**BUSINESS ENGLISH**

**WEEK-4**

**LONG DESCRIPTIVE QUESTION**

**1, Write short note on the etiquettes of tele conversation**

Telephone conversations are an important part of modern communication, both in personal and professional matters. The use of telephone etiquette is essential to ensure effective and respectful communication. Here are some important etiquettes to keep in mind when chatting on the phone

**Answering the Call Promptly** Whenever possible, answer the phone promptly, ideally within the first few rings. Avoid letting the caller wait unnecessarily.

**Identify Yourself** Start the conversation by identifying yourself, especially if the caller may not recognize your voice or number. State your name and, if relevant, your organization or department.

**Active Listening** Pay close attention to what the caller is saying. Avoid interrupting, and show that you are engaged by using verbal cues like "I understand" or "Please continue."

**Speak clearly and calmly** Speak clearly, at a moderate pace, and in a calm tone. Avoid shouting or speaking too softly. Enunciate your words to ensure clarity.

**Use Polite Language** Be polite and use courteous language throughout the conversation. Avoid offensive or disrespectful words or tone.

**Be Concise** Get to the point and convey your message succinctly. Avoid unnecessary rambling or going off-topic.

**Ask for Permission to Hold** If you need to put the caller on hold, ask for permission and wait for their response. Limit hold time as much as possible.

**Transfer Calls Professionally** If you need to transfer the call to another person, explain the reason for the transfer and provide the caller with the name and extension of the person they are being transferred to.

**Use Voicemail Appropriately** Leave clear and concise voicemail messages if the call goes unanswered. Include your name, contact information, and the purpose of your call.

**Respect Privacy** Avoid discussing sensitive or confidential information in public places where others can overhear your conversation.

**End the Call Gracefully** When concluding the conversation, summarize any agreed-upon actions or next steps. Thank the caller for their time and express your willingness to assist further if needed.

**Return Calls Timely** If someone leaves you a message, return their call promptly, especially in professional settings. Delays can lead to frustration.

**Silence Your Phone** When in meetings, at events, or in quiet environments, put your phone on silent or vibrate mode to avoid disruptions.

**Avoid Distractions** Minimize distractions during a phone call. Focus on the conversation rather than multitasking on your computer or handling unrelated matters.

**Practice Patience** If the caller is upset or frustrated, remain calm and patient. Try to resolve issues or concerns professionally.

**Follow up** If you promised to take any action following the call, ensure that you follow up as agreed. This demonstrates reliability

**2, State differences between internal and external stakeholders in approximately 300 words**

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|  | **Internal stakeholders** | **external stakeholders** |
| **Definition** | Internal stakeholders are individuals or groups within the organization who have a direct interest in its operations and performance. This category typically includes employees, managers, executives, and shareholders. | External stakeholders are individuals or entities outside the organization who are influenced by its actions and decisions but do not necessarily have a direct role in its daily operations. External stakeholders encompass customers, suppliers, government agencies, investors, competitors, |
| **Interest and Influence** | Generally have a higher level of influence on the organization's operations and strategic decisions. They often hold positions that allow them to shape company policies and direction | Have a significant interest in the organization but may not have the same level of influence. Their interactions with the company are typically transactional, involving goods, services, or regulatory compliance |
| **Objectives** | Usually align their objectives with the organization's success. For instance, employees aim for job security and career growth, while shareholders seek profitability and dividend returns | May have a diverse set of objectives. Customers want value and quality, suppliers aim for timely payments, and government agencies focus on regulatory compliance and tax revenue |
| **Communication** | Often have direct channels of communication with the organization's leadership. They participate in meetings, receive internal reports, and engage in discussions on company matters | Rely on external communication channels to interact with the organization. This can include customer feedback, public relations efforts, regulatory filings, and investor relations |
| **Risk and Reward** | Share in both the risks and rewards of the organization. Employees may face job insecurity during economic downturns but benefit from salary increases during profitable periods | Typically face more limited risks. For example, customers may experience dissatisfaction with a product, but they are not financially liable for the company's debts |
| **Regulatory Compliance** | Subject to internal policies, codes of conduct, and employment contracts. They are expected to comply with the organization's rules and regulations | Often subject to external regulations and laws governing their interactions with the organization. For instance, suppliers must adhere to contract terms and industry regulations |