**1. Write a short note on communication in about 500 words*.***

***Ans:*** Communication is an essential aspect of human interaction and a fundamental part of our daily lives. It is the process of exchanging information, ideas, thoughts, and feelings between individuals or groups. Effective communication plays a crucial role in building relationships, conveying messages, and achieving mutual understanding. In this short note, we will explore the various aspects of communication, its importance, and the different forms it can take

 It is the process of interchanging information, ideas, feelings, and

opinions, with or without the use of words, i.e. signals. It’s an art to express

one’s feelings, ideas, and emotions effectively and fruitfully.

Major parts of communication

55% body language – postures, gestures, and eye contact

38% tone of voice

7% words.

Verbal communication

Communication with the help of words.

➢ Oral

➢ Written

Non-verbal communication

Communication without words. E.g. gesture, posture, facial expression etc.

Non-verbal communication plays an equally vital role in conveying messages.

Body language, for example, can speak volumes. A person's posture, gestures,

and facial expressions can convey emotions and attitudes that might be in

contrast to their verbal message. It's essential to be attuned to these nonverbal cues, both in oneself and in others, to ensure that communication is

aligned and authentic. Maintaining eye contact, using appropriate hand

gestures, and mirroring the body language of the person you are

communicating with can enhance understanding and rapport.

Written communication, in the form of letters, emails, and other written

documents, offers a different set of challenges and opportunities. Writing

requires precision, as the absence of vocal tone and body language can lead to

misunderstandings. Clarity and brevity are essential in written communication.

Additionally, adhering to the conventions of written communication, such as proper formatting and grammar, is crucial for professionalism and

comprehension.

Effective communication is not just about expressing oneself but also about

actively listening and interpreting the messages of others. Active listening

involves giving one's full attention to the speaker, asking clarifying questions,

and providing feedback to ensure mutual understanding. Misunderstandings

often arise from incomplete or inaccurate listening, making active listening a

crucial component of communication.

Another crucial aspect of communication is empathy. Empathy is the ability to

understand and share the feelings of another person. It is an invaluable skill in

building meaningful relationships, resolving conflicts, and fostering

cooperation. Empathetic communication involves not only understanding the

words spoken but also the emotions and perspectives underlying those words.

It allows individuals to connect on a deeper level, creating a sense of trust and

understanding.

In conclusion, communication is a fundamental aspect of human existence, serving as the cornerstone of our relationships, society, and progress. It takes various forms, including verbal, non-verbal, and written communication, each with its unique characteristics and uses. Effective communication is vital for building relationships, solving problems, exchanging information, and making decisions. In an increasingly interconnected world, the ability to communicate effectively is an invaluable skill that can enhance personal and professional success. As we navigate the complexities of the modern age, understanding and mastering the art of communication is more critical than ever.

**2. Write a short note on the etiquettes of tele conversation.**

**Ans:** The telephone is one of the most important and commonly used tools in

business. The telephone is a link between us and the world outside our

business or department.

Some basic rules of telephone etiquette are:

➢ Speak directly into the mouthpiece of the phone or a headset while

talking

➢ Do not eat or chew gum while talking on the telephone

➢ Do not cover the phone with your hand or put it against your chest to

avoid the caller hearing you. Chances are, they will still be able to

comprehend what you are saying.

➢ If you are interrupted or must talk to somebody else in your workplace

while you are on the phone, simply ask the caller if they can hold and

press the HOLD button.

➢ Do not place the handset in the cradle until you’ve pressed the hold

button.

➢ Do not lay the receiver on the desk, without placing the caller on hold

(the caller will hear everything being discussed in your office).

➢ Always be courteous

➢ When answering the telephone. . .

• Always try to answer your own telephone whenever possible

• Always practice answering your telephone within 2-3 rings.

**3. State differences between internal and external stakeholders in**

**approximately 300 words.**

**Ans: Internal Stakeholders**

Internal stakeholders are those that are directly affected by the business’s

performance. Internal stakeholders such as owners, shareholders, creditors,

managers, customers, employees, business partners, and suppliers are directly

involved with the operations of the business. Internal stakeholders are also

known as primary stakeholders.

Internal stakeholders generally have a large influence on how the company is

run. For example, the company’s owners will take part in important business

decisions. Customers are also internal stakeholders that are extremely

important to a business as the extent to which their needs are met will

influence the company’s sales. The company’s managers and workers also

influence the company’s day-to-day operations by the various business

decisions that they make.

**External Stakeholders**

External stakeholders are individuals, groups, and organizations that are not

directly affected by the business’s performance. These parties are not directly

involved in decision-making and other business affairs and, therefore, may or

may not be affected by the company’s decisions or operations. External

stakeholders include government entities, the general public, community

businessmen, politicians, analysts, stock brokers, potential investors, etc.

External stakeholders will use the company’s financial information and other

publicly available information for a number of purposes. Government entities

such as Internal Revenue will use this information for assessing tax payments,

potential investors will use the information to make investment choices, media

will use it for public awareness purposes, and analysts and stock brokers will

use it to advise clients or potential investors.

**4. Explain the points which must be considered while introducing ourselves in**

**approximately 600 words**.

**Ans:** A self-introduction explains who you are, what you do, and what others

need to know about you. You should provide a self-introduction any time you

meet someone new and don’t have a third party to introduce you.

Offer a self-introduction when you are:

➢ Beginning an interview

➢ Attending a hiring event

➢ Networking with a new connection

➢ Giving a presentation

➢ Meeting people at a trade show

A self-introduction should include name and occupation (or desired

occupation) and key facts that will help us make an impression on the person

you’re speaking to. In a few sentences, cover the most important things that

others need to know about you. Whether you plan to deliver your selfintroduction verbally or in writing, it’s helpful to draft a sample of what you

want to say in advance. Preparing and practicing a verbal introduction will

solidify the key points in your mind so you don’t forget any important details.

Crafting a written self-introduction will give you a template that you can turn

to quickly when you need to send an email regarding a job posting or sales

opportunity that you’ve found.

Steps to write an effective self-introduction:

1. Summarize the professional standing

The first sentence of your self-introduction should include your name and job

title or experience. If you’re unemployed and seeking a job, you might mention

your educational degree, certification level, or current place in your job search.

For example:

“My name is Jordan Lin, and I’m a recent computer science graduate from

Stanford University.”

2. Elaborate on your experiences and achievements

This part should be customized to highlight the details most relevant to the

person you’re speaking to. If you’re in a job interview, discuss your

professional skills and accomplishments. If you’re giving a presentation, offer

information that supports your authority in the area you’re speaking on. When

you’re introducing yourself to a potential client, mention your products and

services.

3. Conclude with a lead-in to the next part of the conversation

Keep your introduction short and conclude it by leading into what you’d like to

happen next. For a presentation, you would summarize what you plan to

discuss. In an interview, mention why you’re the best person for the job. A selfintroduction to a new client or colleague should end with a call to action. This

could be a meeting, sale, or further correspondence.

**Self-introduction examples**

There are many types of self-introductions that can be delivered at various points throughout the career. Below are samples suited to some of the most common situations you may encounter:

Self-introduction sample for a job interview

Self-introduction sample for a presentation

Self-introduction sample for networking

Self-introduction write-up sample

**Self-introduction sample for a job interview**

“My name is Riley See. I’m a recent elementary education graduate from Ball State University. I’ve been working at a camp for elementary children this summer, and I’m excited to find my first teaching position for the coming school year. I have several original lesson plans I created during my teaching internship that I look forward to implementing in my own classroom. I attended Brook wood Elementary myself and believe I would be a great fit for your second grade opening. It would be a joy for me to teach students in the same place that sparked my love of learning.”

**Self-introduction sample for a presentation**

“Good afternoon. My name is Calob Cor and I’m the VP of Administration and Finance at Northern Investing. I’ve always been passionate about finding smart ways to save money. I believe establishing money management strategies as early as possible is the key to securing your future. I began using these strategies myself as I was working through college, and I now have over $10 million in my retirement fund. That amount is growing every day, and I’m here to teach you how to set up an account like that, too.”

**Self-introduction sample for networking**

“My name is Sheree Townsend, and I’m the marketing director at Wise Technology. We’re developing some innovative marketing campaigns designed to engage new customer right in the streets of Bloomington. I’ve been recruiting local businesses that want to get involved in these activities. I love chatting with residents around the area and learning more about what they’re looking for from their smart devices.”

**Self-introduction write-up sample**

"My name is Kareem Ali. I’m the product development manager at Smart Solutions. I’ve created over a dozen apps designed to streamline sales and marketing activities for busy professionals. I see myself as a relentless problem-solver, and I’m always looking for a new challenge. I’ve recently gotten interested in recreational boating and noticed that the sales professionals at Dockside Boats don’t seem to have a streamlined system for tracking their sales. I’d love to discuss your needs in this area and find out if you’re interested in participating in beta testing for a new sales app I’m developing."