

COMMUNICATION SKILLS (B.A/B.COM (G)/B.COM(C.A))-40 M**UNIT-I****1. What is Communication? Explain LSRW Skills?**

Communication is a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior.

The four major skills of language learning, listening, speaking, reading and writing provide the right key to success.

Listening: Listening helps the learners to pick up the exact pronunciation of words. Listening to a lot of audio based articles also allows the learners to understand a variety of the spoken language even in different pace of speech, accent or tone.

Speaking: Attributes like voice quality, volume and tone, articulation and pronunciation, help the learners to improve their speaking skills.

Reading: Skimming and scanning are the techniques used to understand the textual materials to acquire effective reading skills.

Writing: Writing skills are improved through giving exercises on composition and creative writing. Learners should be encouraged to arrange their thoughts on a given topic or composition.

With these four skills, the learners can learn good communication skills, a very great necessity in today's competitive world.

2. What is Effective Listening? Write about the barriers in Listening?

Effective listening means hearing the message being sent, making meaning of it and responding in a way that lets the sender know you truly understand. Poor listening skills result in ineffective communication, which will usually have an adverse impact on the individual. So, listening properly is the most important part of effective communication.

Barriers of Effective Listening:

1. **Excessive Talking:** People hesitate to interact with a person who talks excessively without listening to them. They may also get bored, and excessive talking may be perceived as aggression. However, talking more than necessary is a barrier to effective communication.
2. **Prejudice:** Prejudice is a preconceived opinion of feeling, which is usually irrational. A prejudiced person will not make any effort to listen and understand. So it is very dangerous in effective listening.
3. **Distractions:** The four main types of distractions are physical, mental, auditory and visual.
4. **Misunderstanding:** The inability to hear correctly is one of the many reasons for misunderstanding what a speaker is trying to communicate.
5. **Interrupting:** Interrupting a conversation with improper body language or inappropriate words will have a negative impact in effective communication.

6. Noise: Noise is any unwanted sound. It is a great impediment to clear communication. It is impossible to listen in a noisy environment – it becomes a frustrating experience for both the speaker and the listener.

3. What is Oral communication and write its advantages?

Oral communication is the process of verbally transmitting information and ideas from one individual or group to another. It can be either formal or informal. Examples of oral communication include:

- Face-to-face conversations
- Telephone conversations
- Discussions and presentations at business meetings
- Speeches at Public meetings
- Classroom lectures

Advantages of Oral communication: It is more personal and less formal than written communication. If time is limited and need a quick resolution, then the best way is to have a face-to-face or telephone conversation. There is also more flexibility in oral communication; you can discuss different aspects of an issue and make decisions more quickly than you can in writing.

Oral communication can be especially effective in addressing conflicts or problems. Talking things over is often the best way to settle misunderstandings. Finally, oral communication is a great way to promote healthy environment.

4.What are writing skills? Describe the advantages and disadvantages of written communication.

Writing skills are an important part of communication. A good writing skill allows communicating message with clarity and easing to a far larger audience than through face-to-face or telephone conversations. Correct grammar, punctuation and spelling are key in written communications.

Advantages of written communication

- 1.**Authoritative Document:** Main purpose of written communication is the evidence it also known as authoritative document.
2. **Easily understanding:** Easily understanding makes the reader to understand something quickly which is not available in oral communication.
3. **Acceptability:** Written communication has a exceptional acceptability to people specially when it formal communication.
4. **Effectiveness:** Most of the people give more priority to a written document as well as every organization announces their important issue in written format.
5. **Permanent record:** This is other most important facility of a written communication. Every kind of written communication document is a permanent record.
6. **Reduction of Risk:** Written communication is one kind of evidence so, it can reduce the risk this is most important advantage of written communication.

Disadvantages of written communication: Written communication is not applicable for all the circumstances. Due to some limitations written communication is not always effective everywhere as a mode of communication.

1. **Lack of secrecy:** Written communication is exposed to everyone, So there is a chance of leakage of information.
2. **Expensive:** It is expensive as It involves expenditure in purchasing paper, ink, typewriting and printing machine as well as its maintenance
3. **Wastage of time:** This communication is time consuming. From starting to end it takes a lot of time. A message if sent through mechanical device like telephone may take a moment to reach destination; whereas a message if sent through any written device like letter may require two, three or even more days to reach destination.

4. **Late Feedback:** In written communication, the receiver may take time to read and answer according to the requirement. For this reason, feedback will be delayed.

5. **Lack of Direct Relations:** Through written communication, as there is lack of personal relationship between the sender and the receiver, it results in communication gap or delayed communication.

6. **Useless for the illiterate:** If the receiver is illiterate then written communication does not make any sense. So, such communication is meaningless to the illiterate people. This causes ineffective communication.

UNIT-II

1. Explain the parts and types of a letter.

Letter is an important symbol of human civilization. It has been used as a media of exchanging information from the primitive age. Letter can be categorized into different types based on formalities maintained, information contained, purpose of use etc.

1. Formal Letter: The letter which is written according to the formal rules and regulations of an organization is called formal letter. Institutional and business letter fall in this category.

2. Informal or Personal Letter: The letter which contains personal information is known as informal or personal letter. This type of letter is written to relatives and friends for exchanging news or feelings or to seek favours.

3. Business Letter: The letter which contains commercial information and is written among business people is called business letter or commercial letter. They include trade inquiries, circulars, orders, complaints, claims etc.

4. Social Letter: This letter is written on any special occasion like Invitation letters for various programs, thanks letters, condolence letters, congratulation letters etc.

5. Complaint Letter: Letters written to bring the mistakes to the notice of the persons responsible for them are called claim or complaint letters.

6. Employment Letter: Letters which are written in case of employment are considered as employment letter. Job application letter, appointment letter, joining letter, promotion letter etc are examples of employment letters.

Parts of a Letter: There are different parts of a letter to be followed to make it more effective.

1. Heading – This includes the return address of the sender and the date.
2. Inside Address – This is the address of whom you are sending the letter to.
3. Greeting/salutation: – This is the formal salutation. It normally begins with the word “Dear” followed by the person’s last name or title.
4. Body – This is the main message of the letter. This section is usually multiple paragraphs, ending with a summary of the main message point.
5. Closing – Most often, the letter Body is followed by “Sincerely” and a comma. The closing’s left margin always matches the Heading’s left margin
6. Signature – This is the name of the sender, with the sender’s title on the next line.

2. What are the essentials of a meeting? Explain different types of meeting.

Meeting is a deliberative assembly of individuals called to discuss on certain issues and problems to take decisions.

1. LOGISTICS

- a. Reserve an accessible meeting location
- b. Get materials (if needed): chart paper, markers, refreshments
- c. Agree upon time and length of time (accessible to majority)
- d. Give enough advance notice to attendees

2. THE AGENDA

- a. Agree upon agenda items
- b. Approximate the time per topic
- c. Define desired outcomes for each topic
- d. Announce the topics in advance

3. DECISION-MAKING PROCESS

- a. Make sure process is clear and agreed upon
- b. Direct people, especially to the new.

4. DOCUMENTATION

- a. Note brief summaries of discussions
- b. Store notes where they are accessible to more than one person
- c. Make notes accessible to future memberships

5. OUTREACH/ORIENTATION

- a. Encourage people who don't talk as much
- b. Find out if other topics need to be discussed
- c. Do research if a topic is unclear
- d. Make copies for everyone if needed

6. FOLLOW UP BETWEEN MEETINGS

- a. Check in/update members who weren't at meeting
- b. Check in with members who have assigned tasks

The six general types of meetings are:

1. Status Update Meetings: This includes regular team and project meetings to know the updates on progress, challenges.
2. Information Sharing Meetings: This includes the information about upcoming changes, new products and techniques,
3. Decision Making Meetings: A decision making process includes information gathering and sharing,
4. Problem Solving Meetings: It is focused on creating strategies and plans to get solutions to the problem,
5. Innovation Meetings: Innovation meetings start with thinking outside the box, by brainstorming and most suitable ideas are recommended.

6. Team Building Meetings: These meetings contribute to team building, strengthening relationships and corporate culture.

3. What are the fundamentals to write press release? Explain different types of Advertisements.

Press release is an essential element of any public relations strategy.

1. Grab attention with a good headline.
2. Get right to the point in the first paragraph.
3. Include hard numbers.
4. Make it grammatically flawless.
5. Include quotes whenever possible.
6. Include your contact information.
7. One page is best — and two is the maximum.
8. Provide access to more information.

Different types of Advertisements are:

A. Online Advertising: It is the fastest and easiest way to reach millions of potential customers.

Ex: Amazon, flipcart, shopclues etc

B. Cell Phone & Mobile Advertisement: Mobile advertising involves major use of social media such as Twitter, Instagram, Snapchat, and Facebook.

C. Print Advertising: For decades, print ads were the gold standard for advertisers and their clients. It includes a magazine, a newspaper, Brochures, Leaflets, Flyers, Handouts and Point of Sale Advertising, junk mail etc.

D. Broadcast Advertising: It includes television and radio, broadcasting to reach a large number of consumers.

For ex: ETV, TV9, NDTV, BBC

E.Outdoor Advertising: This type of advertising reaches the consumer when he or she is outside of the home. This is also known as out-of-home (OOH) advertising.

4. What is a circular? Explain different features in drafting a circular.

The letter that is used to circulate any special message to a huge member of audiences at the same time is known as circular.

Features in drafting a circular:

- It contains a heading, date, circular number and signed by the authorized person.
- Keep it brief, otherwise it may not be read
- Ensure the letter is informative and direct
- Must be worded in a personal style
- Use individual terms, e.g. 'you' and not 'all of you' or 'you all'
- Use singular expressions
- Persuasive approach is needed.
- Tone of the circular is always in the form of a request instead of a command

5. Write short notes on minutes of a meeting.

The minutes of meetings are a record of discussions and decisions, and over time they might form an important historical record. The written record of different events are called the 'minutes of meetings'.

The purpose of taking minutes of the meeting to keep an accurate record of events for future possible reference like

- when it took place,
- who attended
- who was absent
- what was discussed
- what decisions were made

There are three types of minute taking;

1.Informal: This might be no more than a bulleted list of points, a table with boxes to record deadlines, or a checklist of topics.

2. **Minimalist:** These will give brief information on time-date-place, who was present, and details of decisions or resolutions passed. 3. **Detailed:** It is the document of several pages, with headings and sub-headings, which provide a record of the discussion in summarized form of Action plan.

6. What is an E-mail? What are the different parts of an E-mail?

E-mail (electronic mail) is the most popular exchange of computer-stored messages by telecommunication. A large percentage of the total traffic over the Internet is e-mail. E-mail can also be exchanged between online service provider users and in networks other than the Internet, both public and private.

DIFFERENT PARTS OF EMAIL:

1. **Sender:** It is also known as the “from line,” this is the name subscribers will see when they receive an email message .The sender name or from line is the outward facing name subscribers will see and can be considered the mask for the reply-to email address.
2. **Subject:** The art of the subject line: what every email marketer directs about. The email subject line is one of the most researched and discussed components of email marketing messages.
3. **Pre-Header:** A well-designed email includes a pre-header. Before subscriber sets foot in store, s/he will look to see what sits at storefront window, especially the email
4. **Header:** Moving from the pre-header to the header, the header is the first part of email’s content. It’s the part of email template that does not change from email to email
5. **Content:** The heart of email is content and images.The information which is to be delivered to the subscriber should be clearly mentioned.
6. **Context and Design:** Depending on the kind of content sending, a well-designed email can come in many forms and should always aim to generate a click.
7. **Footer:** The footer is critical which is generated by email service provider; if it is not, make sure to include this requirement at the development stage.