organization goes through a step-by-step process to find the most qualified candidate to fill the role. Though a search can take time, a rushed hire can lead to additional staff turnover and missed opportunity costs. By investing in a thorough and detailed hiring process, a hiring staff can make the right decisions and bring in talented professionals who will help the company grow.

15 Steps of the Hiring Process

1. Identify hiring need

Before a position can be filled, it must be identified as available. Positions are either newly formed or recently vacated. In either case, the hiring staff should meet to generate a prioritized list of job requirements including special qualifications, characteristics, and experience wanted from a candidate.

2. Plan

It's important that all those involved in the hiring decision agree to the hiring process, steps, and communication channels to be used. The plan should include a timeline, recruitment plan, criteria for initial candidate screening, selection committee, interview questions, and instructions for taking notes.

3. Create a job description

The agreed-upon job requirements form the basis for the job description. Other necessary information includes essential functions to be performed in the role and the advantages of working for the company (i.e., workplace environment, compensation and benefits, perks, etc.).

4. Post and promote job openings

The job listing should be advertised internally so current employees can apply and make referrals. Other avenues for promotion are the company's website, online job boards, social media, job fairs, and industry publications.

5. Recruiting

Beyond passive recruitment via job posts, the hiring staff should seek out qualified candidates via LinkedIn, social media, and industry events. This will ensure that some applications from potential candidates who are not actively searching for new jobs but who may be perfect for the role are received.

6. Applicant screening

As job applications arrive by email or via an applicant tracking system (ATS), the hiring staff reviews résumés/CVs and cover letters based on the criteria established in the planning step. Unqualified candidates' applications are withdrawn from the applicant pool. Qualified candidates are informed of next steps beginning with a screening interview.

7. Screening interview

Initial interviews with applicants are typically phone calls with HR representatives. These interviews determine if applicants have the qualifications needed to do the job and serve to further narrow the pool of candidates. HR may also explain the interviewing process during this step.

7. Interviews

Depending on the size of the selection committee, several interviews are scheduled for each candidate.

- Early interviews are typically in-person, one-on-one interviews with applicants and the hiring manager and focus on applicants' experience, skills, work history, and availability.
- Additional meetings with management, staff, executives, and other members of the organization can be one-on-one or panel interviews, formal or relaxed, on-site, off-site, or online (Skype, Google Hangouts). These interviews are more in-depth; in some organizations, each interviewer focuses on a specific subject or aspect of the job being filled to avoid overlap between interviews and to discover more about the applicants.
- Final interviews might be conducted by the company's senior leadership or an interviewer from a previous round of interviews. These latter-stage interviews are generally extended to a very small pool of top candidates.

8. Applicant talent assessment

Before, during, or after interviews, hiring staff often assign applicants one or more standardized tests to assess personality type, talent (also called pre-employment tests), physical suitability for the job, cognition (reasoning, memory, perceptual speed and accuracy, math, and reading comprehension), and/or emotional intelligence. Some organizations also require applicants to take tests or complete assignments to demonstrate professional skills applicable to the open position.

9. Background check

One of the final steps prior to making a job offer is conducting background checks to review candidates' criminal record, to verify employment history and eligibility, and to run credit checks. Some organizations also check social media accounts (Facebook, Twitter, etc.) to make sure potential employees are likely to represent the company in a professional manner. Drug testing may also be warranted, depending on the nature of the job.

10. Decision

The hiring staffs confer and evaluate applicants based on the interviews, job experience, skills and talent assessments, and all other relevant information (recommendations, e.g.). A top choice should be identified and agreed on. A backup candidate selection should be made, as well. If no candidates meet the hiring criteria, the hiring process should start over.

11. Reference checks

Once a candidate has been selected for the position, his or her professional references should be contacted. Reference checks can verify candidates' employment details including job performance, strengths, and weaknesses. A typical question to ask references is "Would you

rehire this person?"

13. Job offer

Offering the job includes providing an offer letter stating the position's salary, start date, and other terms and conditions of employment that are based on the agreement between the company and the candidate. It should be clear that the candidate understands the terms of the offer. The candidate may agree and sign, initiate negotiations (typically focusing on salary), or turn down the offer.

14. Hiring

Once the candidate accepts the job offer, he or she is hired. This kicks off a phase of filling out and filing paperwork related to employment including eligibility to work forms, tax withholding forms, and company specific forms.

15. On boarding

A comprehensive on boarding process is a crucial step in the hiring process. This should involve making the new employee feel welcome even before he or she officially joins the organization. Preparing his or her workspace, providing necessary access credentials for work applications and networks, and outlining an orientation and training schedule can significantly speed up the new.

5.6. ENTREPRENEURIAL MINDSET.

Entrepreneurial mindset refers to a specific state of mind which orientates human conduct towards entrepreneurial activities and outcomes. Individuals with entrepreneurial mindsets are often drawn to opportunities, innovation and new value creation.

HOW TO GET GOOD MINDSET?

There are few ways that how an employee can gain a good mind set. Because whenever an employee possesses a good mind set or a stable mindset he/ she can work efficiently in the organization.

7 Practical Tips to Achieve a Positive Mindset

1. Start the day with positive affirmation.
2. Focus on the good things, however small.
3. Find humor in bad situations.
4. Turn failures into lessons.
5. Transform negative self-talk into positive self-talk.
6. Focus on the present.
7. Find positive friends, mentors and co-workers.

5.7. RESUME

Meaning of Resume:

A Resume is a document used by a person to present their backgrounds and skills. Resume can be used for a variety of reasons, but most often they are used to secure new employment

5.7.1. DRAFTING RESUMES:

Although resumes are composed using standard elements, there is no prescribed format that works equally well for everyone. Sections that do not relate to your objective or career field of interest may be de-emphasized or even omitted. Titles of sections can also be modified to describe the information presented more accurately.

HEADING

Include name, permanent and local addresses, e-mail address, and phone number. If using two addresses, indicate dates you can be reached at each.

Resume headline is the summary of your career profile, stated in a few lines or phrases. Resume headline is meant to be written in a brief and concise manner. In fact, the resume headline section on Naukri allows you to write your resume headline within 250 characters. In this blog, we have listed resume headline examples for different job roles. You can take a cue from these examples and customize the content as per your individual profile.

OBJECTIVE

Opinions differ widely among employers and career professionals on the value of including a career objective. In general, an objective on your resume can be helpful if it concisely describes your immediate employment goal, but it is not an essential component of a successful resume. You may prefer to incorporate an objective in a job-search letter instead, especially if you want to be considered for a range of positions.

An objective should convey specific information about what you are seeking, but those that are too narrow can limit your options. If you decide to include an objective, specify the type of position you are seeking. If you find it difficult to write a definitive statement of your objective, describe the skills you want to use or the functions you want to perform. If you have more than one career interest, prepare several resumes, tailoring them to different objectives. The following are three examples of effective objectives:

- A position in financial services using well-developed research, analytical, and quantitative skills.
- A research position in health care combining interests in policy and medicine.
- A position as a process engineer in the chemical industry.

A second approach is a summary of qualifications describing your skills and experience in relation to your career interest. Qualification summaries are less widely used than objectives, but offer the opportunity to highlight your most important assets at the top of your resume. If your career interest is in working as a legislative aide, for example, you could summarize your most important accomplishments and skills in this way:

- Researched and wrote detailed reports in city government position.
- Addressed student concerns as elected Student Assembly representative.
- Wrote honours thesis on relationship between state and federal government and trend towards devolution.

EDUCATION

List institutions attended and locations, including study abroad experience; degrees and dates received; major and concentration; and honors thesis title, if applicable. Include your GPA if it is at least 3.0; you may want to add your major GPA if it is considerably higher. [Note: Guidelines for science and technical fields may vary. Check with your college career office.] If you attended another college before coming to Cornell, include it only if you make reference to

it elsewhere in your resume or cover letter. Don't include your high school unless it is nationally recognized or in an area where you want to work.

HONORS AND AWARDS

Dean's List, honor societies, and academic awards can be listed in a separate section if you have more than one or two entries; if not, incorporate them in the education section. Only include scholarships that are based on merit.

RELEVANT COURSES

List courses that are pertinent to your objective and employers' needs, particularly if your major does not directly relate to your employment goal. For example, if you are an English major seeking work as a computer programmer, relevant courses will be computer-related.

EXPERIENCE

This includes diverse experiences, both paid and unpaid:

- Part-time work
- Full-time work
- Summer jobs
- Co-op experience
- Internships
- Volunteer experience
- Extracurricular activities

Include the position you held, name of the organization, city and state of its location, and month and year of your involvement. Summarize what you accomplished in each experience and prioritize these results-oriented descriptions to support your job objective. Don't include every experience you have had, only those that demonstrate that you can succeed in the position you are pursuing. Use brief phrases beginning with action verbs, incorporating statistics, percentages, and numbers where possible:

- Reorganized inventory procedures, shortening process from 3 days to 2 days.
- Designed and implemented marketing strategy that increased sales 25%.
- Trained and coordinated activities of 33 volunteers, whose efforts resulted in raising \$5,000.

SKILLS

List computer languages and programs, knowledge of foreign languages, laboratory and research skills, analytical skills, and management skills not mentioned elsewhere.

ACTIVITIES AND INTERESTS

In order of their importance, list student organizations, professional associations, committees, and community involvement, indicating offices held. Include high school activities only if directly relevant to your objective. After activities, list interests such as music, sports, and the arts, especially if they pertain to your career interest. You may want to avoid including religious activities or those representing extreme political views.

REFERENCES

This section is optional. If included, say "available upon request."

Freshers Resume Sample

Dev Sharma

Email ID: ****@gmail.com

Contact No. +91-*****

Career Objective

To work for an organization which provides me the opportunity to improve my skills and knowledge to growth along with the organization objective.

Profile Summary

- An enthusiastic fresher with highly motivated and leadership skills having bachelors of engineering degree in Mechanical Engineering.
- Expert in implementation of each step of project.
- Eager to learn new technologies and methodologies.
- Always willing to innovate the new things which can improve the existing technology.

Personal Qualities

- Highly motivated and eager to learn new things.
- Strong motivational and leadership skills.
- Ability to produce best result in pressure situation.
- Excellent communication skills in written and verbal both.
- Ability to work as individual as well as in group.

Academia

- Bachelor of engineering from ASD institute of Technology with 75%
- Diploma in Mechanical Engineering from AKL Institute with 73%

Technical Qualification

2D Drafting Package: AutoCAD.

3D Drafting Package: Solid Edge

Analysis Package: Femap

Project

Leaf spring by using Natural fibers

Duration -3 month

In this project we use natural fibres for using as leaf spring and it is cost effective production.

Achievements

- FOUR suggestion certificates issued by TVS for my best suggestions.
- “SAE INDIA MEMBER” and attended one day workshop conducted by SAEINDIA
- Participated in International Conference on Emerging Trends in Energy and Environment.
- Completed training on Basic Life Support and First Aid Skills
- Completed training on Basic Fire Safety and Emergency Preparedness.

Extra Curricular Activities

- Participated in Robotics Championship in SDF University.
- Actively participated in program of ASD NGO.
- Reading Books
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Personal Details**Languages Known-** Hindi, English**DOB-** MM/DD/YYYY**Address-** NBJSBJSB**5.8. GROUP DISCUSSIONS:**

Discussion is the process whereby two or more people exchange information or ideas in a face-to-face situation to achieve a goal. It is a systematic exchange of information, views and opinions about a topic, problem, issue or situation among the members of a group who share some common objectives.

5.8.1. How to be prepared for the Group discussion?

1. On the day of GD dress in comfortable clothes that are simply you.
2. Be confident but avoid being over confident.
3. Talk sense
4. Listen carefully and speak only at the appropriate time.
5. Be very sure of what you are speaking.
6. Use easy to understand English language.
7. Speak loudly and clearly

There are no specific rules to prepare for a GD. However, below are few points that a person can keep in mind while preparing for a GD.

Stock yourself with information:

No one knows what the topic of GD is going to be. Hence it will be good idea to keep you abreast with topics like: Current affairs, historical topics, sports arts and literature.

Data crunching:

Do familiarize yourself with important data. Throwing in some data if required in GD will definitely create an impression among the assessors.

Understanding the topic:

When the topic is given understand the topic carefully. If it is not clear initially or you have some doubt regarding the topic, ask immediately. Clarity of the topic is utmost important to ensure that you perform well in GD.

Precise and sharp thoughts

As you are gathering thoughts, try to stick to precise and concise thoughts. Remember when you are communicating, what is more important is what you are communicating rather than how much you are communicating.

Taking the initiative:

Try to initiate the group discussion, if possible. By this you will be giving a structure to the discussion and defining the manner in which the discussion will progress. This will exhibit your quality as a person who can facilitate actions by breaking the ice. Only when you have enough knowledge you will initiate the GD.

Understanding dynamics in the group:

In GD, try to be in control of the discussion, because most of the group members would be trying to do same. Do not be aggressive and force your points. If there is disagreement on the

points that you have made, try to counter them with even more valid points. This will showcase your ability as a team player.

Logical Conclusion:

When the discussion is about to end, try to conclude it by taking in the points that everyone has made and coming to a decent conclusion. This will indicate your analytical skills and also the way you structure your thoughts. Last but not the least; mentally visualize yourself as succeeding and you will succeed.

5.9. INTERVIEWS:

Generally an Interview means that the meeting of people face to face especially for consultation. It is a formal meeting at which someone is asked questions in order to find out if they are suitable for a job or a course of study.

An interview is a conversation where questions are asked and answers are given. In common parlance, the word interview refers to a one-on-one conversation with one person acting in the role of interviewer and the other in the role of the interviewee.

An **interview** is a conversation where questions are asked and answers are given. In common parlance, the word "interview" refers to a one-on-one conversation between an *interviewer* and an *interviewee*. The interviewer asks questions to which the interviewee responds, usually so information may be transferred from interviewee to interviewer (and any other audience of the interview). Sometimes, information can be transferred in both directions. It is a communication, unlike a speech, which produces a one-way flow of information.

Interviews usually take place face-to-face and in person, although modern communications technologies such as the Internet have enabled conversations to happen in which parties are separated geographically, such as with videoconferencing software, and telephone interviews can happen without visual contact. Interviews almost always involve spoken conversation between two or more parties, although in some instances a "conversation" can happen between two persons who type questions and answers back and forth.

Interviews can range from unstructured interview or free-wheeling and open-ended conversations in which there is no predetermined plan with prearranged questions, to highly structured conversations in which specific questions occur in a specified order. They can follow diverse formats; for example, in a ladder interview, a respondent's answers typically guide subsequent interviews, with the object being to explore a respondent's subconscious motives. Typically the interviewer has some way of recording the information that is gleaned from the interviewee, often by writing with a pencil and paper, sometimes transcribing with a video or audio recorder, depending on the context and extent of information and the length of the interview. Interviews have a duration in time, in the sense that the interview has a beginning and an ending.

The traditional two-person interview format, sometimes called a one-on-one interview, permits direct questions and follow-ups, which enables an interviewer to better gauge the accuracy of responses. It is a flexible arrangement in the sense that subsequent questions can be tailored to clarify earlier answers. Further, it eliminates any possible distortion by having third parties present.

Face to face interviewing makes it easier for people to interact and form a connection, and it helps both the potential employer and potential hire who they might be interacting with. Further, face to face interview sessions can be more enjoyable.

Contexts

Interviews can happen in a wide variety of contexts:

Employment:

Interviews in an employment context are typically called job interviews which describe a formal consultation for the purpose of evaluating the qualifications of the interviewee for a specific position. Interviews are seen as a useful tool in assessing qualifications. A specific type of job interview is a case interview in which the applicant is presented with a question or task or challenge, and asked to resolve the situation. Sometimes to prepare for job interviews, candidates are treated to a mock interview as a training exercise to prepare the respondent to handle questions in the subsequent 'real' interview. Sometimes the interviews happen in several waves, with the first interview sometimes being called a *screening interview* which is a shorter length interview, followed by more in-depth interviews later on, usually by company personnel who can ultimately hire the applicant. Technology has enabled new possibilities for interviewing; for example, video phoning technology has enabled applicants to interview for jobs despite being in different cities or countries than the interviewer.

Psychology:

Psychologists use a variety of interviewing methods and techniques to try to understand and help their patients. In a psychiatric interview, a psychiatrist or psychologist or nurse asks a battery of questions to complete what is called a psychiatric assessment. Sometimes two people are interviewed by an interviewer, with one format being called couple interviews. Criminologists and detectives sometimes use cognitive interviews on eyewitnesses and victims to try to ascertain what can be recalled specifically from a crime scene, hopefully before the specific memories begin to fade in the mind.

Research :

In marketing research and academic research, interviews are used in a wide variety of ways as a method to do extensive personality tests. Interviews are often used in qualitative research in which firms try to understand how consumers think. Consumer research firms sometimes use computer-assisted telephone interviewing to randomly dial phone numbers to conduct highly structured telephone interviews, with scripted questions and responses entered directly into the computer.

Journalism and other media :

Typically, reporters covering a story in journalism conduct interviews over the phone and in person to gain information for subsequent publication. Reporters can interview political candidates on television shows. In a talk show, a radio or television "host" interviews one or more people, with the choice of topic usually being chosen by the host, sometimes for the purposes of entertainment, sometimes for informational purposes. Such interviews are often recorded and some of them can be released on an interview disc.

Other situations :

Sometimes college representatives or alumni conduct college interviews with prospective students as a way of assessing a student's suitability while offering the student a chance to learn more about a college. Some services specialize in coaching people for interviews. Embassy officials may conduct interviews with applicants for student visas before approving their visa applications.

5.9.1. Interview Process:

The interview process is a multi-stage process for hiring new employees to the organisation. It typically includes the following steps: Writing a job description, posting a job, Scheduling interviews, conducting preliminary interviews, conducting in-person interviews, following up with the candidates and making a hire.

Thought the interview process there is much debate by industry professionals on what are the best ways for the business to improve their interview process.

The phone screener:

The phone interviews are an easy way to screen job seekers. They save time and money that would otherwise spent sifting hundreds of applicants, and paying someone to screen them face-to-face.

The Group Panel:

By meeting with a variety of people, candidates get a comprehensive picture of the culture and the job itself, and team members get a strong sense of the contribution the job seeker will make an employee.

The Skill Test:

Behavioral questions allow you to find the best fit for each role and help you hire employees who can drive innovation, productivity, customer satisfaction and profits. Determine the test objectives like personality skills etc. And also decide how candidates will be moved forward or eliminated based on the results.

The Candidate Presentation:

Team members will get a sense of contribution, skills and personality during a job seeker's presentation. However, you will need to make sure to be specific about the presentation topic to the candidate, and also determine objectives for evaluation of the presenter with the team. And don't forget to solicit feedback via a scorecard or a post-panel debrief.

While adding extra hoops for candidates raises the perceived difficulty of job interviews, it also slows down the hiring process—which can lead to costly hiring delays and candidates lost to the competition. Before adding additional layers to interviews, it's important for employers to assure that each new screen actually helps identify great candidates, and doesn't just make interviews harder without any offsetting benefit.

Finding candidates who have the right skills and who are also great culture fits with the ability to weather adversity, manage stress, deal with ambiguity, work constructively as part of a team, and demonstrate resourcefulness will serve you well in both the short and long term. Glassdoor's recruiting solution is a perfect tool to attract high-quality candidates to make your interview process more productive. After you attract high-quality candidates, it takes a little planning ahead — choosing what interview format you'll use, what questions to ask, and who will ask them — but the payoff is high.

5.10.**MULTIPLE CHOICE QUESTIONS:**

- 1) The organizations need to communicate to the society about any _____
 - a) Candidates
 - b) Vacancies**
 - c) Interview
 - d) None of the above

- 2) _____ is a private hub that can be accessed by any authorised users within a business organisation.
 - a) Internet**
 - b) Documents
 - c) Cloud drive
 - d) None of the above

- 3) Web-based chats are very accessible today because the output is _____
 - a) .JAVA
 - b) XHTML
 - c) HTML**
 - d) DOCS

- 4) _____ are among the most recent types of online communication tools.
 - a) Black boards
 - b) Silver boards
 - c) Silk boards
 - d) White boards**

- 5) Voice over IP also known as _____
 - a) VOPi
 - b) Voice of IP
 - c) VoIP**
 - d) None of the above

- 6) Which of the following is example for Voice over IP?
 - a) Skype
 - b) eZtalks
 - c) Whatsapp
 - d) All the above**

- 7) _____ is a place where employees can share ideas and experiences fast and in an informal fashion.
 - a) Market blog
 - b) Internet blog**
 - c) Digital blog
 - d) Workplace blog

- 8) _____ can be considered the natural evolution of the workplace.
 - a) Diagonal workplace
 - b) Market workplace
 - c) Technical work place

d) Digital Workplace

9) The company will draft one email with details about a new service or product and that message will be delivered to all consumers in a minute. A good example is _____

- a) Yahoo chimp
- b) **Mail Chimp**
- c) Market chimp
- d) Digital Chimp

10) Parental Security app works through _____

- a) GPIS
- b) **GPRS**
- c) GPPS
- d) GHSS

11) _____ are the interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks.

- a) **Social media**
- b) Commercial media
- c) Technical media
- d) News media

12) Popular social media tools for communication includes _____

- a) Face book
- b) Blogs
- c) Twitter
- d) **All the above**

13) An image and video hosting website and online community is

- a) Photoshop
- b) Instagram
- c) **Flickr**
- d) Flip kart

14) Twitter is a _____ technological tool.

- a) Credit blogging
- b) Share blogging
- c) **Networking blogging**
- d) None of the above

15) A virtual team is also known as _____

- a) Biologically dispersed team
- b) **Geographically dispersed team**
- c) Socially dispersed team
- d) Politically dispersed team

16) _____ is the process of reviewing applications, selecting the right candidates to interview

- a) Training process

- b) Employee process
 - c) **Employment process**
 - d) Commerciality purpose.
- 17) _____ refers to a specific state of mind which orientates human conduct towards entrepreneurial activities and outcomes.
- a) **Entrepreneurial mindset**
 - b) Principle of behavior
 - c) Code of conduct
 - d) None of the above
- 18) _____ is a document used by a person to present his background and skills.
- a) Memorandum
 - b) Cover letter
 - c) **Resume**
 - d) Offer letter
- 19) In a Resume, the person's objective should be replaced with the title _____
- a) Career opportunities
 - b) Career guidance
 - c) Career history
 - d) **Career Summary**
- 20) A resume must contain _____
- a) Heading
 - b) Objective
 - c) Education
 - d) **All the above**
- 21) _____ is the process whereby two or more people exchange information or ideas in a face-to-face situation to achieve a goal.
- a) **Discussion**
 - b) Interview
 - c) Gambling
 - d) Chatting
- 22) Be confident, but avoid being _____
- a) Smart
 - b) True
 - c) **Over confident**
 - d) Courageous
- 23) Familiarizing yourself with important information is called as _____
- a) Data gaining
 - b) Data collecting
 - c) Data setting
 - d) **Data crunching**
- 24) A multi-stage process for hiring new employees to the organization is _____
- a) Elimination
 - b) Training

- c) **Interview**
 - d) None of the above
- 25) Which among the followings are necessary to be considered in GD?
- a) Dress up comfortably
 - b) Keep a stock of information
 - c) Do not use aggressive words
 - d) **All the above**

DIRECT QUESTIONS (8 MARKS)

1. What is technology? Briefly explain the terms.
2. What are the major technological tools used in communication? Explain.
3. Mention the uses of technology for individuals and Business.
4. How the technology can be effectively used in the Communication process?
5. Give a note on communicating through virtual teams.
6. How the communication can be done through social Medias? Explain with suitable examples.
7. Write a note on Employment process.
8. What do you mean by entrepreneurial mindset? Discuss.
9. What is a Resume? Mention the contents to be included in it.
10. Explain the important points to be considered in the Group discussion.
11. What is an Interview? How the process of interview takes place in an organization?
12. Give a note on steps of hiring.

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SRINIVAS UNIVERSITY**I SEMESTER DEGREE EXAMINATION – NOVEMBER 2018****SUBJECT : PROFESSIONAL COMMUNICATION – 1/ BUSINESS COMMUNICATION**

**- 1 Paper Code : 18 BCASD11/18BCMHN11/18BCMAC11/18BBAAM11/
18BBAHN11/18BBALS11/18BBAIB11/18BBAPM11**

Time : 2 hours**Max. Marks : 50**

Note : Answer any **TEN** multiple choice questions in **Part A** and **FIVE** full questions in each unit of Part B

PART – A (10*1=10)

1. a) Which is the correct example for Adverb among the given options below ?
 A. Fast B. Pretty
 C. Handsome D. Black
- b) Which is the correct Idiom among the following
 A. Piece of cat B. Cake in the peace
 C. Piece of cake D. Peace of cake
- c) How many parts of speech are there in English ?
 A. 5 B. 9
 C. 15 D. 2
- d) _____ is a person who is the target in the communication process.
 A. Sender B. Media C. Receiver D. Language
- e) communication is taken from the Latin word, _____
 A. Commune B. Communitate C. Communicare D. Communicators
- f) A summary of proceedings of a meeting is called as _____
 A. Proposals B. Minutes C. Quotes D. Registers
- g) Letters written for reminding the due for the payment is _____
 A. Sales Letter B. Application C. Collection Letter D. Routine letter
- h) E-mail stands for _____
 A. Electricity Mail B. Electronic Mail C. Electrical Mail D. Routine letter's

i) All the technical details that support one's conclusions to the reports is _____

A. Appendices B. Enclosure C. Attachments D. None of the above

j) _____ is a list of activities to be done in an ordered sequence

A. Report B. Letter C. Agenda D. Proposal

k) Dissemination of the minutes is the role of _____

A. Secretary B. Board of directors C. Shareholders D. Manager

l) _____ are

among the most recent types of online communication tools. A. Black boards B.

Silver boards C. Silk boards D. White boards

PART B UNIT 1

2. a. How many Parts of speech are there ? Briefly explain it with examples. 4

b. Briefly explain the sentence structure in English-speaking 4

OR

3. a. Briefly explain how the English language dominated other language in the globe. 4

b. Write a note on Clauses and phrases 4

UNIT II

4. a. Explain the process of communication with diagram. 4

b. Write a note on work place etiquettes. 4

OR

5. a. How does non-verbal communication affect an effective communication process ? 4

b. Mention some of the personal and telephonic etiquettes 4

UNIT III

6. a. What do you mean by business writing ? Explain the need for it as a businessman. 4

b. Draft a Job Application for the post of Accounts Executive in Reliance Capital Market,

Mangalore

4

OR

7. a. What do you mean by Collection Letter ? Draft a Warning letter to your

Professional Communication

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customer stating for the last call for the payment.

4

b. Imagine you are launching a new Car to the market and write a sales letter to

MANDOVI MOTORS, Bangalore.

4

UNIT IV

8. a. Mention the 10 Fundamentals of Business writing. Explain

4

b. What are minutes of Meeting ? What are the five elements to be included in it ?
Explain. 4

OR

9. a. Define Memorandum. What are the parts of memorandum? Explain.

4

b. Explain the tools for an effective written communication.

4

UNIT V

10. a. Mention the uses of technology for individuals and Business

4

b. What is Resume ? Mention the contents to be included in it

4

OR

11. a. Explain the important points to be considered in the Group discussion

4

b. Write a note on the steps of hiring

4

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- 1 Paper Code : 18 BCASD11/18BCMHN11/18BCMAC11/18BBAAM11/
 18BBAHN11/18BBALS11/18BBAIB11/18BBAPM11

Time : 2 hours

Max. Marks : 50

Note : Answer **any ten** questions from Part - A and **one full** question from **each** Unit of Part - B

PART - A

1. Pick out the right choice from the brackets : (any ten)

a) English language which is being followed by Indians is _____

A. British English B. American English C. Australian English D. Indian English

b) Pick the odd one out from below

options A. Tense B. Noun C. Poetry D. Verb

c) Choose the correct Idiom among the following

A. Peace of cake B. Cake in the piece C. Piece of Cake D. none of the above

d) The act or way of saying the word is called _____

A. Language B. Accent C. Pronunciation D. Style

e) How many parts of speech are

there in English A. 5 B. 9 C.

15 D. 20

f) English language was the regional language of _____

A. Anglo Indians B. Anglo Frisians C. British D. Americans

g) E-mail stands for _____

A. Electricity mail B. Electronic mail C. Electrical mail D. Electric mail

h) The commonly used comprehension in adult reading is _____

A. Implicit B. Prose C. Explicit D. None of these

i) Which is the correct example for Adverb among the given options below ?

- A. Black B. Pretty C. Fast D. None of these
- j) Which is not an example for the pronoun among the given options ?
- A. us B. Because C. Him D. None of these
- k) A stress or emphasis on particular word is known as _____
- A. Accent B. Determinants C. Voice D. None of these
- l) Pick the incorrect example for Noun from the following
- A. Hyderabad B. Some C. Bus D. None of these

PART B UNIT I

2. a. Briefly explain the sentence structure in English 4
- b. Write an imaginary passage on the topic " A night in devil's room" 4
- OR**
3. a. Briefly explain the historical background of English language 4
- b. Write a note on Clauses and phrases 4

UNIT II

4. a. Elaborate the various types of written communications 4
- b. Write a brief note on work place etiquettes 4

OR

5. a. Bring out the differences between formal and informal communication 4
- b. Mention some of the personal and telephonic etiquettes 4

UNIT III

6. a. What do you mean by Business Writing ? Explain the need for it as a businessman 4
- b. Draft a Job Application for the post of Sales Manager in Motilal Oswal Securities, Mangalore. 4

OR

7. a. What do you mean by Collection letter ? Draft a Warning letter to your customer providing the last date for the payment on a Credit Sales. 4
- b. Draft one Order letter including all the given information : 4

- (i) Quantity : 250 Sarees
- (ii) Price : Rs. 300 per piece
- (iii) To be delivered on or before 10 days
- (iv) Late delivery to be considered as order cancelled
- (v) Payment made before 10 days after receiving goods.

UNIT IV

- 8.** a
 . Provide the 10 Fundamentals of Business writing in detail 4
- b. What are minutes of Meeting ? What are the five elements to be included in it ? 4

OR

- 9.** a
 . Define Memorandum. What are the parts of memorandum ? Explain 4
- b. What is an agenda ? Explain with Dos and Don'ts of an Agenda 4

UNIT V

- 10.** a
 . Mention the uses of technology for individuals and Business 4
- b. What is Resume ? Mention the contents to be included in it. 4

OR

- 11.** a
 . Give a note on communicating through virtual teams 4
- b. What are the major technological tools used in communication ? Explain 4
