</> Slashbyte

www.slashbyte.in

ALL AKTU QUANTUMS ARE AVAILABLE

- **Aku Quantums**
- **Notes**
- **Books**
- **Programs**
- **PYQ**
- **Important Questions**
- **Reasoning & Aptitude**
- **Interview Questions**
- **Projects**
- **Gate**

- All the ebooks, study materials, and notes available on this website are submitted by readers you can also donate.
- We don't intend to infringe on any copyrighted material.
- If you have any issues with any material on this website you can kindly report us, we will remove it ASAP.
- All the logos, and trademarks belong to their respective owners.

Note:

slashbyte.in does not own the materials neither created it nor scanned it. We provide the links to the materials which are already available on the internet.

WWW.SLASHBYTE.IN

Quantum Series®
ENGINEERING

QUANTUM *Series*

B.Tech - 1st Year | **Common to All Branches**

Soft Skills - I

- Topic-wise coverage of entire syllabus in Question-Answer form.
- Short Questions (2 Marks)

PUBLISHED BY : **Apram Singh**
Quantum Publications®
(A Unit of Quantum Page Pvt. Ltd.)
Plot No. 59/2/7, Site - 4, Industrial Area,
Sahibabad, Ghaziabad-201 010

Phone : 0120 - 4160479

Email : pagequantum@gmail.com **Website: www.quantumpage.co.in**

Delhi Office : 1/6590, East Rohtas Nagar, Shahdara, Delhi-110032

© ALL RIGHTS RESERVED
No part of this publication may be reproduced or transmitted, in any form or by any means, without permission.

Information contained in this work is derived from sources believed to be reliable. Every effort has been made to ensure accuracy, however neither the publisher nor the authors guarantee the accuracy or completeness of any information published herein, and neither the publisher nor the authors shall be responsible for any errors, omissions, or damages arising out of use of this information.

Soft Skills - I (Sem-1)
1st Edition : *2020-21*

Price: Rs. 60/- only

Printed at : Mayank Enterprises, Delhi.

CONTENTS

KNC101 : Soft Skills - I

UNIT-1 : BASICS OF APPLIED GRAMMAR & USAGE **(1–1 K to 1–18 K)**
Tenses: Part of Speech, Active & Passive Voice, Articles, Subject-verb agreement, Antonyms, Synonyms, Prefix and Suffix, Narration, Conditional sentences, Concord, Tag questions, punctuation marks.

UNIT-2 : PRESENTATION & INTERACTION SKILLS **(2–1 K to 2–17 K)**
Speech Delivery, Interjecting: Objectives & Methodology; Group Discussion: Objectives & Methods; Theme Presentation: Methods; Argumentative skills: Pattern and Ingredients; Debate & Discussion: Unity, Coherence & Emphasis. Public Speaking: Audience Analysis: Approach and Style. Interviews: Types; Focus & Objectives.

UNIT-3 : INTERPERSONAL COMMUNICATION SKILLS (3–1 K to 3–12 K)
Features: Methods; Principles; Requisites; Team- work; Skills: Empathy, Emotional Intelligence, empathy and listening skills. Time Management; Attitude; Responsibility. Leadership qualities: Integrity; Values; Trust; SelfConfidence & Courage; Communication and Networking; Speed reading; Problem Solving & Trouble - Shooting.

UNIT-4 : PERSUASION & NEGOTIATION SKILLS **(4–1 K to 4–14 K)**
Definition; Understanding Attitude, Beliefs, Values and Behavior; The process of Persuasion: Analysis of Audience; Classification of Audience; Egoistic and Non-Egoistic; Specific Techniques for Specific Audience; Skills of Persuasion, Steps to Persuasion/ Influence, Negotiation: Definition; Process of Negotiation: Characteristics; Qualities of good negotiator; Approaches to Negotiation.

UNIT-5 : COMMUNICATION SKILLS **(5–1 K to 5–17 K)**
Introduction to oral communication, Nuances & Modes of Speech Delivery, Public speaking: confidence, clarity, and fluency, Non verbal Communication: Kinesics, Paralinguistic features of Voice-Dynamics, Proxemics, Chronemics, and Presentation Strategies: planning, preparation, organization, delivery.

SHORT QUESTIONS **(SQ-1 K to SQ-15 K)**

1 UNIT

Basics of Applied Grammar & Usage

CONTENTS

Part-1 : Tenses : Part of Speech, Active & Passive Voice, Articles, Subject-Verb Agreement, Antonyms, Synonyms ..... **1–2K to 1–9K**

Part-2 : Prefix and Suffix, Narration, Conditional Sentences, Concord, Tag Questions, Punctuation Marks ..... **1–9K to 1–18K**

PART-1

Tenses : Part of Speech, Active & Passive Voice, Articles, Subject-Verb Agreement, Antonyms, Synonyms.

Questions-Answers

Long Answer Type and Medium Answer Type Questions

Que 1.1. **What do you understand by the term 'tense' ? Mention various forms of tense.**

Answer

1. Tense expresses time reference of an action or event.
2. The main tenses are present, past, and future.
3. Each tense has four forms.

S. No.	Tense Forms	Uses
1.	Simple Present	1. Actions that are habitual or routine 2. General, timeless facts 3. Narrative style 4. The "real" present (things that are happening right now)
2.	Present Continuous	1. The "real" present (things that are happening right now) 2. Temporary actions that may not be happening right now, but have not yet been completed.
3.	Present Perfect	1. Actions that started in the past, continue into the present, and may continue into the future. 2. Separate actions that happened in the past and may happen again in the future. 3. Recently completed actions that still influence things happening in the present.

4.	Present Perfect Continuous	1. Actions that started in the past, continue into the present, and may continue into the future.

S. No.	Tense Forms	Uses
1.	Simple Past	1. Action completed in the past at a definite time. 2. Action that occupied a peroid of time. 3. A past habit.
2.	Past Continuous	1. Express a continuous. 2. Action in present.
3.	Past Perfect	1. Express complete actions that started in the past.
4.	Past Perfect Continuous	1. Actions that started in the past, continue into the present.

S. No.	Tense Forms	Uses
1.	Simple Future	Express simple action in the future.
2.	Future Continuous	Express the action that will be in progress at a time in the future.
3.	Future Perfect	Express the action that will be completed by or before a certain future time.
4.	Future Perfect Continuous	Express the action that will be in progress over a period of time and will end in future.

Que 1.2. **Write a short note on : Parts of Speech.**

Answer

i. Parts of speech are the classification of words categorized by their roles and functions within the structure of the language.

ii. Parts of speech encompass everything a language has in itself.

iii. In English, there are eight parts of speech :

1. **Noun :** Noun refers to people, places, things, ideas, concepts, etc.

   Example : **Kabir** is a good boy.

2. **Pronoun :** A pronoun is used to refer to a noun.
   Example : Kabir is a good boy. **He** gets up early in the morning.

3. **Verb :** Verb shows an action or an ongoing condition.

   Example : Kabir **is going** home.

4. **Adjective :** Adjective modifies or describes noun in a sentence.

   Example : Kabir loves his **beautiful** daughters. His daughters also love **their** caring father.

5. **Adverb :** Adverbs modify or describe adjectives, verbs, or other adverbs. It answers the questions When ? Where ? How ? or How much ?

   Example : He is running **fast.**

6. **Preposition :** Preposition gives context to nouns in relationship to other nouns or pronouns.

   Example : I am going **to** France. France is **in** Europe.

7. **Conjunction :** A conjunction connects nouns, noun phrases, clauses or sentences together.

   Example : Kabir love chocolate **and** chips.

8. **Interjection :** Interjections are brief and abrupt pauses in speech, usually used for expressing emotions.

   Example : **Wow!** That feels great.

Que 1.3. **What do you mean by active and passive voice ? What is the difference between active and passive voice ?**

Answer

1. **Active voice :** Active voice means that a sentence has a subject that acts upon its verb.
2. **Passive voice :** Passive voice means that a subject is a recipient of a verb's action.

Difference :

S. No.	Active voice	Passive voice
1.	When the subject of a sentence performs the verb's action, we say that the sentence is in the active voice.	A sentence is in the passive voice when the subject is acted on by the verb.
2.	Sentences in active voice are more concise.	Sentences in passive voice are less concise.
3.	Active voice reports action directly.	Passive voice reports action indirectly.
4.	Sentence in active voice is generally shorter than passive voice.	Sentence in passive voice is large.
5.	Active voice is used for most non-scientific writing.	Passive voice is used for most scientific writing.

Que 1.4. **What are articles ?**

Answer

1. Articles are words that define a noun as specific or unspecific.
2. There are two types of articles: definite and indefinite.

A. The Definite Article :

1. The definite article is the word **the**.
2. It limits the meaning of a noun to one particular thing. For example: Are you going to **the** party this weekend ?
3. The definite article can be used with singular, plural, or uncountable nouns.

B. The Indefinite Article :

1. The indefinite article indicates that a noun refers to a general idea rather than a particular thing.
2. The indefinite article takes two forms. It's the word **a** when it precedes a word that begins with a consonant. For example : Should I bring **a** gift to the party ?
3. It's the word **an** when it precedes a word that begins with a vowel. For example : I am going to bring **an** apple pie.
4. The indefinite article only appears with singular nouns.

Que 1.5. **Give usage of subject-verb agreement ? Mention subject-verb agreement rules.**

Answer

1. Subjects and verbs must AGREE with one another in number (singular or plural).
2. If a subject is singular, its verb must also be singular; if a subject is plural, its verb must also be plural.

Subject-verb agreement rules : Following are subject-verb agreement rules :

1. When the subject of a sentence is composed of two or more nouns or pronouns connected by and, use a plural verb.

   For Example : **She** and **her friends** are at the fair.
2. When two or more singular nouns or pronouns are connected by **or** or **nor**, use a singular verb.

   For Example : **The book** or **the pen** is in the drawer.
3. When a compound subject contains both a singular and a plural noun or pronoun joined by **or** or **nor**, the verb should agree with the part of the subject that is nearer the verb.

   For Example : **The boy** or **his friends** run every day.
4. **Doesn't** is a contraction of **does not** and should be used only with a singular subject. **Don't** is a contraction of **do not** and should be used only with a plural subject.

   For Example :

   i. **He** doesn't like it.

   ii. **They** don't like it.
5. Do not be misled by a phrase that comes between the subject and the verb. The verb agrees with the subject, not with a noun or pronoun in the phrase.

   For Example :

   i. **One** of the boxes is open

   ii. **The people** who listen to that music are few.
6. The words each, each one, either, neither, everyone, everybody, anybody, anyone, nobody, somebody, someone, and no one are singular and require a singular verb.

   For Example :

   i. **Everybody** knows Mr. Sharma.

   ii. **Either** is correct.

7. Nouns such as civics, mathematics, measles, and news require singular verbs.

   For Example : **The news** is on at six.

8. Nouns such as scissors, tweezers, trousers, and shears require plural verbs.

   For Example : **These scissors** are dull.

9. In sentences beginning with "there is" or "there are," the subject follows the verb. Since "there" is not the subject, the verb agrees with what follows.

   For Example :

   i. There are **many questions.**

   ii. There is **a question.**

10. Collective nouns are words that imply more than one person but that are considered singular and take a singular verb, such as group, team, committee, class, and family.

    For Example :

    i. **The team** runs during practice.

    ii. **The committee** decides how to proceed.

11. Expressions such as with, together with, including, accompanied by, in addition to, or as well do not change the number of the subject. If the subject is singular, the verb is too.

    For Example : **The President**, accompanied by his wife, is traveling to India.

Que 1.6. **What are antonyms ? Give the types of antonyms.**

Answer

Antonyms are words that have contrasting, or opposite, meanings (for example, close and open).

Types of antonyms : There are three different kinds of antonyms :

1. **Complementary :** Complementary antonyms have no middle ground. For Example :

   i. boy – girl,

   ii. off – on,

   iii. night – day,

   iv. true – false.

2. **Relational :** These are similar to complementary antonyms, except that both must exist for them to be antonyms of each other. For Example :

   i. above – below,

   ii. doctor – patient,

   iii. husband – wife,

   iv. servant – master.

3. **Graded :** These antonyms deal with levels of comparison and they can be two words on a scale. Many are relative terms, which can be interpreted differently by different people. For Example :

   i. young – elderly,

   ii. hard – easy,

   iii. happy – wistful,

   iv. wise – foolish.

4. It's possible to create an antonym simply by adding a prefix to the word. For Example :

   i. Agree → disagree

   ii. Appear → disappear

   iii. Belief → disbelief

   iv. Honest → dishonest

Que 1.7. **What are synonyms ?**

Answer

1. Synonyms are words that are similar to another word or have a related meaning (for example, shut and close).
2. They are used to avoid repeating the same word over and over.
3. Certain skill is required in choosing the most appropriate synonym.
4. It is important to consider the connotative meaning of the word because some synonyms can inject a different meaning than what was intended.

   Synonym Examples :

   ability - capability, competence, skill

   baffle - bewilder, confuse, perplex, puzzle

   challenge - dispute, question

   develop - enlarge, evolve, expand, grow

   effective - functional, operational, successful

   fair - just, objective, impartial, unbiased

   goal - intent, purpose, target

   happy - content, joyful, mirthful, upbeat

   important - required, vital, essential, primary, significant, critical

   job - position, occupation, role

   key - critical, crucial, fundamental

lazy - idle, lackadaisical, lethargic, indolent
mean - unfriendly, unpleasant, bad-tempered, difficult
negative - fatalistic, pessimistic, refusal
old - antiquated, ancient, obsolete, extinct
pacify - appease, placate, mollify
quality - excellent, attribute, characteristic, trait
recalcitrant - obstinate, stubborn, ungovernable
strong - stable, secure, solid, tough
true - genuine, factual, accurate, correct, real
unhappy - sad, depressed, melancholy, miserable
valid - authorized, legitimate, authentic
weak - frail, infirm, puny, fragile
xenophobia - intolerance, ethnocentrism, isolationism
yes - agreed, certainly, affirmative, indeed
zealous - ardent, fervent

PART-2

Prefix and Suffix, Narration, Conditional Sentences, Concord, Tag Questions, Punctuation Marks.

Questions-Answers

Long Answer Type and Medium Answer Type Questions

Que 1.5. **What is prefix and suffix ?**

Answer

Prefix :

1. A prefix is a group of letters placed before the root of a word.
2. Prefix modifies the meaning of a word. They can make a word negative, show repetition, or indicate opinion.
3. When adding a prefix to a word, we shouldn't change the spelling of the original word or the prefix. For example, the words disappear (a combination of dis- and appear).
4. Following are the examples of prefixes :

Prefix	Meaning	Examples
de-	from, down, away, reverse, opposite	decode, decrease
dis-	not, opposite, reverse, away	disagree, disappear
ex-	out of, away from, lacking, former	exhale, explosion
il-	not	illegal, illogical
im-	not, without	impossible, improper
in-	not, without	inaction, invisible
mis-	bad, wrong	mislead, misplace
non-	not	nonfiction, nonsense
pre-	before	prefix, prehistory
pro-	for, forward, before	proactive, profess, program
re-	again, back	react, reappear
un-	against, not, opposite	undo, unequal, unusual

Suffix :

1. A suffix is a group of letters placed after the root of a word.
2. Some suffixes add to or change a word's meaning. Others can signal the word's part of speech or indicate verb tense.
3. When we add a suffix to a word, the original word usually keeps its original spelling.
4. Following are the examples of suffixes :

Prefix	Meaning	Examples
-able	able to, having the quality of	comfortable, portable
-al	relating to	annual comical
-er	comparative	bigger, stronger
-est	superlative	strongest, tiniest
-ful	full of	beautiful, grateful
-ible	forming an adjective	reversible, terrible
-ily	forming an adverb	eerily, happily, lazily
-ing	denoting an action, a material, or a gerund	acting, showing
-less	without, not affected by	friendless, tireless
-ly	forming an adjective	clearly, hourly
-ness	denoting a state or condition	kindness, wilderness
-y	full of, denoting a condition	glory, messy, victory

Que 1.9. **What is narration ? What are the rules for changing direct speech into indirect speech.**

Answer

1. The art of reporting the words of a speaker is called narration.
2. There are two main ways of reporting the words of a speaker :

A. Direct Speech : In this form, the actual words of the speaker are put in quotes.

For Example : Hari said, "I am very busy now."

In the above example :

i. the speaker *i.e.*, **Hari** is known as reporter,

ii. **said** is known as **reporting verb** and

iii. **"I am very busy now."** is known as **reported speech**.

B. Indirect Speech : In this form, the actual words of the speaker are transformed and said/written in a simple manner.

For Example : Hari said that he was very busy then.

Rules for changing direct speech into indirect speech are :

1. Reporting verb is changed according to the form and sense of the sentence.
2. Inverted commas are removed in the indirect-speech.
3. Connective word is used in the beginning of the reported speech.
4. Verb of the reported speech is changed according to the form and sense of the sentence.
5. Persons and helping verbs of the reported speech are changed.

Que 1.10. **What are conditional sentences ? Mention different types of conditional sentences.**

Answer

1. Conditional sentences are statements discussing known factors or hypothetical situations and their consequences.
2. Complete conditional sentences contain a conditional clause (often referred to as the if-clause) and the consequence.
3. For Example : If a certain condition is true, then a particular result happens.
4. Following are four different types of conditional sentences in English :

A. Zero Conditional Sentences :

1. Zero conditional sentences express general truths-situations in which one thing always cause another.

2. When we use a zero conditional, we're talking about a general truth rather than a specific instance of something.
3. For Example : If you don't brush your teeth, you get cavities.

B. First Conditional Sentences :

1. First conditional sentences are used to express situations in which the outcome is likely (but not guaranteed) to happen in the future.
2. For Example : If you rest, you will feel better.

C. Second Conditional Sentences :

1. Second conditional sentences are useful for expressing outcomes that are completely unrealistic or will not likely happen in the future.
2. For Example : If I inherited a billion dollars, I would travel to the moon.

D. Third Conditional Sentences :

1. Third conditional sentences are used to explain that present circumstances would be different if something different had happened in the past.
2. For Example : If I had cleaned the house, I could have gone to the movies.

Que 1.11. **What is concord ? Give basic rules of subject-verb agreement.**

Answer

Concord : The 'subject' of a sentence and its 'verb' must agree with each other for the grammatical accuracy of a sentence. Concord refers to this subject-verb agreement in a sentence.

Basic rules of subject-verb agreement :

1. If the subject is singular, the verb should be singular and if the subject is plural, the verb should also be plural.

   For Example :

   i. **He plays** football. (Singular)

   ii. **They play** football. (Plural)

2. The number of the subject (singular or plural) will not change due to words/phrases in between the subject and the verb.

   For Example : **One** of the glasses **is** empty. (Here, since the subject is 'one', the verb should be 'is').

3. Subjects that are joined by 'and' in a sentence, use a plural verb. Subjects that are joined by 'either/or', neither/nor' use a singular verb.

   For Example :

   i. Radha **and** Meera **are** coming home.

   ii. **Neither** Akshay **nor** Rohit **is** coming home.

   iii. My dad **or** my mom **is** arriving today.

4. The verb in a sentence containing 'or', 'either/or', 'neither/nor' agrees with the noun or pronoun closest to it.

   For Example : Neither the **shoes** nor the **bag matches** the dress. (Here, 'bag' is closest to the verb, hence 'matches').

5. When the subject is followed by words such as 'as well as', 'along with', 'besides', 'not' etc., ignore them and use a singular verb if the subject is singular.

   For Example : Pratik, along with his brother, is going to school.

6. In sentences that begin with 'here', 'there', the true subject usually follows the verb.

   For Example : Here **are** the **chocolates**.

7. In sentences that include sums of money, periods of time or distances etc., (as a unit), use singular verbs.

   For Example :

   i. 500 rupees **is** a high price to pay.

   ii. 62 years **is** the minimum age of retirement.

   iii. 10 kilometers **is** too far to walk.

8. In the case of words such as 'a lot of', all', 'some' etc., in a sentence, pay attention to the noun after 'of'. If the noun after 'of' is singular then use a singular verb, if plural, use a plural verb.

   For Example :

   i. All of the cake is gone.

   ii. All of the cakes are gone.

9. In the case of collective nouns such as 'group', 'population', 'family', in a sentence, the verb can be singular or plural depending on their use in the sentence.

   For Example : Most of my **family is** here OR **are** here.

10. Nouns such as 'mathematics', 'civics', 'news' etc., while plural in form, are singular in meaning and use singular verbs.

    For Example : **Mathematics is** very difficult for some people.

11. In sentences that express a wish, request or contrary to fact, the word 'were' is used instead of 'was'.

    For Example : I wish my sister **were** here.

Que 1.12. **What do you understand by tag questions ? Elaborate.**

Answer

1. A tag question is a special construction in English. It is a statement followed by a mini-question.

2. We use tag questions to ask for confirmation. However it is essential to use appropriate tag endings.

3. The basic structure of a tag question is :

Positive statement	Negative tag
Snow is white,	isn't it?
Negative statement	**Positive tag**
You don't like me,	do you?

A. Positive Statement Tag Questions : In positive statement tag questions most of the time, the auxiliary verb from the positive statement is repeated in the tag and changed to negative.

Positive Statement			Negative Tag		
Subject	**Auxiliary**	**Main verb**	**Auxiliary**	**Not**	**Personal pronoun same as subject**
You	are	coming,	are	n't	you?
We	have	finished,	have	n't	we?
You	do	like coffee,	do	n't	you?
They	will	help,	wo	n't	they?
I	can	come,	can	't	I?

B. Negative Statement Tag Questions : In negative statement tag questions the negative verb in the original statement is changed to positive in the tag.

Negative Statement				Positive Tag	
Subject	**Auxiliary**	**Not**	**Main verb**	**Auxiliary**	**Personal pronoun same as subject**
It	is	n't	raining,	is	it?
We	have	never	seen that,	have	we?
You	do	n't	like coffee,	do	you?
They	will	not	help,	will	they?
They	wo	n't	report us,	will	they?

Que 1.13. **Write a short note on : punctuation marks.**

Answer

a. Punctuation is used to create sense, clarity and stress in sentences.

b. We use punctuation marks to structure and organise our writing.

c. Without punctuation marks, any piece of writing shall fail to convey the intended meaning.

d. Broadly speaking, there are 14 punctuation marks listed in English Grammar. They are :

1. **Full Stop (.) :**

   i. A full stop, also known as a period (.) in American English, is one of the most commonly used punctuation marks in the English language.

   ii. The principal uses of the full stop are :

      a. To indicate the end of a sentence.

      b. To indicate that a word has been printed in its abbreviated form.

2. **Comma (,) :**

   a. A comma (,) is used to show the difference between two separate ideas or elements within a sentence.

   b. Commas have other uses as well, as they can be used to separate numbers, and write dates.

   c. The comma is mainly used :

      i. To separate items in a series or list

      For Example : I have purchased two kilos of mangoes, five kilos of tomatoes and milk.

      ii. To separate phrases and clauses

      For Example : If it doesn't rain tomorrow, we will go for a picnic.

      iii. To separate question tags from the rest of the sentence

      For Example : You get my point, don't you?

      iv. To separate certain words like however, moreover, in addition to, in short, in fact, of course, firstly, secondly, etc.,

      For Example : It was raining heavily. However, he was determined to cross the river.

      v. To separate spoken part of the text from the unspoken part

      For Example : "This is really interesting," she exclaimed.

      vi. When words or phrases are used in direct address

      For Example : "Sir, I'm terribly sorry to be late."

      vii. After the words like Yes, No, Oh, Ah, etc.,

      For Example : Yes, I agree with you.

3. **Dash :**

   i. The dash is used to separate words into statements.

   ii. There are two kinds of dashes, the en dash, and the em dash.

   iii. The en dash shows range or connections. On the other hand, the em dash is used in places where a comma could also be used.

   iv. The dash can also be used to mark off words or statements that are not important to the meaning of the statement.

   v. The dash can also be used in places where a comma would be typically used.

4. **Hyphen (-) :**

   i. A hyphen (-) is a punctuation mark with three main uses.

   ii. A hyphen (-) is quite different from dash.

   iii. The hyphen can be used in compound words, to link words to prefixes, and also as a way to show word breaks.

   For Example : My eight-year-old boy loves reading.

5. **Question Mark (?) :**

   i. The question mark is used as a punctuation mark to show that a direct question has been asked.

   For Example :

      a. "Have you a pen I can borrow?" she asked.

      b. Where are you from?

6. **Exclamation Mark (!) :**

   i. An exclamation mark is used to show emphasis.

   ii. It can be used in the middle of a sentence or at the end of a sentence.

   iii. When used at the end of a sentence, it also takes on the role of a full stop or a period.

   iv. We often use an exclamation mark (!) to show strong emotion or give a command.

   For Example :

      a. Keep quiet!

      b. What a victory!

7. **Quotation Marks (" "):**
   i. Quotation Marks tell the reader what lies between them is direct speech.
   ii. They are also used to enclose words of special significance for the writer.

   For Example : "Let me discuss this with your father first."

8. **Semicolon (;):**
   i. A semicolon (;) is used to separate two independent clauses while still demonstrating that a close relationship exists between them.

   For Example : My daughter is a teacher; my son is a doctor.

9. **Colon (:):**
   i. A colon (:) is a fairly common punctuation mark with a varied number of uses.
   ii. It can be used to introduce a quotation, an example, a series, or even an explanation.
   iii. Secondly, it can be used to separate two independent clauses.
   iv. Finally, a colon can be used to show emphasis.

   For Example :
   a. You have two choices: finish the work today or lose the contract.
   b. Sita has all the ingredients: milk, potatoes, and onions.

10. **Parentheses ( ):**
   i. Parenthesis are quotation marks that show additional thoughts about a statement.
   ii. In many scenarios, they can be replaced by commas without any changes to the meaning of the sentence.
   iii. We often use parentheses to set off less important details.

   For Example : The two brothers (Ram and Shyam) were learning how to play flute.

11. **Brackets [ ]:**
   i. Brackets are squared off quotations ([]) that are used to show information of a technical nature.
   ii. Even if this information is omitted entirely, the sentence would still make sense.

   For example : Was he [the defendant] there when you arrived?

12. **Apostrophe (')**
   i. An apostrophe (') is used to show that certain letters have been omitted from a word.

   ii. The punctuation symbol can also be used to show the possessive form of a noun, in addition to indicating the plural form of lowercase letters.

   For Example :
   a. Rahul's book, Ritu's mobile.
   b. He is = He's, I am = I'm, Do not = Don't

13. **Slash or Oblique (/):**
   i. The slash can be used to separate lines in a song or poem when they are written in a continuous line.
   ii. The slash (/) is also used in place of the word or.
   iii. The slash can also be used to show two contradictory notions.

   For Example :
   a. http://www.example.com/
   b. 1/3 = one-third
   c. n/a or N/A = not applicable or not available
   d. Twinkle, twinkle, little star, / How I wonder what you are. / Up above the world so high, / Like a diamond in the sky.

14. **Ellipsis (...):**
   i. An ellipsis is usually represented by three dots (...).
   ii. This punctuation symbol is used to show that there has been an omission of some letters or words.
   iii. In many cases, ellipses are used to cut statement short to avoid unnecessary or irrelevant words that have no impact on the meaning of the statement being made.

   For Example :
   a. To be continued...
   b. You'll never believe what I saw...

☺☺☺

2 UNIT

Presentation & Interaction Skills

CONTENTS

Part-1 : Speech Delivery, Interjecting : Objectives & Methodology; Group Discussion : Objectives & Methods; Theme Presentation : Methods ..... **2–2K to 2–7K**

Part-2 : Argumentative Skills : Pattern and Ingredients; Debate & Discussion: Unity, Coherence & Emphasis, Public Speaking: Audience Analysis : Approach and Style, Interviews : Types; Focus & Objectives ..... **2–7K to 2–17K**

PART-1

Speech Delivery, Interjecting : Objectives & Methodology; Group Discussion : Objectives & Methods, Theme Presentation : Methods.

Questions-Answers

Long Answer Type and Medium Answer Type Questions

Que 2.1. **What is speech delivery ? Explain the importance of speech delivery.**

Answer

1. Speech delivery refers to the presentation of the speech that have been researched, organized, outlined, and practiced.
2. Delivery is most immediate to the audience. Delivery relies on both verbal and nonverbal communication.

Importance of speech delivery :

1. Once the topic is selected, researched and organized it is important to work on its delivery.
2. Without diligent work on the initial parts of the speech process even the most impressive delivery has little meaning.
3. Delivery can communicate the confidence and preparedness of speaker to the audience.
4. Effective delivery shows the audience that the speaker has researched the topic and understands what he is speaking about.
5. An effective delivery allows the speaker to pull it all together-to showcase his work and to speak with confidence during delivery.

Que 2.2. **What are the key issues in effective speech delivery ?**

Answer

1. **Overcoming Anxiety :**
   i. It is normal to experience some communication apprehension or stage fright when you deliver a speech.
   ii. Fear of public speaking is a common form of anxiety.
   iii. It can range from slight nervousness to paralyzing fear and panic.
   iv. With preparation and persistence, you can overcome your fear.

2. **Preparing Carefully :**
   i. The better you understand what you're talking about the less likely you'll make a mistake or get off track.
   ii. Experts have discovered that it is not the amount of time you spend preparing, but how you prepare.
3. **Setting the Tone :**
   i. Tone refers to the mood or feeling the speaker creates.
   ii. Examples of tone include : serious, light-hearted, hurried, questioning, academic, coarse, personal, angry and affectionate.
   iii. Your tone should be related to the topic of your speech.
4. **Considering Language and Style :**
   i. As a speaker, the language you use to give your speech will shape the style of your speech.
   ii. Style refers to the type of language and phrasing a speaker uses, and the effect it creates.
   iii. You should select a style that is appropriate for the speech you are giving.
   iv. When choosing a speech style, be aware that the style you use can either enhance or undermine your message.
5. **Incorporating Visual Aids :**
   i. Visual aids are any audiovisual materials that help you reach your speech goals.
   ii. Some of the most common kinds are video clips, photographs, models, DVD segments, and PowerPoint slides.
   iii. The visual aid has an introduction, a body, and a conclusion.
6. **Being aware of Time Limits :**
   i. Knowing how long to speak is an important aspect of the art of public speaking.
   ii. The length of any speech should be guided not only by audience expectations and context, but by your content as well.
   iii. If your speech is significantly longer than expected, your audience may become restless and impatient.
   iv. On the other hand, if your speech is significantly shorter than the time expected, your audience may leave feeling disappointed.
7. **Choosing a Delivery Method :**
   i. There are four main kinds of speech delivery : impromptu, extemporaneous, manuscript, and memorized.
   ii. Impromptu speaking is the presentation of a short message without advance preparation.

   iii. Extemporaneous speaking is the presentation of a carefully planned and rehearsed speech, spoken in a conversational manner using brief notes.
   iv. Manuscript speaking is the word-for-word iteration of a written message.
   v. Memorized speaking is the rote recitation of a written message that the speaker has committed to memory.
8. **Practicing Your Speech :**
   i. One of the most effective strategies in public speaking is practice.
   ii. Once your speech is prepared stand up somewhere private and speak as if you were in front of an audience.
   iii. Repeat as many times as you need to in order to be familiar with your speech and feel comfortable delivering it.

Que 2.3. **What do you understand by the term interjecting in communication ? Give objectives and methodology of interjecting.**

Answer

1. In communication interjecting means to say something while another person is speaking.
2. If you're actively participating in the conversation with another person, you want to speak up at some point - even if the other person hasn't fully completed their thought yet.
3. You have to jump in and interject their thoughts.
4. Speaking up to interject can be extremely intimidating.
5. Having a few useful phrases at hand can go a long way towards giving you the confidence to be able to interject your thoughts and opinions effectively.

Objectives and methodology of interjecting :

1. **To ask for clarification :**
   i. If you want the person you are talking with to give you a longer explanation or additional detail, it's perfectly okay to interrupt them to ask for clarification.
   ii. This can help keep the conversation on topic.
   iii. It also shows that you're listening.
   iv. Following are some useful phrases for interrupting to ask for clarification :
      a. Sorry, but could you go over that again ?
      b. Sorry, but would you mind repeating that ?
      c. Excuse me for interrupting, but I'm not sure I follow.

d. Sorry for interrupting, but I'm not sure what you mean.

2. **To agree with the other person :**
   i. When the conversation is heading in a direction that you agree with, it's fine to interrupt to agree with them.
   ii. This encourages the conversation about the specific topic.
   iii. It creates connection during the conversation.
   iv. Following are some examples :
      a. I loved that book!
      b. I can totally relate.
      c. I've been there.

3. **To show interest and enthusiasm :**
   i. In a conversation if you're intrigued by or interested in, you can interject with a comment to briefly share your opinion.
   ii. This shows the person you care what they are talking about.
   iii. These very brief interruptions help move the conversation forward.
   iv. Use one of these expressions to show interest :
      a. I've been wanting to see that!
      b. I haven't had a chance to read that yet.

4. **To mention something similar that you'll talk about later :**
   i. If you want to share something similar, it's okay to tell them more about it after they finish talking.
   ii. Be sure not to interrupt with a long story of your own, as this can distract the person from their main point.
   iii. Following are some useful phrases :
      a. That reminds me...
      b. Ooh! I also wanted to talk about it.
      c. As you were saying,....

Que 2.4. **What is a group discussion ? Give the purpose/objective of conducting group discussion.**

Answer

1. Group discussion is defined as an activity in which a small number of persons (approx. 3 to 8) meet face to face and exchange and share ideas freely.
2. Group discussions are unstructured and less formal compared to meetings or conferences.
3. In a group discussion, an individual's thought process is influenced by the views and opinions of the other members.

4. In a group discussion, each participant is free to speak his views.
5. A successful discussion involves both listening and speaking.

Purpose/Objective of Group Discussion : Group discussion serves several purposes :

1. Collecting data.
2. Breeding fresh ideas and taking inputs from a particular group.
3. Perception of common people on a particular topic.
4. Identify a solution to a specific problem or issue.
5. Selecting candidates after their written test for hiring in a company.
6. Selecting candidates for admission in an educational institute.

Que 2.5. **Give the method of conducting group discussion.**

Answer

1. A group discussion is normally a formal discussion involving an invited group of participants.
2. The number of participants usually will be around eight to fifteen.
3. They will be given a topic. The participants will be allowed a few minutes to understand the topic and organise their thoughts.
4. Then they will be asked to discuss the topic.
5. The time available for the discussion will be communicated to the participants in advance.
6. In such group discussion no one is appointed as the leader or coordinator.
7. Everyone is treated at par by the selection panel, but it is not uncommon for someone to take the initiative and take on a leadership role.
8. The candidates can say whatever they like on the subject under discussion.
9. A candidate can speak in favour of the subject, against the subject or even follow a neutral path.
10. The entire discussion process will take place in front of the selection panel. They will be observing every action of each participant closely.

Que 2.6. **What are the advantages of group discussion ?**

Answer

The advantages of group discussion are as follows :

1. It provides a deeper understanding of the subject.
2. It improves the critical thinking ability.
3. It provides different approaches to solving a problem.

m - Farm1 - SideA2

4. It helps the group in taking a decision.
5. It offers an opportunity to hear the opinions of other persons.
6. It enables a participant to put across his viewpoint.
7. It enhances confidence in speaking.
8. It can change your opinion and provides a different perspective.

PART-2

Argumentative Skills : Pattern and Ingredients; Debate & Discussion : Unity, Coherence & Emphasis, Public Speaking : Audience Analysis : Approach and Style, Interviews : Types; Focus & Objectives.

Questions-Answers

Long Answer Type and Medium Answer Type Questions

Que 2.7. **What is an argument ? What is argumentation ? Give significance of argumentation.**

Answer

Argument :

1. The term argument refers to "a reasoned attempt to convince the audience to accept a particular point of view about a debatable topic."
2. The argument is not irrational; it does not depend on passion or emotion.

Argumentation :

1. Argumentation represents an effort based on careful thinking and planning where the appeal is to the mind, the intellect of the audience.
2. Argumentation is a form of instrumental communication relying on reasoning and proof to influence belief or behaviour through the use of spoken or written messages.
3. The key concept here is to make the audience believe your position; accept your logic and evidence.

Significance of argumentation :

1. Argumentation is the primal form of communication and involves the fine art of persuasion.
2. Argumentative skills are very helpful as soft skills. The purpose of argument is to convince through logic. The final mode of discourse is

3. The Argumentative skills help a professional makes his audience or readers change their mind, their points of views, their attitudes or their feelings.
4. An appeal to the reader's logical capability or to their reasoning capability. Furthermore, the argumentation type of discourse appeals to reader's emotions.

Que 2.8. **Give the pattern of argumentation.**

Answer

The regular pattern of argumentation includes the following elements :

1. **Problem :** It relates to the question that is answered. It is not necessarily explicit but adds unity and consistency.
2. **Theory or Assertion :** It refers to the answer to the problem and it constitutes the author's option/choice. It must be explicit.
3. **Arguments or Evidences :** The arguments are used to justify the preference of the theory, giving its sustainable facts.
4. **Objections :** The objections constitute arguments with reverse meaning to the chosen theory and are sustained by theoretical positions or factual contexts that negate the possibility of the theory.
5. **Counter-arguments or reinforcement :** These constitute new arguments (arguments not yet used) that are directed at the objections in order to reduce its importance.
6. **Conclusion :** It is the result of the argumentative process and coincides with the theory, even if weakened by the objections.

Que 2.9. **Mention the ingredients/internal structure of arguments.**

Answer

Typically an argument has an internal structure, comprising the following :

A. Set of assumptions or premises :

1. Premises are statements of fact which are supposed to set forth the reasons and/or evidence for believing a claim.
2. An argument has one or more premises.

B. Method of reasoning or deduction :

1. Often classical logic is used as the method of reasoning so that the conclusion follows logically from the assumptions or support.
2. The set of assumptions must be consistent.

C. Conclusion :

1. Conclusion is a type of inference, but always the final inference.

2. An argument has only one conclusion.

Que 2.10. **What is a debate ? Give the structure for debate.**

Answer

1. Debate is a process that involves formal discussion on a particular topic.
2. In a debate, opposing arguments are put forward to argue for opposing viewpoints.
3. Debate occurs in public meetings, academic institutions, and legislative assemblies.
4. It is a formal type of discussion, often with a moderator and an audience, in addition to the debate participants.

Structure for Debate :

1. A formal debate usually involves three groups : one supporting a resolution (affirmative team), one opposing the resolution (opposing team), and those who are judging the quality of the evidence and arguments and the performance in the debate.
2. In addition to the three specific groups, there may an audience not involved in the formal debate.
3. A specific resolution is developed and rules for the debate are established.
4. Usually some version of formal debating techniques are used, including a proposition, preparation of positions, statements and rebuttals, summaries, and voting.

Que 2.11. **Write a short note on : discussion.**

Answer

1. A discussion involves interaction among group members, a willingness to share ideas, and a willingness to respect others' points of view.
2. The object of discussion is to hear all sides, and to have every participant learn and grow as a result.
3. Successful discussion involves leading and following, agreeing and disagreeing, contributing, exploring, expanding, evaluating, responding, appreciating, and enjoying.
4. In discussion, individual contributions often center around "rightness" and be valued for it.
5. Discussion is centered on content not affect related to content.
6. Discussion can be open or close ended.

Que 2.12. **Differentiate between debate and discussion.**

Answer

S. No.	Characteristic	Debate	Discussion
1.	Setting	Format, sometimes informal	Usually informal, can be professional and academic
2.	Format	Set, clear format	Fluid, changing format
3.	Goal	To win	To learn
4.	Openness	No openness to changing sides	There is a possibility that people will change their opinion
5.	Listening	Participants listen in order to find errors or inconsistencies, and are just waiting for their turn to speak	Participants listen thoughtfully to one another's opinions and statements, carefully reflecting on their own opinions
6.	Flow	Choppy, can be separated on purpose by topic	Very fluid, clear connection between topic to topic
7.	Conclusion	Clear conclusion drawn, and a winner is likely	No clear conclusion drawn. No one is declared a "winner"

Que 2.13. **Write a short note on : unity, coherence and emphasis.**

Answer

1. To take part in debates or discussions requires communication skills.
2. This also requires certain stylistic features which support the thoughts, opinions and arguments to be put forth during debates or discussions to establish the point of view.
3. These features are : unity, coherence and emphasis.

A. Unity :

1. In unity a discourse must be unified on its structure.
2. Unity in a discourse means that the entire discourse should focus on one single idea.
3. The supporting details should explain the main idea.
4. The concluding sentence should end the paragraph with the same idea.

B. Coherence :

1. Coherence means establishing a relationship between the ideas presented in a discourse.
2. Coherence refers to a certain characteristic or aspect of writing.
3. Literally, the word means "to stick together."
4. Coherence in writing means that all the ideas in a discourse flow smoothly from one sentence to the next sentence.

C. Emphasis :

1. Emphasis is the repetition of key words and phrases or the careful arrangement of words to give them special weight and prominence.
2. The most emphatic spot in a sentence is usually the end.
3. Thus, when writing, an effective way to emphasize main ideas is to structure your sentence so that the words you want emphasized come at the end of the sentence.

Que 2.14. How to maintain unity and coherence ?

Answer

Maintaining unity : Following are ways to maintain the unity of thoughts :

1. Use a key sentence to state central idea as the theme.
2. No inclusion of the second central idea which divide the opinion.
3. No inclusion of irrelevant sentences that are not really related to the main ideas.
4. No irrelevant illustrations.

Maintaining coherence :

1. Repetition of a key term/phrase related to the central idea.
2. Use of synonyms to avoid redundancy.
3. Use of pronouns to avoid needless repetition.
4. Transitional words used as indicators of the different relationships. Example : moreover, beside this etc.

Que 2.15. What is public speaking ? Why is it important ?

Answer

1. Public speaking is giving speech face to face to live audience.
2. Public speeches can cover a wide variety of different topics.
3. The goal of the speech may be to educate, entertain, or influence the listeners.
4. Often, visual aids (electronic slideshow) are used to supplement the speech and make it more interesting to the listener .

Importance of public speaking :

1. Public speaking has played a major role in education, government, and business.
2. Words have the power to inform, persuade, educate, and even entertain.
3. Spoken words are more powerful than the written word in the hands of the right speaker.
4. Whether you're a student or just someone who's passionate about something - you'll benefit both personally and professionally if you improve your public speaking skills.
5. Some benefits of public speaking include :
   i. Improves confidence
   ii. Better research skills
   iii. Stronger deductive skills
   iv. Ability to advocate for causes
6. Public speaking is especially important for businesses to get their message before potential customers.
7. Sales people are often expected to have good public speaking skills.

Que 2.16. What is audience analysis ? Give the importance/benefits of audience analysis.

Answer

1. Audience analysis involves identifying the audience and adapting a speech to their interests, level of understanding, attitudes, and beliefs.
2. Before delivering the speech, you should know the age group, expertise level, needs, expectations, value system, attitudes, and beliefs of your audience.
3. Adapting your speech according to the types of audiences is likely to generate a better response.
4. Following are some audience analysis factors :
   i. Audience expectations about the occasion of the speech, its topic, and the personality of the speaker.
   ii. Audience's knowledge or familiarity with the topic.
   iii. Audience's attitude or approach towards the topic.
   iv. Audience size and its ability to listen.

Importance/benefits of audience analysis :

1. Analyzing different types of audiences will lead you to crucial insights that can help you in creating a positive bond with the audience.
2. Audience analysis prevents you from delivering an incorrect or offensive message.

3. It will also warn you against delivering a message that can be easily misinterpreted.
4. It will help you speak to your audience in the language they understand and appreciate.

Que 2.17. What are various types of audience analysis ?

Answer

Following are various types of audience analysis :

A. Demographic Analysis :

1. Demographic audience analysis includes taking in factors such as age, gender, race, culture, marital status, education, occupation, etc.
2. For example, if the subject is healthcare and the audience is in their late fifties, your speech should be focused towards healthy lifestyle.

B. Psychographic Analysis :

1. Psychographic audience analysis covers understanding the attitudes, beliefs, values and thinking patterns of your audience.
2. Values such as freedom, honesty, justice, patriotism, equality are universal and cherished by most audiences.
3. The audience is likely to hear from you if your speech reflects any of these values.

C. Situational Analysis :

1. Situational audience analysis includes factors such as audience size, the occasion, the room layout, the stage layout, motivation, or interest level of the audience.
2. If your audience is smaller, there is a possibility of developing a rapport with each member.
3. Tailor your data and delivery to the occasion.

D. Multicultural Analysis :

1. The content of your speech should acknowledge the diversity of your audience.
2. Different cultures have different value systems and behavior patterns.
3. Being judgmental in your speech creates a negative impact.
4. Cultural sensitivity and inclusivity should be part of your audience analysis.

Que 2.18. Give the approach to public speaking.

Answer

1. Assessing the needs and priorities of a potential audience.

2. Grabbing the attention of the audience with a powerful opening.
3. Creating attractive PowerPoint slides with the right amount of detail.
4. Organizing a logical flow to a speech.
5. Preparing examples relevant to the experience of the expected audience.
6. Rehearsing the presentation and revising rough spots.
7. Memorizing enough content to avoid the speech appear a reading of notes.
8. Stating critical points at the end of a speech to reinforce key concepts.

Que 2.19. What are the various styles of public speaking ?

Answer

1. There are four basic styles of presenting a speech: manuscript, memorized, extemporaneous, and impromptu.
2. Each has a variety of uses in various forms of communication.

A. Manuscript :

1. This is the type of delivery used primarily by speakers when they prepare their speeches well in advance.
2. Manuscript delivery takes research, organization, and outlining work.
3. The speaker reads the speech off of the paper word for word to the audience.
4. It is useful when a message needs to be delivered in precise words.

B. Memorized :

1. Memorized speaking consists of reciting a scripted speech from memory.
2. Memorization allows the speaker to be free of notes.
3. Memorized delivery is the step beyond manuscript delivery.

C. Extemporaneous :

1. Extemporaneous speaking consists of delivering a speech in a conversational fashion using notes.
2. The extemporaneous style is the method most often recommended.
3. For this style, the speech is not completely written out.
4. It is usually delivered with keynotes for reference.

D. Impromptu :

1. This is a speech that has no advanced planning or practice.
2. Impromptu speaking involves delivering a message on the spur of the moment.
3. An acknowledgement, an introduction, offering thanks and so on, falls into this category.

Que 2.20. **What is an interview ? Give the sequence of interview.**

Answer

1. An interview is essentially a structured conversation where one participant asks questions (interviewer), and the other provides answers (interviewee).
2. The interviewer asks the interviewee specific questions in order to assess his/her suitability for recuritment, admission, or promotion.
3. Interviews usually take place face-to-face and in person, but there are some exceptions like video conferencing or telephone interviews.
4. Interviews almost always involve spoken conversation between two or more parties.
5. Interviews can be unstructured, free-wheeling and open-ended conversations without predetermined plan or prearranged questions.
6. Interviews can also be highly structured conversations in which specific questions occur in a specified order.

Sequence of interview :

1. **Screening Stage :** The preliminary stage which is generally held at the campus.
2. **Selection Stage :** At the second stage of interview the applicant will be asked to interact with several people: human resource department, potential colleague and supervisor. The interviewers want to judge the applicant's interest in the job.
3. **Final Stage :** For final evaluation - the top executives of the company asks certain questions and finally decides.

Que 2.21. **What are various types of interview ?**

Answer

Depending on the objective and nature, interviews can be categorized into following types :

i. Job interviews :

1. In job interviews, the employer wants to learn about applicant's skills and experiences.
2. The candidate wants to learn about the offered position and organization.
3. Both the candidate and the employer tries to make a good impression.
4. In the initial round, job interviews are usually formal and structured.
5. Later interviews may be relatively spontaneous as the interviewer explores the candidate's responses.

ii. Exit interviews :

1. In exit interviews, the interviewer tries to understand why the interviewee is leaving the organization.
2. A departing employee can often provide insight into whether the business is being handled efficiently or there is a scope for improvement.
3. The interviewer tends to ask all the questions while the interviewee provides answers.

iii. Disciplinary interviews :

1. In disciplinary interviews, a supervisor tries to correct the behaviour of an employee who has ignored the organization's rules and regulations.
2. The interviewer tries to get the employee to see the reason for the rules and to agree to comply.
3. The interviewer also reviews the facts and explores the person's attitude.

iv. Termination interviews :

1. A supervisor informs an employee of the reasons for the termination of the latter's job.
2. The interviewer tries to avoid involving the company in legal action and tries to maintain a positive relationship with the employee.
3. To accomplish these goals, the interviewer gives reasons that are specific, accurate, and verifiable.

v. Information interviews :

1. In an informational interview the objective is to seek advice and learn more about a particular employer, sector or job.
2. Information flows mainly in one direction: one person asks a list of questions that must be covered and listens to the answers supplied by the other person, e.g., boss-subordinate, etc.

vi. Evaluation interviews :

1. A supervisor periodically gives an employee feedback on his/her performance.
2. The supervisor and the employee discuss progress towards predetermined standards or goals and evaluate areas that require improvement.
3. They may also discuss goals for the coming year, as well as the employee's long-term aspirations and general concerns.

vii. Persuasive interviews :

1. Persuasive interviews are often associated with selling.
2. The persuader asks about the other person's needs and shows how the product or concept is able to meet those needs.
3. Persuasive interviewers require skill in drawing out and listening to others.

4. Persuasive interviewers require the ability to impart suitable information and adapt to the situation of the interviewee.

Que 2.22. **What are various focus & objectives of interview ?**

Answer

Focus of interview : The focus of interview is to find out the following necessary skills in a candidate :

1. **Effective communication skills :** The person needs to be a good listener as well as a good communicator to establish effective communication with the customers, managers and employees.
2. **Analytical/Research skills :** The ability of the person to carry out an assessment of the situation.to analyse, to prioritise, plan and organise in an effective way.
3. **Computing skills :** The applicant needs to be a performer who is computer literate with software proficiency.
4. **Interpersonal skills :** It is used for interacting as well as engaging with people.
5. **Management skills :** The ability to manage a number of tasks and assignments is considered to be vital.
6. **Leadership skills :** The willingness along with the desire of accepting responsibility to achieve the outcome is leadership.
7. **Positive attitude :** Employers wish to hire those applicants who are flexible and have a "can do" attitude; who are dedicated and willing to make extra efforts to get the job done.
8. **Adaptability :** These people are able to fit within the confines of the corporate culture of the organization.
9. **Team working skills :** Generally look for hiring those candidates who are team players, who can work well with other people and are cooperative.
10. **Innovation skills :** The ability to look for solutions to the problems that exist by the use of innovation, creativity, and reasoning with the help of available resources and information.

Objectives of interview : Interviews are conducted to achieve the following objectives :

1. To select a person for a specific task.
2. To monitor performance.
3. To collect information.
4. To exchange information.
5. To counsel.

☺☺☺

3 UNIT

Interpersonal Communication Skills

CONTENTS

Part-1 : Features : Methods; Principles; Requisites; Team-Work; Skills : Empathy, Emotional Intelligence, Empathy and Listening Skills ..... **3–2K to 3–7K**

Part-2 : Time Management; Attitude; Responsibility. Leadership Qualities : Integrity; Values; Trust; Self-Confidence & Courage; Communication and Networking; Speed Reading; Problem Solving & Troubleshooting ..... **3–7K to 3–13K**

PART-1

Features : Methods; Principles; Requisites; Team-Work; Skills : Empathy, Emotional Intelligence, Empathy and Listening Skills.

Questions-Answers

Long Answer Type and Medium Answer Type Questions

Que 3.1. **What is interpersonal communication ? Mention basic methods of interpersonal communication. Give uses of interpersonal communication.**

Answer

1. Interpersonal communication is the process of exchange of information, ideas and feelings between two or more people through verbal or non-verbal methods.
2. It often includes face-to-face exchange of information, in a form of voice, facial expressions, body language and gestures.
3. The people interacting are in close physical proximity to each other, many sensory channels are used, and the feedback is immediate.
4. The level of one's interpersonal communication skills is measured through the effectiveness of transferring messages to others.

Methods of interpersonal communication :

A. Formal interpersonal communication : Formal interpersonal communication helps a person know the professional productivity of others. Example, the interaction of a sales clerk with the customer is formal.

B. Informal interpersonal communication : Informal interpersonal communication emphasizes more on the personal aspects. Example, the interaction between friends is informal.

Uses of interpersonal communication : Interpersonal communication can be used to:

1. Give and collect information.
2. Influence the attitudes and behaviour of others.
3. Form contacts and maintain relationships.
4. Make sense of the world and our experiences in it.
5. Express personal needs and understand the needs of others.

6. Give and receive emotional support.
7. Make decisions and solve problems.
8. Anticipate and predict behaviour.
9. Regulate power.

Que 3.2. **What are the principles of interpersonal communication ?**

Answer

Following are the four principles of interpersonal communication :

A. Communication is Inevitable :

1. It is impossible not to communicate. We communicate every day in our lives.
2. Communication is a transaction process between a sender and a receiver.
3. A sender constantly broadcast messages through verbal and nonverbal communication and behaviors.
4. Competent communicators are constantly aware of what messages they are sending.
5. Effective communication resides in how accurately the receiver interprets the message.

B. Interpersonal Communication is Irreversible :

1. Once you said something to person you cannot take it back.
2. So just be aware of what you say. Once something is spoken it cannot be unspoken.
3. A competent communicator, communication should always remain positive and focused on building relationships.

C. Communication is Complex :

1. Communication is complicated due to the number of identity variables.
2. There are six identity variables which significantly influences the interpersonal communication. These variables include :
   i. Your perceptions you hold of yourself (e.g., self-concept),
   ii. The perceptions you have of the other person,
   iii. Your perceptions of how the other person perceives you,
   iv. The perceptions the other person holds of his/herself,
   v. The other person's perceptions of you,
   vi. The other person's perceptions of your perception towards him/her.
3. A competent communicator will seek to minimize the possibilities for ambiguity to ensure the messages sent and received are interpreted accurately.

4. Competency in interpersonal communication entails the ability to effectively and appropriately adapt and communicate within a specific context.

D. **Communication is Contextual :** All of the communication happens in a contextual framework, which includes the following :

1. **Psychological context :** It refers to the state someone is in (e.g., moods, emotions).
2. **Relational context :** It refers to the degree of depth you have with the other person.
3. **Situational context :** It refers to the engagement where the communication is happening (e.g., the office, coffee shop, in private/ public).
4. **Cultural context :** It refers to the learned behaviors and norms of a particular culture. Different cultures communicate differently and have different ways of interacting.

Que 3.3. **What are the requisites of interpersonal communication ?**

Answer

In communication theory, following are six key components/requisites of interpersonal communication :

1. **The communicators :**
   i. Term communicator refers to both the sender of the information as well as the receiver.
   ii. In interpersonal communication, there are at least two communicators involved in the conversation.
2. **The message :**
   i. One of the most important parts of interpersonal communication is the message.
   ii. Message can be conveyed in many ways : speech, body language, tone of voice, gestures and other indicators.
3. **Noise :**
   i. Noise refers to the gap between the message that is received and what it sent.
   ii. Examples of noise include jargon, language barriers, inattention and more.
   iii. Noise is the problem that many companies face in the workplace, and the reason why internal communicators are struggling to get the necessary employees' attention.

4. **Feedback :**
   i. Feedback is the response of the receiver.
   ii. Feedback is important because it allows the sender to know whether the message has been received and interpreted correctly.
5. **Context :**
   i. Whether a message is received and interpreted correctly depends mostly on context. Therefore, interpersonal communication is contextual.
   ii. Context is about the environmental factors that influence the outcomes of communication.
   iii. These include time and place, as well as factors like family relationships, gender, culture, personal interest and the environment.
6. **Channel :**
   i. This interpersonal communication element refers to how the communication occurs.
   ii. A message is sent and received through a specific channel, or medium.
   iii. Besides face-to-face communication, some of the most common communication channels in the workplace include, emails and intranets.

Que 3.4. **What is teamwork ? What are the positive attitude to work in a team ?**

Answer

i. When a group of people work together cohesively, towards a common goal, creating a positive working atmosphere, and supporting each other to combine individual strengths to enhance team performance is called teamwork.

ii. Following are the positive attitude to work in a team :

1. Trust in colleagues to deliver what they promise.
2. Willingness to help when needed.
3. Sharing of a common vision of the future.
4. Co-operation and blending of each others' strengths.
5. Providing support and encouragement.
6. Active listening.
7. All members pulling their weight in the same direction.
8. Giving the benefit of the doubt.
9. Consensus building.

10. Effective conflict resolution.
11. Open communication.

Que 3.5. **What is empathy ? What are the stages of empathy ? How to develop empathy at work ?**

Answer

1. Empathy is the ability to recognize emotions in others, and to understand other people's perspectives on a situation.
2. Empathy is vital for good communication.
3. Empathy is one of the key components of emotional intelligence.

Stages of empathy : There are three stages of empathy :

1. Cognitive empathy is being aware of the emotional state of another person.
2. Emotional empathy is engaging with and sharing those emotions.
3. Compassionate empathy involves taking action to support other people.

Developing empathy at work : To develop empathy effectively at work :

1. **Give your full attention :**
   i. Listen carefully to what someone is trying to tell you.
   ii. Understand the entire message that they're communicating.
2. **Consider other people's perspectives :**
   i. Placing too much emphasis on your own assumptions and beliefs doesn't leave much space for empathy.
   ii. Once you "see" why others believe what they believe, you can acknowledge it.
3. **Take action :**
   i. Empathy is not about what you want, but what the other person wants and needs, so any action you take or suggest must benefit them.

Que 3.6. **What is emotional intelligence ? What is its impact on communication ?**

Answer

1. Emotional intelligence (emotional quotient or EQ) is the ability to understand, use, and manage your own emotions in positive ways to relieve stress, communicate effectively, empathize with others, overcome challenges and defuse conflict.
2. Emotional intelligence comprised of four attributes: self-awareness, self-management, social awareness, and relationship management.

3. Managing your emotions – knowing and understanding your emotions, overcoming stress, increasing your ability to read social cues, understanding what triggers you emotionally, and controlling your reactions – are all measures of emotional intelligence.

Emotional Intelligence and Communication :

1. Learning about how to manage your emotions is a very effective way of improving your communication skills.
2. As you begin to understand how emotional response impacts the way you communicate verbally and non-verbally, you will be able to moderate your response in a variety of situations.
3. Through training you can control and leverage your emotions – to become more effective with your business and personal communication.
4. Improving your emotional intelligence will allow you to be heard more accurately, inspire and motivate others, and augment your overall leadership presence.

Que 3.7. **What is the importance of listening and empathy in communication ?**

Answer

Importance of listening and empathy in communication :

1. Listening is very important in the communications process.
2. It is not always true that a good speaker is essentially a good communicator.
3. A person's listening skill is gauged during a conversation.
4. The importance of listening is vital in any good communication.
5. There is a close relationship between speaking and listening.
6. Empathy plays a very important role in listening.
7. We must put ourselves in the speakers' place and then listen.
8. If we understand the speakers' viewpoint we will be able to develop a good rapport with him/her.
9. It is very important to understand the emotions and feelings of a person to better empathize with his/her viewpoint.
10. We must listen without any biases and prejudices, and be open to the views of other people.

PART-2

Time Management; Attitude; Responsibility. Leadership qualities: Integrity; Values; Trust; Self-confidence & Courage; Communication and Networking; Speed reading; Problem Solving & Troubleshooting.

Questions-Answers

Long Answer Type and Medium Answer Type Questions

Que 3.8. **What is time management ? What are the benefits of time management and consequences of poor time management ? How communication can improve time management ?**

Answer

1. "Time management" is the process of organizing and planning how to divide your time between specific activities.
2. Good time management enables you to work smarter so that you get more done in less time.

Benefits of time management :

1. Greater productivity and efficiency.
2. A better professional reputation.
3. Less stress.
4. Increased opportunities for advancement.
5. Greater opportunities to achieve important life and career goals.

Consequences of poor time management :

1. Missed deadlines.
2. Inefficient work flow.
3. Poor work quality.
4. A poor professional reputation and a stalled career.
5. Higher stress levels.

Role of communication in improving time management :

1. It is important to have excellent communication skills in the workplace because this helps with time management and efficiency.
2. The ability to communicate well keeps the staff more focused on meeting deadlines.
3. In so doing, they will be able to manage their time in an effective manner.
4. It is vital to understand the process of communicating in order to improve productivity.

Que 3.9. **Explain attitude. Discuss ways to improve one's attitude at workplace.**

Answer

1. An attitude is an expression of favour or disfavour towards a person, place, thing, or event.
2. Attitude is a predisposition or a tendency to respond positively or negatively towards a certain idea, object, person, or situation.

3. Attitude influences an individual's choice of action, and responses to challenges, incentives, and rewards (together called stimuli).
4. An attitude could be concrete, abstract or just about anything in the environment.

Ways to improve attitude :

1. Always act with a purpose.
2. Stretch yourself past your limits every day.
3. Take action without expecting results.
4. Use setbacks to improve your skills.
5. Seek out those who share your positive attitude.
6. Don't take yourself so seriously.
7. Forgive the limitations of others.
8. Say "thank you" more frequently.

Que 3.10. **Write a short note on : Leadership qualities : Integrity; Values; Trust; Self-confidence and Courage.**

Answer

A. Integrity :

1. Integrity in leaders refers to being honest, trustworthy, and reliable.
2. Leaders with integrity act in accordance with their words and own up to their mistakes, as opposed to hiding them, blaming their team, or making excuses.
3. Integrity also involves following company policies, appropriately using company time and resources, and respecting one's colleagues.
4. Integrity provides several benefits to both leaders and the organizations.

B. Values :

1. Values are the core beliefs and principles that guide us in our personal and professional lives.
2. Values can be defined as the things you believe are most important to achieving your goals and being happy.
3. Leadership values are closely connected to both your personal core values and the values of your company.
4. Leadership values are important because they help you determine how you want to achieve your goals.
5. Leadership values also help you grow and develop both personally and professionally.
6. Having a strong set of core values as a leader helps build respect and trust among your team.

C. Trust :

1. Trust is the key trait linked with leadership.
2. A leader cannot lead if his followers do not trust him.
3. Trust can be defined as an optimistic belief that others will not perform (via words, acts, or final conclusions) in an opportunistic manner.

4. For trust to nurture, an appropriate atmosphere is needed.
5. Leaders play a crucial role in developing and maintaining trust.
6. Reliability, empathy and realization of individual goals assist the leaders to gain trust of the followers.

D. Self-confidence :

1. Self-confidence can be described as an ability to be certain about one's competencies and skills.
2. It includes a sense of self-esteem and self-assurance and the belief that one can make a difference.
3. Self-confidence is necessary for leaders to take risks and accomplish high goals.
4. Leaders who are self-confident tend to deal immediately and directly with problems rather than procasting.

E. Courage :

1. Courage is a necessary trait of effective leadership.
2. One of the more important qualities of a good leader is courage.
3. Having the quality of courage means that you are willing to take risks in the achievement of your goals with no assurance of success.
4. Courageous leaders are able to push through uncomfortable situations.

Que 3.11. What is networking ? What is the use of interpersonal communication in networking ?

Answer

1. Networking is the process of speaking to professional contacts and sharing information with them.
2. Networking is based on the idea that you can build a relationship with people from a point of common interest.
3. For example, your professional background, membership of an institution, club or college, or a business interest.
4. Networking is important because we prefer to do business with people we know.
5. Broadening your network therefore opens up opportunities to sell, buy, recruit or get a job.

Use of interpersonal communication in networking :

1. Networking is simply about building relationships with people around you.
2. Every time you stop to chat to a colleague, or pick up the phone to speak to a contact, you are networking.
3. Interpersonal skills are extremely important for creating and maintaining meaningful personal relationships while networking.
4. People with good interpersonal communication skills can build healthy relationships.
5. Good interpersonal communication skills helps you to engage meaningfully with people while networking.

Que 3.12. What is speed reading ? Discuss various methods of speed reading. What are the ways to improve speed reading ?

Answer

1. Speed reading is the process of rapidly recognizing and absorbing phrases or sentences on a page all at once, rather than identifying individual words.
2. Speed reading is a skill honed through practice.
3. Reading a text involves comprehension of the material.
4. In speed reading practice this is done through multiple reading processes: preview, overview, read, review and recite.

Methods of speed reading :

A. Meta guiding method :

1. It is the visual guiding of the eye using a finger or pointer, such as a pen, in order for the eye to move faster along the length of a passage of text.
2. Holding a card under each line and drawing it down the page as you read works just as well.

B. The Tracker-and-Pacer method :

1. This is a variant of the meta guiding method where you hold a pen, with its cap still on, and underline or track each line as you read it, keeping your eye above the tip of the pen.
2. This will help to increase the pace at which you take in each line, and improve your focus on the words.

C. The Scanning (or Previewing) method :

1. "Scanning" involves moving your eyes quickly down the page – often down the center – and identifying specific words and phrases as you go.
2. These can be key sentences, names, numbers, or trigger words and ideas.
3. Learning to expand your peripheral vision can help with this.

Ways to improve speed reading :

1. Avoid distractions.
2. Go easy.
3. Cover words that you've already read.
4. Know what you want from the text.
5. Benchmark your progress.
6. Practice.

Que 3.13. Write a short note on : Problem Solving.

Answer

1. Interpersonal relationships fail and businesses fail because of poor problem solving.

2. This is often due to either problems not being recognised or being recognised but not being dealt with appropriately.
3. Different problems require different set of skills to be solved.
4. For example, solving a problem for a client requires not just knowledge but also good verbal, listening and persuasion skills.
5. Solving a problem within the organization with other employees require teamwork, coordination and effective communication among them.
6. Hence, to improve problem-solving skills there needs to be effective communication and understanding of the situation.

Stages of problem solving :

1. **Defining and understanding the problem :**
   i. Defining and understanding the problem is the first step to problem-solving.
   ii. It is important to look deeper into the problem beyond what might seem like the obvious.
2. **Searching for alternatives :**
   i. The aim is to find the most efficient and rational solution that is agreeable to all the parties involved.
3. **Evaluating and selecting alternatives :**
   i. Once all the alternatives are considered, we need to evaluate each and every single alternative so that we can come to a conclusion by selecting the most rational solution.
   ii. Selecting the solution also requires the opinion of other concern parties.
4. **Executing the solution :**
   i. This stage involves accepting and carrying out the chosen course of action.
   ii. Execution means acting on the chosen solution.
   iii. During execution more problems may arise especially if identification or structuring of the original problem was not carried out fully.

Que 3.14. How to troubleshoot interpersonal communication problem ?

Answer

1. Troubleshooting interpersonal communication problems typically involve identifying the signs of misunderstandings.
2. Diagnosing the problem and figuring out ways to reduce conflict can restore communication.

☺☺☺

4 UNIT

Persuasion and Negotiation Skills

CONTENTS

Part-1 : Definition; Understanding Attitude, Beliefs, Values and Behavior; The process of Persuasion : Analysis of Audience; Classification of Audience; Egoistic and Non-Egoistic; Specific Techniques for Specific Audience; Skills of Persuasion, Steps to Persuasion/Influence ..... **4–2K to 4–10K**

Part-2 : Negotiation: Definition; Process of Negotiation : Characteristics; Qualities of good negotiator; Approaches to Negotiation ..... **4–10K to 4–14K**

PART-1

Definition; Understanding Attitude, Beliefs, Values and Behavior; The process of Persuasion : Analysis of Audience; Classification of Audience; Egoistic and Non-Egoistic; Specific Techniques for Specific Audience; Skills of Persuasion, Steps to Persuasion / Influence.

Questions-Answers

Long Answer Type and Medium Answer Type Questions

Que 4.1. What is persuasion ? Briefly describe the attitudes, values, beliefs, and behavior of an individual.

Answer

1. Persuasion is an umbrella term of influence.
2. Persuasion is an attempt to get a person to behave in a manner, or embrace a point of view related to values, attitudes, and beliefs, that he or she would not have done otherwise.

Attitudes, values, beliefs, and behavior of an individual :

A. Attitudes :

1. An attitude is defined as an individual's general predisposition toward something as being good or bad, right or wrong, or negative or positive.
2. An attitude has three components: an affective component (feelings), a behavioral component (the effect of the attitude on behavior), and a cognitive component (belief and knowledge).
3. Attitude is not only influenced by external forces, but also by internal influences that we control.

B. Values :

1. Value refers to an individual's perception of the usefulness, importance, or worth of something.
2. Values, as a general concept, are fairly ambiguous and tend to be very lofty ideas.
3. What we value in life actually motivates us to engage in a range of behaviors.

C. Beliefs :

1. Beliefs are propositions or positions that an individual holds as true or false without positive knowledge or proof.
2. Beliefs are divided into two basic categories : core and dispositional.
   i. **Core beliefs :** Core beliefs are beliefs that people have actively engaged in and created over the course of their lives.
   ii. **Dispositional beliefs :** Dispositional beliefs are beliefs that people have not actively engaged in but rather judgments that they make, based on their knowledge of related subjects.
3. Persuading people to change core beliefs is more difficult than persuading people to change dispositional beliefs.

D. Behavior :

1. Behaviour is the way in which one conduct oneself - the way in which one act.
2. Behaviour is influenced by feelings, judgments, beliefs, motivations, needs, experience and opinions of others.
3. Patterns of behaviour are developed through reactions to events and actions over a period of time.
4. Behaviour consist of four components :
   i. Motivation
   ii. Modes of thinking
   iii. Modes of acting
   iv. Modes of interacting

Que 4.2. What is the need to study persuasion ?

Answer

Study of persuasion is extremely important for five basic reasons :

1. The sheer number of persuasive communications has grown exponentially.
2. Persuasive messages travel faster than ever before.
3. Persuasion has become institutionalized.
4. Persuasive communication has become more subtle and devious.
5. Persuasive communication is more complex than ever before.

Que 4.3. Give the process of persuasion.

Answer

1. Persuasion is a simple process with four basic parts :
   i. The source or persuader
   ii. Goal
   iii. Message
   iv. Audience
2. Persuasion is a process, which means it goes through steps.
3. First, the persuader must identify a goal, want or desire.
4. Identification of goal is the first step in persuasion. We must know what we want before we can hope to achieve it.
5. Second, we have to identify the right audience; the groups of people who can help us achieve our goal.
6. Third, we have to make up a message.
7. For simple and easy requests, just asking might be enough.
8. For other goals, we will have to convince the audience, persuade them, or give them reasons to do what we want.
9. Fourth, the message has to be conveyed to the audience.
10. In interpersonal relations, this simply means meeting (or calling, or mailing) the other person.
11. Persuasion can't be successful if the messages do not reach its intended audience.

Que 4.4. **What are various types of audience analysis ?**

Answer

1. Knowing how to gather and use information through audience analysis is an essential skill for successful persuasion.
2. Following are the three types of audience analysis :

A. Demographic Analysis :

1. Demographic information includes factors such as gender, age range, marital status, race and ethnicity, and socioeconomic status.
2. Demographic audience analysis focuses on group memberships of audience members.

B. Psychographic Analysis :

1. Psychographic information includes things as values, opinions, attitudes, and beliefs.
2. Demographic information is fairly straightforward and verifiable, psychographic information is much less clear-cut.

3. Psychographic analysis can reveal preexisting notions that limit audience's frame of reference.

C. Situational Analysis :

1. Situational audience focuses on characteristics related to the specific speaking situation.
2. Situational analysis of the occasion, physical setting, and other factors are critical to effective audience analysis.

Que 4.5. **Write short note on : classification of audience.**

Answer

Classification of audience :

1. In general, persuasive speakers face five types of audiences: negative, positive, divided, uninformed, and apathetic.
2. Each type calls for different persuasive strategies.

A. Negative audiences :

1. Negative audiences require persuasive speakers to thoroughly demonstrate their credibility.
2. Take a common-ground approach.
3. Visualize the topic in positive ways.
4. Address audience objections.

B. Positive audiences :

1. Persuasive public speakers purpose is reinforcing their beliefs.
2. Persuasive public speakers facing positive audiences use narratives, engaging evidence, vivid language and images and calls to action to reinforce listeners' opinions.

C. Divided audience :

1. When speaking to a divided audience, persuasive speakers must integrate the strategies for negative and positive audiences.

D. Uninformed audiences :

1. Uninformed audiences require speakers to use motivational tactics.
2. Demonstrate expertise.
3. Rely on repetition and redundancy.
4. Employ subtle persuasive strategies.
5. Persuasive public speaker requirement is to educate before he can begin to propose a course of action.

E. Apathetic audiences :

1. Persuasive public speaker purpose is to first to convince audiences that it matters for them.

2. Speakers must gain and maintain audience attention.
3. Relate the topic to the audience.
4. Display dynamism.
5. Take a one-sided approach to the topic.

Que 4.6. What are various persuasion techniques ?

Answer

Following are the three techniques of persuasion and the choice of the specific technique depending on values, priorities and contextual demands.

A. Reason :

1. When feasible, the best way to influence others is by reason.
2. Using reason to influence others simply means explaining to them why it is important for them to do what they are being asked to do.
3. It is appropriate to use reason when the relationship with the other party is one of mutual trust and respect, and there is sufficient time to explain the request.
4. Reason also requires some degree of common values and priorities between the parties.

B. Exchange :

1. Exchange influence techniques include all the ways to get people to do things by engaging in some sort of trade.
2. Putting an incentive on a certain goal and offering a bonus for a particular assignment are examples of exchange techniques.
3. Exchange works even when the opposite party does not have the same values and priorities.
4. Once we start using incentives to get compliance, people will expect to offer them inducements when we try to influence them in the future.

C. Pressure :

1. Pressure influence techniques involve coercion or intimidation.
2. People comply with these techniques to avoid the negative consequences of not doing so.
3. Sometimes those negative consequences are clearly stated (*i.e.*, coercion), other times they're implied (*i.e.*, intimidation).
4. Some examples of negative consequences are - shouting at someone, requiring overtime, or embarrassing them publicly.
5. The advantage of pressure is that it can get quick compliance.
6. Pressure tends to create insecurity, resentment, and distrust.
7. It should be used as a last resort.

Que 4.7. What are persuasion skills ?

Answer

1. Persuasion is the process of convincing someone else to carry out an action or agree with an idea.
2. Persuasion is a valuable soft skill that can have a significant impact in any workplace.

List of persuasion skills : Persuasion involves several common soft skills, including :

A. Communication :

1. Good communication skills are the foundation on which you build other persuasive skills.
2. The goal of being persuasive is to influence others to think or act in a certain way, and the quickest way to do that is to speak with them.
3. Effective communication skills involve expressing yourself clearly, using nonverbal gestures and a vocabulary that the other person understands.
4. If you can share your ideas and thoughts in an engaging way that appeals to your listener, they are more likely to be open to persuasion.

B. Emotional intelligence :

1. An important persuasive skill involves noticing and interpreting your listener's emotions.
2. Emotional intelligence is a learned skill that allows you to understand what others are feeling and respond appropriately.
3. When used for persuasion, it also helps you tailor your persuasive methods to suit a particular situation or person.

C. Active listening :

1. Listening well involves being attentive and respectful in your conversation with others.
2. Before you can persuade someone, you will often need to know and understand their concerns or arguments.
3. Giving the other person time to speak and share their thoughts will make them feel valued and can contribute to building trust.
4. It will also allow you to understand their motivations, which in turn will help you form more effective persuasive arguments.

D. Logic and reasoning :

1. Many effective persuasive arguments are built using logic and reasoning skills.

2. Before you can persuade another person to believe in an idea, they need to understand why doing so would be a logical choice.
3. To show them this, you will need to reason with them using facts that support your view.
4. A logical mindset and good reasoning skills will help you to form convincing persuasive arguments.

E. Interpersonal skills :

1. Interpersonal skills are based on your ability to conduct positive interactions and maintain meaningful relationships with other people.
2. If you are not comfortable with instigating conversations, you may find persuasion a challenge.
3. Part of being persuasive is being genuine and natural.
4. People are more likely to agree with someone they like, so improving your interpersonal relationships is one of the best ways to become more skilled in persuasion.

F. Negotiation :

1. Negotiation is often a crucial part of successful persuasion.
2. In many cases, the person you are persuading will be unwilling to cooperate unless they believe they are benefiting from the deal.
3. You may need to be able to facilitate a compromise to persuade them to participate.
4. To do this, you will have to understand their needs, find a way to meet those needs.
5. Negotiation skills take practice but can be a significant asset.

Que 4.8. Describe the steps in persuasion process.

Answer

1. Persuasion is an essential proficiency for all leaders.
2. Effective persuasion involves four distinct and essential steps.

A. Establish credibility :

1. Credibility grows out of expertise and relationships.
2. A persuader needs strong emotional characteristics and integrity.
3. The need to listen carefully to other people's suggestions and establish an environment in which they know their opinions are valued.
4. They should prepare by collecting data and information that both support and contradict their arguments.

B. Find common ground :

1. Effective persuader must describe the position in terms that makes the person understand the advantages.
2. It is a process of identifying shared benefits.
3. This requires conversations to collect essential information by asking thoughtful questions.
4. This process will often prompt to alter the initial argument or include compromises.

C. Provide vivid evidence :

1. Persuasion requires presentation of evidence - strong data in multiple forms (stories, graphs, images, metaphors and examples).
2. Persuaders need to make positions come alive by using vivid language that complements graphics.
3. In most cases, a rock-solid argument :
   i. Is logical and consistent with facts and experience.
   ii. Favorably addresses your audience's interests.
   iii. Eliminates or neutralizes competing alternatives.
   iv. Recognizes and deals with office politics.
   v. Receives endorsements from objective, authoritative third parties.

D. Connect emotionally :

1. Good persuaders are aware of primacy of emotions and are responsive to them.
2. They know how to maintain a balance between professionalism and their own emotional commitment to the position they are advocating.
3. Their connection to their audience demonstrates both intellectual and emotional commitment to their position.
4. Successful persuaders cultivate an accurate sense of their audience's emotional state, and they adjust their arguments accordingly.
5. Successful persuaders must match their emotional fervour to their audience's ability to receive their message.

Que 4.9. What are the barriers to successful persuasion ?

Answer

Barriers to successful persuasion : Following are the obstacles to successful persuasion :

1. Thinking that you are better at persuasion than you are, and therefore failing to hone your skills.

2. Trying too hard to persuade.
3. Failing to put in the effort required to get what you want.
4. Talking too much.
5. Providing too much information.
6. Getting desperate.
7. Being afraid of rejection.
8. Not being prepared.
9. Making assumptions about your audience.
10. Forgetting that the whole conversation is important.

PART-2

Negotiation: Definition; Process of Negotiation : Characteristics; Qualities of good negotiator; Approaches to Negotiation.

Questions-Answers

Long Answer Type and Medium Answer Type Questions

Que 4.10. What is a negotiation ? Discuss various stages/process of negotiation.

Answer

1. A negotiation is a strategic discussion that resolves an issue in a way that both parties find acceptable.
2. In a negotiation, each party tries to persuade the other to agree with his or her point of view.
3. It is a process by which compromise or agreement is reached while avoiding argument and dispute.
4. The principles of fairness, seeking mutual benefit and maintaining a relationship are the keys to a successful outcome of a negotiation.

Stages/process of Negotiation :

1. In order to achieve a desirable outcome, it may be useful to follow a structured approach to negotiation.
2. The process of negotiation includes the following stages :

A. Preparation :

1. Before any negotiation, a decision needs to be taken as to when and where a meeting will take place and who will attend.

2. Setting a limited time-scale can also be helpful to prevent the disagreement continuing.
3. This stage involves ensuring all the pertinent facts of the situation are known in order to clarify your own position.

B. Discussion :

1. During this stage, members of each side put forward the case as they see it.
2. It is helpful to take notes during the discussion stage.
3. Each side should have an equal opportunity to present their case.

C. Clarifying Goals :

1. From the discussion, the goals, interests and viewpoints of both sides of the disagreement need to be clarified.
2. It is helpful to list these factors in order of priority.
3. Through this clarification it is often possible to identify or establish some common ground.
4. Clarification is an essential part of the negotiation process.

D. Negotiate Towards a Win-Win Outcome :

1. A win-win outcome is usually the best result.
2. Although this may not always be possible, through negotiation, it should be the ultimate goal.
3. Suggestions of alternative strategies and compromises need to be considered at this point.

E. Agreement :

1. Agreement can be achieved once understanding of both sides viewpoints and interests have been considered.
2. It is essential to for everybody involved to keep an open mind in order to achieve an acceptable solution.
3. Any agreement needs to be made perfectly clear so that both sides know what has been decided.

F. Implementing a Course of Action :

1. From the agreement, a course of action has to be implemented to carry through the decision.

Que 4.11. What are the characteristics of a good negotiator ?

Answer

Characteristics of a good negotiator are :

1. **A good negotiator is prepared :**
   i. They have defined what it is they want to achieve.

ii. They've put some thought into what information they need from the other party, and in turn, what the other party might want to know.

iii. They understand what their limits are and where they can be flexible.

2. **A good negotiator is specific :**

i. They understand that if they want the counter-party to deliver then they need to specifically ask them.

ii. If you don't make it clear to the other party what you want, then how can you expect them to provide.

3. **A good negotiator is curious :**

i. They will ask good, probing questions of the other party.

ii. They will seek to find out what their opposition wants to achieve.

4. **A good negotiator listens :**

i. After they've asked the questions, they listen to the answers.

ii. Good negotiators listen to understand and they then summarise to demonstrate that understanding.

5. **A good negotiator is not greedy :**

i. They understand that co-operative negotiation facilitates greater trust and long term relationships.

ii. Truly skilled negotiators are prepared to concede in areas of lesser importance, so they can gain in areas of greater importance.

6. **A good negotiator is focused :**

i. They don't let emotion impede the negotiation process.

ii. When they become aware of rising emotions, they take the appropriate measures to overcome this.

7. **A good negotiator recognises when to adjourn :**

i. They are able to identify when it may be beneficial to step away from the table.

ii. They acknowledge this and take the appropriate time when the situation calls for it.

Que 4.12. **What are the qualities of a good negotiator ?**

Answer

Qualities of a good negotiator are :

1. Know what you want before you start.
2. Set limits to what you will negotiate on.
3. Do your research on what the other party might be wanting from the negotiations.

4. Have patience.
5. Listen intently to the other side's arguments.
6. Concentrate of interests rather than positions.
7. Trade, don't concede.
8. Look for a collaborative position, not a compromise.
9. Don't give in too easily.
10. Show the end benefits of the negotiated position.

Que 4.13. **What are the various approaches to negotiation ?**

Answer

1. There are four different approaches to negotiation and the outcome of the negotiation depends on the approach.
2. The various approaches to negotiation are as follows :

A. **Distributive Negotiation or Win-Lose Approach :**

1. This is also called competitive, zero sum, or claiming value approach.
2. This approach is based on the premise that one person can win only at the expense of the other.
3. It has the following characteristics :

i. One side 'wins' and one side 'loses'.

ii. There are fixed resources to be divided so that the more one gets, the less the other gets.

iii. One person's interests oppose the other's.

iv. The dominant concern in this type of bargaining is usually to maximize one's own interests.

v. The dominant strategies in this mode include manipulation, forcing and withholding information.

4. The basic techniques open to the negotiator in this kind of approach are the following :

i. Influence the other person's belief in what is possible.

ii. Learn as much as possible about the other person's position especially with regard to resistance points.

iii. Try to convince the other to change his/her mind about their ability to achieve their own goals.

iv. Promote your own objectives as desirable, necessary, ethical, or even inevitable.

B. **Lose-Lose Approach :**

1. When one negotiating partner feels that his own interests are threatened; he does all he can to ensure that the outcome of the negotiation is not suitable to the interests of the other party as well.

2. In the bargain, both the parties end up being the loser.
3. This type of situation arises when the negotiating partners ignore one another's needs and the need to hurt each other outweighs the need to find some kind of an acceptable solution.
4. This is the most undesirable type of outcome and hence this negotiation approach is best avoided.

C. Compromise Approach :

1. This approach provides an outcome which is some improvement over the lose-lose strategy outcome.
2. To avoid a lose-lose situation, both parties give up a part of what they had originally sought and settle for something less than that.
3. A compromise is the best way out when it is impossible for both parties to convince each other or when the disputed resources are limited.

D. Integrative Negotiation or Win-Win Approach :

1. This negotiation approach is also called as collaborative or creating value approach.
2. It is superior to all negotiation approaches.
3. It results in both the parties feeling that they are achieving what they wanted.
4. It results in satisfaction to both the parties.
5. It has the following characteristics :
   i. There are a sufficient amount of resources to be divided and both sides can 'win'.
   ii. The dominant concern here is to maximize joint outcomes.
   iii. The dominant strategies include cooperation, sharing information, and mutual problem-solving.
   iv. This type is also called 'creating value' since the goal here is to have both sides leave the negotiating feeling they had greater value than before.

☺☺☺

5 UNIT

Communication Skills

CONTENTS

Part-1 : Introduction to Oral Communication, Nuances & Modes of Speech Delivery, Public Speaking : Confidence, Clarity, and Fluency ..... 5–2K to 5–7K

Part-2 : Non-Verbal Communication : Kinesics, Paralinguistic Features of Voice-Dynamics, Proxemics, Chronemics, and Presentation Strategies : Planning, Preparation, Organization, Delivery ..... 5–7K to 5–18K

PART-1

Introduction to Oral Communication, Nuances & Modes of Speech Delivery, Public Speaking Confidence, Clarity, and Fluency.

Questions-Answers

Long Answer Type and Medium Answer Type Questions

Que 5.1. **What is oral communication ? Give advantages and disadvantages/limitations of oral communication.**

Answer

1. The word 'oral' comes from the Latin word for mouth; so oral communication implies communication by speaking.
2. It includes individuals conversing with each other.
3. Speeches, presentations, discussions are all forms of oral communication.
4. Oral communication is generally recommended when the communication matter is of temporary kind or where a direct interaction is required.

Advantages of oral communication :

1. High level of understanding and transparency in oral communication.
2. There is flexibility for allowing changes in the decisions previously taken.
3. The feedback is spontaneous in case of oral communication.
4. Oral communication saves time, money and efforts.
5. Oral communication is best in case of problem resolution.
6. Oral communication can be best used to transfer private and confidential information.

Disadvantages/limitations of oral communication :

1. Relying only on oral communication may not be sufficient in business.
2. Oral communication is less authentic than written communication.
3. Oral communications are not easy to maintain and thus they are unsteady.
4. There may be misunderstandings due to incomplete information.
5. It requires attentiveness and great receptivity on part of the receivers.
6. Oral communication is not frequently used as legal records.

Que 5.2. **What does effective oral communication involve ?**

Answer

For effective oral communication to take place there must be :

1. **A speaker :**

   This goes almost without saying. Communication doesn't just happen, it has to be started by someone.

2. **A listener :**

   i. However well-planned or well-meant speech is, unless someone is willing to listen it does not involve communication.

   ii. Communication depends on the willingness of those present to listen.

   iii. It also depends on the speaker recognising the listener as a willing, active participant, not just a backdrop.

3. **A message :**

   i. Communication cannot take place unless something is communicated.

   ii. It's convenient to call that something a message.

   iii. It's important to understand that the listener's view of the message can be very different from that of the speaker.

4. **Understanding of the message :**

   i. This is where much communication fails.

   ii. There may be a forceful speaker, an important message, and a willing listener, but if the speaker cannot make himself understood then no communication takes place.

Que 5.3. **What are essential nuances of speech delivery ?**

OR

Write short note on nuances of speech delivery.

Answer

1. There are four basic styles of speech delivery: manuscript, memorized, extemporaneous, and impromptu.
2. Each has a variety of uses in various forms of communication.

A. Manuscript speech delivery :

1. This is the type of delivery used primarily by speakers when they prepare their speeches well in advance.
2. Manuscript delivery takes research, organization, and outlining work.
3. The speaker reads the speech off of the paper word for word to the audience.

4. It is useful when a message needs to be delivered in precise words.

B. Memorized speech delivery :

1. Memorized speaking consists of reciting a scripted speech from memory.
2. Memorization allows the speaker to be free of notes.
3. Memorized delivery is the step beyond manuscript delivery.

C. Extemporaneous speech delivery :

1. Extemporaneous speaking consists of delivering a speech in a conversational fashion using note cards.
2. The extemporaneous style is the method most often recommended.
3. For this style, the speech is not completely written out.
4. It is usually delivered with keynotes for reference.

D. Impromptu speech delivery :

1. This is a speech that has no advanced planning or practice.
2. Impromptu speaking involves delivering a message on the spur of the moment.
3. An acknowledgement, an introduction, offering thanks and so on, falls into this category.

Que 5.4. Discuss the advantages and disadvantages of the manuscript mode of speech delivery.

Answer

A. Advantages of manuscript mode :

1. Control of time,
2. Control of word choice,
3. Permanent and accurate record,
4. No tampering with facts and figures,
5. Systematically organized material.

B. Disadvantages of manuscript mode :

1. Loss of eye contact,
2. Loss of natural speaking style,
3. No scope for non-verbal communication,
4. Loss of audience attention,
5. Cannot talk to the audience.

Que 5.5. Discuss the advantages and disadvantages of the memorized mode of speech delivery.

Answer

A. Advantages of memorized mode :

1. Easy to maintain eye contact,
2. Use of appropriate non-verbal communication,
3. More focus on modulation and flow of speech,
4. Possible to finish the speech in allotted time.

B. Disadvantages of memorized mode :

1. Time is required for memorization,
2. Risk of forgetting part of the speech,
3. Speech can sound memorized,
4. Lack of spontaneity,
5. No adaptation possible during the speech.

Que 5.6. Discuss the advantages and disadvantages of the extemporaneous mode of speech delivery.

Answer

A. Advantages of extemporaneous mode :

1. More spontaneous and sound natural,
2. Allows audience interaction,
3. Adaptation possible during the speech,
4. Flexibility in use of language,
5. Systematically structured material.

B. Disadvantages of extemporaneous mode :

1. Requires great deal of preparation,
2. Inadequate preparation can make speaker nervous,
3. Too much reliance on note cards makes the speech lose its spontaneity.

Que 5.7. Discuss the advantages and disadvantages of the impromptu mode of speech delivery.

Answer

A. Advantages of impromptu mode :

1. Easy to maintain eye contact,
2. High flexibility,
3. Speech sounds natural,
4. Ability to give a spontaneous response.

B. Disadvantages of impromptu mode :

1. Unorganized delivery.
2. More likely to go over given time.
3. Might miss key information.
4. Chances of rambling very high.
5. Frequent use of vocalized pauses.

Que 5.8. **Describe some methods of speech delivery by which interest of the listeners could be sustained.**

Answer

The methods of speech delivery by which interest of the listeners could be sustained are as follows :

1. **Extemporaneous speech delivery :** Refer Q. 5.3, Page 5-3K and Q. 5.6, Page 5-5K, Unit 5.
2. **Impromptu speech delivery :** Refer Q. 5.3, Page 5-3K and Q. 5.7, Page 5-5K, Unit 5.

Que 5.9. **Differentiate between extempore and impromptu speech.**

Answer

S. No.	Extempore	Impromptu
1.	It is the kind of speech in which some time is given to prepare the speech.	It is the kind of speech in which no time is given to prepare the speech.
2.	The extemporaneous speech is delivered using just a few notes.	The impromptu speech is generated instantly and delivered immediately.
3.	Organized delivery.	Unorganized delivery.
4.	Requires great deal of preparation.	Requires no preparation.

Que 5.10. **What do you understand by public speaking ? What are the essentials of good public speaking ?**

OR

Write a short note on : confidence, clarity, and fluency in public speaking.

Answer

1. Public speaking is giving speech face to face to live audience.

2. Public speeches can cover a wide variety of different topics.
3. The goal of the speech may be to educate, entertain, or influence the listeners.
4. Often, visual aids (electronic slideshow) are used to supplement the speech and make it more interesting to the listeners.

Essentials of good public speaking :

A. Confidence in Public Speaking :

1. Confidence is an essential thing in creating good communication, especially in public speaking.
2. Public speaking needs not only fluency but also confidence.
3. Confidence is a positive attitude of the individual that enables him to take a stand against the situation he faces.
4. In public speaking, a speaker is expected to convey ideas and arguments in front of the public.
5. To achieve this goal, the speaker must have confidence in himself.
6. Confidence allows public speakers to speak with clarity.
7. When you are calm and focused, you can manage your thoughts better.
8. Confidence also helps speakers speak slowly so they are understood.

B. Clarity in Public Speaking :

1. Do not speak too fast or too slow.
2. Get the idea clearly.
3. Plan the medium and delivery.
4. Get an idea of the audience.
5. Pronounce words correctly.

C. Fluency in Public Speaking :

1. Fluency is the quality of speaking so that words and thoughts flow from your mouth in a gentle stream.
2. Speech mastery requires learning how to have control of what we say and the way we present our message.
3. The cause of a lack of fluency can be divided into three areas: mental preparation, speech preparation, and delivery.

PART-2

Non-Verbal Communication : Kinesics, Paralinguistic Features of Voice-Dynamics, Proxemics, Chronemics, and Presentation Strategies : Planning, Preparation, Organization, Delivery.

Questions-Answers

Long Answer Type and Medium Answer Type Questions

Que 5.11. **What is non-verbal communication ? What is the role of body language in non-verbal communication ?**

OR

Describe the features of body language.

Answer

Non-verbal communication : It is the transmission of messages or signals through a nonverbal platform such as facial expressions, gestures, paralinguistics such as loudness or tone of voice, body language, proxemics or personal space, eye gaze, haptics (touch), appearance, and artifacts.

Role/features of body language in non-verbal communication :

1. The role of body language is extremely crucial.
2. It works together with verbal aspects of communication to create a meaningful and effective message.
3. The sender and the receiver both play a role in non-verbal communication.
4. Body language serves to pace and regulate the flow of communication.
5. Body language has the potential to emphasize, accentuate, and enhance the verbal communication.
6. With the help of body language, more credibility can be added to the spoken word.
7. Body language can also be used to reinforce or repeat what is being said verbally.
8. Body language includes posture, hand gestures, eye contact and smile among other things.
9. It is important to maintain eye contact as it helps in building trust and establishing a good rapport.
10. It brings about a favourable reaction from the parties engaged in communication.

Que 5.12. **What is kinesics ? What are features of kinesics in presentation ?**

Answer

Kinesics is the study of physical movement of the body parts. It means the study and role of the body movements such as winking, shrugging, kicking, etc., in communication.

Feature of kinesics are as follows :

1. **Personal appearance :**
   a. It is the physical appearance which makes first impression upon the audience.
   b. It includes the following features :
      i. Physical appearance
      ii. Physique
      iii. Attractiveness
      iv. Personal hygiene
   c. All the above traits make a personality and personality creates an impression upon the people we speak with.
2. **Facial expression :**
   a. Facial expression plays an important role in oral communication.
   b. It includes the following traits :
      i. Smile
      ii. Frown
      iii. Raising of eye-brows
      iv. Tightening of jaw muscles
   c. Facial expression expresses happiness, anger, surprise, boredom, fear, sadness, hatred, liking, disliking, rejection, love, agreement, frustration, etc.
3. **Head movements :**
   a. Movements of head speak more than words.
   b. Nodding of the head shows honor, confidence and self-respect.
   c. The low-bent head shows politeness and modesty.
   d. The jerk of the head shows either rejection or confirmation.
4. **Posture or body position :**
   a. It refers to the way one stands, sits and walks.
   b. When someone stands erect, it shows confidence.
   c. When someone sits with ease and grace, it shows his majesty and royalty.
   d. When someone walks with ease and grace, it shows he is energetic and confident.
   e. Slump posture shows unwillingness and uneasiness.
5. **Eye contact :**
   a. The eyes are the windows of the mind.
   b. They express passion, moods and other physical and mental traits.

Eye contact
- Sincerity
- Intelligence
- Attitude
- Feelings
- Level of interest

6. **Gesture :**
   a. These are those physical movements that someone makes often unconsciously.
   b. The following are some gestures :

Gestures
- Playing with a key-ring
- Twisting a key chain
- Clasping one's hand tightly
- Shrugging shoulders
- Thumps-up
- Nodding head
- Shaking head

7. **Body shape :**
   a. It is also known as physical shape.
   b. It is basically classified as :

Body shape
- Ectomorph
  - Thin
  - Tall
  - Youthful
- Nesomorph
  - Strong
  - Athletic
  - Muscular
- Endomorph
  - Fat
  - Round
  - Soft

   c. Physical body speaks a lot about the personality of a man.
   d. If a man is youthful and tall, he is supposed to be a leader and a dominant person.
   e. If a man is fat and round, he is supposed to be a lazy person.

Que 5.13. What is the role of eye contact in communication ?

Answer

1. Eye contact plays a crucial role in communication.
2. It is usually a mirror of our truest and innermost feelings.
3. That is why we normally distrust people who do not maintain eye contact while telling us something.
4. Maintaining eye contact signifies that :
   i. We are paying attention to what the person is speaking.

   ii. Shows our sincerity and confidence.
   iii. Helps avoid any misunderstandings due to any cultural pattern.

Que 5.14. Explain importance of kinesics in verbal as well as in non-verbal communication.

Answer

1. Kinesics refers to the aspects of body language in communication.
2. Body language includes posture, hand gestures, eye contact, smile, etc.

Importance of kinesics in verbal communication :

1. Human beings use body language in communication along with verbal communication. In the business world, body language illustrates confidence and commitment.
2. Positive body language suggests that one is approachable, attentive and open to new ideas and suggestions.
3. Facial expression of an individual while speaking impacts others. If a person is happy and wears a smile on his face, it may also make others smile.
4. Proper eye contact also influences the listeners and is very crucial at the times of interviews and group discussions.
5. It is vital to use the right posture while communicating. The posture includes head, hands, legs, back, and for the right posture it is essential to make the body movements perfect.

Importance of kinesics in non-verbal communication :

1. Kinesics is very important in non verbal communication.
2. Sometimes it acts as a substitute to words or oral language.
3. Sometimes it may accompany the words to make them more effective or to modify it.

Que 5.15. How can you define the role of paralinguistic features in business presentation ?

OR

Write a note on nuances of voice dynamics.

OR

Write a short note on paralinguistic feature of voice dynamics.

Answer

Paralinguistic communication refers to the study of human voice and how words are spoken. Paralinguistic features are non-verbal vocal cues that help us to give urgency to our voice. The various features that are useful to understand the characteristic nuances of voice are :

1. **Quality :**
   i. It is a characteristic that distinguish one voice from another.
   ii. Each person has a unique voice and its quality depends on its resonating mechanism.
   iii. The quality of one's voice may be rich and resonant, soft and alluring, thin and nasal, hoarse and husky, or harsh and irritating.
2. **Volume :**
   i. Volume is the loudness or softness of the voice.
   ii. One's voice should always project but need not always be loud.
3. **Rate :**
   i. It is the number of words that one speaks per minute.
   ii. It varies from person to person and from 80 to 250 words per minute.
   iii. The normal rate is from 120 to 150 words per minute.
4. **Pitch :**
   i. Pitch refers to the number of vibrations of voice per second.
   ii. The rise and fall of the voice conveys various emotions.
5. **Articulation :**
   i. Articulation is a set of speech habits established over a long period.
   ii. It is basically the ability to modify voice or breath with tongue, teeth, lips and other organs of speech in order to produce speech sounds.
6. **Pronunciation :**
   i. Pronunciation requires us to speak out sounds in way that is generally accepted.
   ii. Pronunciation is the manner of uttering or speaking and good pronunciation is the way of speaking that ordinary people find easy to understand.
7. **Voice modulation :**
   i. Modulation pertains to the way we regulate, vary, or adjust the tone, pitch and volume of the sound or speaking voice.
   ii. Modulation of voice brings flexibility and vitality to our voice.
   iii. Word stress and sentence stress also play an important role in voice modulation.
8. **Pauses :**
   i. It is short silence flanked by words.
   ii. A pause in speaking helps the listener to reflect on the message and digest it accordingly.

Que 5.16. **Explain various dimensions of speech.**

Answer

Various dimensions of speech are :

1. **Accent (Way of pronunciation) :**
   i. Accent is the way of pronouncing the words of a language that shows the person belongs to which country, area or social class.
   ii. Accent is a manner of pronunciation peculiar to a particular individual, location, or nation. The region to which we belong affects our accent.
   iii. It is an important factor whether English is our first language or second language.
2. **Pitch (Loudness) :**
   i. Pitch is a property that allows the ordering of sounds on a frequency-related scale.
   ii. Pitches are compared as "higher" and "lower".
   iii. The rise and fall of the voice conveys various emotions.
   iv. A well balanced pitch results in a clear and effective tone. It helps us to avoid being monotonous.
3. **Rhythm (Sound pattern achieved by using stress in words) :**
   i. Rhythm refers to a pattern of sounds.
   ii. Maintaining a rhythm in a speech makes the speech sound natural and fluent.
   iii. Rhythm is produced by stressed and unstressed words in a sentence.
   iv. To achieve good rhythm in speaking we should know which words to be stressed and which are not to be stressed in a sentence.
4. **Intonation (Variation of pitch or loudness of the words in a sentence) :**
   i. The intonation in a language refers to the patterns of pitch variation or the tones it uses in its utterances.
   ii. In normal speech, the pitch of our voice goes on changing constantly *i.e.*, going up, going down, and sometimes remaining steady.
   iii. Different pitches of the voice combine to form patterns of pitch variation or tones, which together constitute intonation.
   iv. Intonation is closely linked to stress because important changes in pitch occur with stressed syllables.

Que 5.17. **Write short notes on : Proxemics.**

Answer

1. Proxemics is the study of personal space and the degree of separation that individuals maintain between each other in social situations.
2. The distance surrounding a person forms a space.
3. The personal space around a person's body includes a number of concentric circles where the closer areas are reserved for more trusted people.
4. Edward T. Hall classifies the interpersonal distances in four distinct zones :

A. Intimate zone :

1. Intimate zone is an area where people having close relationships are allowed.
2. The distance in this zone is less and may at times allow people to touch each other.
3. In this zone, people of the inner family circle, close relatives, lovers and parents are allowed.
4. Intimate zone ranges from 6 to 18 inches.

B. Personal zone :

1. Personal space zone is the zone which a person feels to be his own.
2. People in this zone are friendly but not intimate, comfortable but not too close.
3. Friends, colleagues, neighbours, etc., come under this zone.
4. This zone ranges from 18 inches to 4 feet.

C. Social zone :

1. Social zone is the area we usually maintain with people whom we don't know personally but know socially.
2. While interacting with people, you have to maintain some amount of formality without causing any inconvenience or discomfort to them.
3. This zone ranges from 4 to 10 feet.

D. Public zone :

1. Public zone is the farthest and the widest gap maintained between the speaker and the listener.
2. The speaker in this zone addresses a huge gathering from a raised platform and usually uses a microphone.
3. Communication in this zone is often one way and the speaker has less control over the crowd.
4. The distance ranges from 10 to 15 feet between the speaker and the audience.

Que 5.18. Write short notes on : Chronemics.

Answer

1. Chronemics is the study that tells how human beings utilize time while communicating.
2. Time reflects our sincerity and our punctuality.
3. It can hint at a person's devotion and dedication to his job or assignment.
4. The importance of time has much to do in a professional world.
5. The way someone values and perceives time plays a considerable role on his or her communication process.
6. The use of time can affect lifestyles, personal relationships, and work life.
7. Across cultures, people usually have different time perceptions. Time perceptions include punctuality, interactions, and willingness to wait.
8. Three main types of time are used in chronemics: interactive, conceptual, and social.
9. The growth of an organization too depends largely on the importance given to time.

Que 5.19. Mention the steps in preparing a presentation.

OR

Write short notes on : presentation strategies.

Answer

Following are the steps in preparing a presentation :

A. Planning the presentation : Planning a presentation involves :

a. Defining the purpose :

1. Planning a presentation should start by defining its purpose.
2. A general purpose as well as a specific purpose should be identified.
3. General purpose include :
   i. To share information
   ii. To persuade
   iii. To demonstrate
4. Specific purpose of a presentation involves identifying an observable measurable that the audience should be able to take.

b. Analysing the audience :

1. Audience analysis is an integral part of the presentation.
2. It includes :

i. Identifying audience characteristics,
ii. Analysing audience needs and expectations, and
iii. Identifying factors for getting and maintaining audience attention.

c. Analysing the occasion :

1. In order to understand the communicative situation the occasion on which the presentation is to be made should be analysed.
2. Several aspects of the event like its background, the people involved, the organisations linked to the event, and so on need to be considered.

d. Choosing a suitable title :

1. A title has to be chosen for the presentation.
2. The title gives the audience the first glimpse of the presentation and they forms their first impressions.
3. It is essential that the title is appropriate and conveys the essence of the message.
4. A vague, misleading, and fussy title may confuse the audience.

B. Preparing the presentation : Preparing for a presentation involves :

a. Developing the central idea & main points :

1. The central idea of the presentation is its core idea.
2. It should be a complete declarative sentence that captures the essence of the message.
3. The presenter may make a logical division of the central idea, establish and support the central idea with a series of steps.

b. Gathering supporting material :

1. Information to be used in the presentation should be carefully selected.
2. This depends on the scope and length of the presentation.
3. For gathering supporting information use systematic approach.
4. The presenter should gather all his thoughts on the subject.
5. Thereafter, several research resources should be consulted.
6. A list of material to be included in presentation should be made.
7. The supporting material include facts, examples, definitions, quotations, and so on.

c. Planning visual aids :

1. Using appropriate visual aids increase the effectiveness of presentations.
2. Following types of visual aids may be used :
   i. Three-Dimensional visual aids.
   ii. Two-Dimensional visual aids.

C. Organising the presentation : Presentation are organised into three distinct parts :

a. Introduction :

1. The introduction should be relevant to the listeners' goals, values, and needs.
2. The introduction should be such that it convinces the audience to listen to it.
3. It has following functions :
   i. Get the audience's attention
   ii. Introduce the subject
   iii. Give the audience a reason to listen
   iv. Establish the credibility
   v. Preview the main ideas

b. Body :

1. The body contains the main content of the presentation.
2. The speaker should use only few main points with relevant supporting details.
3. The speaker should concentrate on each main point and use appropriate transitions to indicate a change of point.

c. Conclusion :

1. The conclusion of presentation should accomplish the following four specific objectives :
   i. Summarise the presentation
   ii. Reemphasise the central idea
   iii. Motivate the audience to respond
   iv. Provide closure

D. Delivering the presentation : There are three delivery methods :

a. Memorising method :

1. Some people prefer to memorise the entire presentation and present it from memory.
2. This method may be used if the speaker has stage fear.
3. Learning what one intends to say word for word may develop the required confidence in the person.

b. Reading method :

1. In reading method the presentation is written out and delivered by reading from the manuscript.
2. In this method there is no danger of forgetting anything.
3. This method is useful while presenting complex technical information or statistical data.

c. Outlining method :

1. In this method presentation is given with the help of delivery notes.
2. The notes should be prepared carefully.
3. Success of the presentation largely depends on the quality and type of delivery notes.

☺☺☺

1 UNIT

Basics of Applied Grammar & Usage (2 Marks Questions)

1.1. What do you understand by the term 'tense' ?

Ans. Tense expresses time reference of an action or event.

1.2. Mention various forms of tense.

Ans.
1. The main tenses are present, past, and future.
2. Each tense has four forms.

S. No.	Present	Past	Future
1.	Simple Present	Simple Past	Simple Future
2.	Present Continuous	Past Continuous	Future Continuous
3.	Present Perfect	Past Perfect	Future Perfect
4.	Present Perfect Continuous	Past Perfect Continuous	Future Perfect Continuous

1.3. What do you mean by parts of speech ?

Ans. Parts of speech are the classification of words categorized by their roles and functions within the structure of the language.

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

Ans. In English, there are eight parts of speech :
1. Noun
2. Pronoun
3. Verb
4. Adjective
5. Adverb
6. Preposition
7. Conjunction
8. Interjection

1.5. What do you mean by active voice ?

Ans. Active voice means that a sentence has a subject that acts upon its verb.

1.6. What do you mean by passive voice ?

Ans. Passive voice means that a subject is a recipient of a verb's action.

1.7. What are articles ?

Ans. Articles are words that define a noun as specific or unspecific.

1.8. What are the types of articles ?

Ans. There are two types of articles: definite and indefinite.

1.9. What are antonyms ?

Ans. Antonyms are words that have contrasting, or opposite, meanings (for example, close and open).

1.10. Give the types of antonyms.

Ans. There are three different kinds of antonyms :
1. Complementary
2. Relational
3. Graded

1.11. What are synonyms ?

Ans. Synonyms are words that are similar to another word or have a related meaning (for example, shut and close).

1.12. What is prefix ?

Ans. A prefix is a group of letters placed before the root of a word.

1.13. What is suffix ?

Ans. A suffix is a group of letters placed after the root of a word.

1.14. What is narration ?

Ans. The art of reporting the words of a speaker is called narration.

1.15. What are conditional sentences ?

Ans. Conditional sentences are statements discussing known factors or hypothetical situations and their consequences.

1.16. Mention different types of conditional sentences.

Ans. Following are four different types of conditional sentences :
1. Zero Conditional Sentences
2. First Conditional Sentences
3. Second Conditional Sentences
4. Third Conditional Sentences

1.17. What is concord ?

Ans. The 'subject' of a sentence and its 'verb' must agree with each other for the grammatical accuracy of a sentence. Concord refers to this subject-verb agreement in a sentence.

1.18. What do you understand by tag questions ?

Ans.
1. A tag question is a special construction in English. It is a statement followed by a mini-question.
2. We use tag questions to ask for confirmation.

1.19. What are punctuation marks ?

Ans.
1. Punctuation is used to create sense, clarity and stress in sentences.
2. We use punctuation marks to structure and organise our writing.
3. Without punctuation marks, any piece of writing shall fail to convey the intended meaning.

1.20. Mention some of the punctuation marks used in English Grammar.

Ans. Following are some of the punctuation marks used in English Grammar :
1. Full Stop (.)
2. Comma (,)
3. Dash
4. Hyphen
5. Question Mark (?)
6. Exclamation Mark (!)
7. Quotation Marks (" ")
8. Semicolon (;)
9. Colon (:)
10. Parentheses ( )
11. Brackets [ ]
12. Apostrophe (')
13. Slash or Oblique (/)
14. Ellipsis (...)

☺☺☺

2 UNIT

Presentation & Interaction Skills (2 Marks Questions)

2.1. What is speech delivery ?

Ans. Speech delivery refers to the presentation of the speech that have been researched, organized, outlined, and practiced.

2.2. Explain the importance of speech delivery.

Ans. **Importance of speech delivery :**
1. Delivery can communicate the confidence and preparedness of speaker to the audience.
2. Effective delivery shows the audience that the speaker has researched the topic and understands what he is speaking about.
3. An effective delivery allows the speaker to pull it all together—to showcase his work and to speak with confidence during delivery.

2.3. What are the key issues in effective speech delivery ?

Ans.
1. Overcoming Anxiety
2. Preparing Carefully
3. Setting the Tone
4. Considering Language and Style
5. Incorporating Visual Aids
6. Being aware of Time Limits
7. Choosing a Delivery Method
8. Practicing Your Speech

2.4. What do you understand by the term interjecting in communication ?

Ans. In communication; interjecting means to say something while another person is speaking.

2.5. Give objectives of interjecting.

Ans. Objectives of interjecting :
1. To ask for clarification
2. To agree with the other person
3. To show interest and enthusiasm
4. To mention something similar that you'll talk about later

2.6. What is a group discussion ?

Ans. Group discussion is defined as an activity in which a small number of persons (approx. 3 to 8) meet face to face and exchange and share ideas freely.

2.7. Give the purpose/objective of conducting group discussion.

Ans. Group discussion serves several purposes :

1. Collecting data.
2. Breeding fresh ideas and taking inputs from a particular group.
3. Perception of common people on a particular topic.
4. Identify a solution to a specific problem or issue.
5. Selecting candidates after their written test for hiring in a company.
6. Selecting candidates for admission in an educational institute.

2.8. What are the advantages of group discussion ?

Ans. The advantages of group discussion are as follows :

1. It provides a deeper understanding of the subject.
2. It improves the critical thinking ability.
3. It provides different approaches to solving a problem.

2.9. What is an argument ? What is argumentation ? Give significance of argumentation.

Ans. The term argument refers to "a reasoned attempt to convince the audience to accept a particular point of view about a debatable topic."

2.10. What is argumentation ?

Ans.

1. Argumentation represents an effort based on careful thinking and planning where the appeal is to the mind, the intellect of the audience.
2. Argumentation is a form of instrumental communication relying on reasoning and proof to influence belief or behaviour through the use of spoken or written messages.
3. The key concept here is to make the audience believe your position; accept your logic and evidence.

2.11. Give the pattern of argumentation.

Ans. The regular pattern of argumentation includes the following elements :

1. Problem
2. Theory or Assertion
3. Arguments or Evidences
4. Objections
5. Counter-arguments or reinforcement
6. Conclusion

2.12. Mention the ingredients/internal structure of arguments.

Ans. Typically an argument has an internal structure, comprising the following :

1. Set of assumptions or premises
2. Method of reasoning or deduction
3. Conclusion

2.13. What is a debate ?

Ans. Debate is a process that involves formal discussion on a particular topic.

2.14. What is a discussion ?

Ans. A discussion involves interaction among group members, a willingness to share ideas, and a willingness to respect others' points of view.

2.15. What is public speaking ?

Ans. Public speaking is giving speech face to face to live audience.

2.16. Mention benefits of public speaking.

Ans. Benefits of public speaking include :

1. Improves confidence
2. Better research skills
3. Stronger deductive skills
4. Ability to advocate for causes

2.17. What is audience analysis ?

Ans. Audience analysis involves identifying the audience and adapting a speech to their interests, level of understanding, attitudes, and beliefs.

2.18. Mention some audience analysis factors.

Ans. Following are some audience analysis factors :

1. Audience expectations about the occasion of the speech, its topic, and the personality of the speaker.
2. Audience's knowledge or familiarity with the topic.
3. Audience's attitude or approach towards the topic.
4. Audience size and its ability to listen.

2.19. What are various types of audience analysis ?

Ans. Following are various types of audience analysis :

1. Demographic Analysis
2. Psychographic Analysis
3. Situational Analysis
4. Multicultural Analysis

2.20. What are the various styles of public speaking ?

Ans. There are four basic styles of presenting a speech: manuscript, memorized, extemporaneous, and impromptu.

2.21. What is an interview ?

Ans. An interview is essentially a structured conversation where one participant asks questions (interviewer), and the other provides answers (interviewee).

2.22. Give the sequence of interview.

Ans. **Sequence of interview :**

1. **Screening stage :** The preliminary stage which is generally held at the campus.
2. **Selection stage :** At the second stage of interview the applicant will be asked to interact with several people: human resource department, potential colleague and supervisor.
3. **Final stage :** For final evaluation - the top executives of the company asks certain questions and finally decides.

2.23. What are various types of interview ?

Ans. Depending on the objective and nature, interviews can be categorized into following types :

1. Job interviews
2. Exit interview
3. Disciplinary interviews
4. Termination interviews
5. Information interviews
6. Evaluation interviews
7. Persuasive interviews

2.24. What is the focus of interview ?

Ans. **Focus of interview :** The focus of interview is to find out the following necessary skills in a candidate :

1. Effective communication skills
2. Analytical/Research skills
3. Computing skills
4. Interpersonal skills
5. Management skills
6. Leadership skills
7. Positive attitude
8. Adaptability
9. Team working skills
10. Innovation skills

2.25. What are various objectives of interview ?

Ans. Interviews are conducted to achieve the following objectives :

1. To select a person for a specific task.
2. To monitor performance.
3. To collect information.
4. To exchange information.
5. To counsel.

☺☺☺

3 UNIT

Interpersonal Communication Skills (2 Marks Questions)

3.1. What is interpersonal communication ?

Ans. Interpersonal communication is the process of exchange of information, ideas and feelings between two or more people through verbal or non-verbal methods.

3.2. Mention basic methods of interpersonal communication.

Ans. Methods of interpersonal communication :

1. Formal interpersonal communication
2. Informal interpersonal communication

3.3. Give uses of interpersonal communication.

Ans. Interpersonal communication can be used to:

1. Give and collect information.
2. Influence the attitudes and behaviour of others.
3. Form contacts and maintain relationships.
4. Make decisions and solve problems.
5. Regulate power.

3.4. What are the principles of interpersonal communication ?

Ans. Following are the four principles of interpersonal communication :

1. Communication is Inevitable
2. Interpersonal Communication is Irreversible
3. Communication is Complex
4. Communication is Contextual

3.5. What are the requisites of interpersonal communication ?

Ans. In communication theory, following are six key components/ requisites of interpersonal communication :

1. The communicators
2. The message
3. Noise
4. Feedback
5. Context
6. Channel

3.6. What is teamwork ?

Ans. When a group of people work together cohesively, towards a common goal, creating a positive working atmosphere, and supporting each other to combine individual strengths to enhance team performance is called teamwork.

3.7. What is empathy ?

Ans. Empathy is the ability to recognize emotions in others, and to understand other people's perspectives on a situation.

3.8. What are the stages of empathy ?

Ans. There are three stages of empathy :

1. Cognitive empathy is being aware of the emotional state of another person.
2. Emotional empathy is engaging with and sharing those emotions.
3. Compassionate empathy involves taking action to support other people.

3.9. How to develop empathy at work ?

Ans. To develop empathy effectively at work :

1. Give your full attention.
2. Consider other people's perspectives.
3. Take action.

3.10. What is emotional intelligence ?

Ans. Emotional intelligence (emotional quotient or EQ) is the ability to understand, use, and manage your own emotions in positive ways to relieve stress, communicate effectively, empathize with others, overcome challenges and defuse conflict.

3.11. What are the attributes of emotional intelligence ?

Ans. Emotional intelligence comprised of four attributes: self-awareness, self-management, social awareness, and relationship management.

3.12. What is time management ?

Ans. "Time management" is the process of organizing and planning how to divide your time between specific activities.

3.13. What are the benefits of time management ?

Ans. Benefits of time management :

1. Greater productivity and efficiency.
2. A better professional reputation.
3. Less stress.
4. Increased opportunities for advancement.
5. Greater opportunities to achieve important life and career goals.

3.14. What are the consequences of poor time management ?

Ans. Consequences of poor time management :

1. Missed deadlines.
2. Inefficient work flow.
3. Poor work quality.
4. A poor professional reputation and a stalled career.
5. Higher stress levels.

3.15. What is attitude ?

Ans. An attitude is an expression of favour or disfavour towards a person, place, thing, or event.

3.16. What is networking ?

Ans.

1. Networking is the process of speaking to professional contacts and sharing information with them.
2. Networking is based on the idea that you can build a relationship with people from a point of common interest.

3.17. What is speed reading ?

Ans. Speed reading is the process of rapidly recognizing and absorbing phrases or sentences on a page all at once, rather than identifying individual words.

3.18. What are various methods of speed reading ?

Ans. Methods of speed reading are :

1. Meta guiding method
2. The Tracker-and-Pacer method
3. The Scanning (or Previewing) method

3.19. What are the ways to improve speed reading ?

Ans. Ways to improve your speed reading are :

1. Avoid distractions
2. Go easy.
3. Cover words that you've already read.
4. Know what you want from the text.
5. Benchmark your progress.
6. Practice.

☺☺☺

4 UNIT

Persuasion and Negotiation Skills (2 Marks Questions)

4.1. What is persuasion ?

Ans. Persuasion is an attempt to get a person to behave in a manner, or embrace a point of view related to values, attitudes, and beliefs, that he or she would not have done otherwise.

4.2. What is the need to study persuasion ?

Ans. Study of persuasion today is extremely important for five basic reasons :

1. The sheer number of persuasive communications has grown exponentially.
2. Persuasive messages travel faster than ever before.
3. Persuasion has become institutionalized.
4. Persuasive communication has become more subtle and devious.
5. Persuasive communication is more complex than ever before.

4.3. Mention the basic parts of process of persuasion.

Ans. Basic parts of process of persuasion are :

1. The source or persuader
2. Goal
3. Message
4. Audience

4.4. What are various types of audience analysis ?

Ans. Following are the three types of audience analysis :

1. Demographic Analysis
2. Psychographic Analysis
3. Situational Analysis

4.5. How do you classify the audience ?

Ans. Classification of audience :

1. Negative audiences
2. Positive audiences
3. Divided audience
4. Uninformed audience
5. Apathetic audiences

4.6. What are various persuasion techniques ?

Ans. Following are the three techniques of persuasion and the choice of the specific technique depending on values, priorities and contextual demands.

1. Reason
2. Exchange
3. Pressure

4.7. What are persuasion skills ?

Ans. Persuasion involves several common soft skills, including :

1. Communication
2. Emotional intelligence
3. Active listening
4. Logic and reasoning
5. Interpersonal skills
6. Negotiation

4.8. Describe the steps in persuasion process.

Ans. Effective persuasion involves following four steps :

1. Establish credibility
2. Find common ground
3. Provide vivid evidence
4. Connect emotionally

4.9. What is a negotiation ?

Ans. A negotiation is a strategic discussion that resolves an issue in a way that both parties find acceptable.

4.10. What are various stages of negotiation ?

Ans. Process of negotiation includes the following stages :

1. Preparation
2. Discussion
3. Clarifying Goals
4. Negotiate Towards a Win-Win Outcome
5. Agreement
6. Implementing a Course of Action

4.11. What are the characteristics of a good negotiator ?

Ans. Characteristics of a good negotiator are :

1. A good negotiator is prepared.
2. A good negotiator is specific.
3. A good negotiator is curious.
4. A good negotiator listens.
5. A good negotiator is not greedy.
6. A good negotiator is focused.
7. A good negotiator recognises when to adjourn.

4.12. What are the various approaches to negotiation ?

Ans. The various approaches to negotiation are as follows :

1. Distributive Negotiation or Win-Lose Approach
2. Lose-Lose Approach
3. Compromise Approach
4. Integrative Negotiation or Win-Win Approach

☺☺☺

5 UNIT

Communication Skills (2 Marks Questions)

5.1. What is oral communication ?

Ans.
1. The word 'oral' comes from the Latin word for mouth. So oral communication implies communication by speaking.
2. It includes individuals conversing with each other.
3. Speeches, presentations, discussions are all forms of oral communication.

5.2. Give advantages of oral communication.

Ans. Advantages of oral communication :
1. High level of understanding and transparency in oral communication.
2. There is flexibility for allowing changes in the decisions previously taken.
3. The feedback is spontaneous in case of oral communication.

5.3. Give disadvantages/limitations of oral communication.

Ans. Disadvantages/limitations of oral communication :
1. Relying only on oral communication may not be sufficient in business.
2. Oral communication is less authentic than written communication.
3. Oral communications are not easy to maintain and thus they are unsteady.

5.4. What does effective oral communication involve ?

Ans. For effective oral communication to take place there must be :
1. A speaker 2. A listener
3. A message 4. Understanding of the message

5.5. What are the basic styles of speech delivery ?

Ans. There are four basic styles of speech delivery: manuscript, memorized, extemporaneous, and impromptu.

5.6. Give the advantages of the manuscript mode of speech delivery.

Ans. Advantages of manuscript mode :
1. Control of time,
2. Control of word choice, 3. Permanent and accurate record.

5.7. Give the disadvantages of the manuscript mode of speech delivery.

Ans. Disadvantages of manuscript mode :
1. Loss of eye contact, 2. Loss of natural speaking style,
3. No scope for non-verbal communication.

5.8. Give the advantages of the memorized mode of speech delivery.

Ans. Advantages of memorized mode :
1. Easy to maintain eye contact,
2. Use of appropriate non-verbal communication,
3. More focus on modulation and flow of speech.

5.9. Give the disadvantages of the memorized mode of speech delivery.

Ans. Disadvantages of memorized mode :
1. Time is required for memorization,
2. Risk of forgetting part of the speech,
3. Speech can sound memorized.

5.10. Give the advantages of the extemporaneous mode of speech delivery.

Ans. Advantages of extemporaneous mode :
1. More spontaneous and sound natural,
2. Allows audience interaction,
3. Adaptation possible during the speech.

5.11. Give the disadvantages of the extemporaneous mode of speech delivery.

Ans. Disadvantages of extemporaneous mode :
1. Requires great deal of preparation,
2. Inadequate preparation can make speaker nervous,
3. Too much reliance on note cards makes the speech lose its spontaneity.

5.12. Give the advantages of the impromptu mode of speech delivery.

Ans. Advantages of impromptu mode :
1. Easy to maintain eye contact, 2. High flexibility,
3. Speech sounds natural.

5.13. Give the disadvantages of the impromptu mode of speech delivery.

Ans. Disadvantages of impromptu mode :
1. Unorganized delivery, 2. More likely to go over given time,
3. Might miss key information.

5.14. What do you understand by public speaking ?

Ans. Public speaking is giving speech face to face to live audience.

5.15. What are the essentials of good public speaking ?

Ans. Following are the essentials of good public speaking :
1. Confidence in Public Speaking 2. Clarity in Public Speaking
3. Fluency in Public Speaking.

5.16. What is non-verbal communication ?

Ans. It is the transmission of messages or signals through a nonverbal platform such as facial expressions, gestures, paralinguistics such as loudness or tone of voice, body language, proxemics or personal space, eye gaze, haptics (touch), appearance, and artifacts.

5.17. What is kinesics ?

Ans. Kinesics is the study of physical movement of the body parts. It means the study and role of the body movements such as winking, shrugging, kicking, etc., in communication.

5.18. What are features of kinesics in presentation ?

Ans. Feature of kinesics are as follows :

1. Personal appearance
2. Facial expression
3. Head movements
4. Posture or body position
5. Eye contact
6. Gesture
7. Body shape

5.19. What do you understand by paralinguistic communication ?

Ans. Paralinguistic communication refers to the study of human voice and how words are spoken.

5.20. What are paralinguistic feature of voice dynamics ?

Ans. The various paralinguistic feature of voice dynamics are :

1. Quality
2. Volume
3. Rate
4. Pitch
5. Articulation
6. Pronunciation
7. Voice modulation
8. Pauses

5.21. What are the various dimensions of speech ?

Ans. Various dimensions of speech are :

1. Accent (Way of pronunciation)
2. Pitch (Loudness)
3. Rhythm (Sound pattern achieved by using stress in words)
4. Intonation (Variation of pitch or loudness of the words in a sentence)

5.22. What do you understand by proxemics ?

Ans. Proxemics is the study of personal space and the degree of separation that individuals maintain between each other in social situations.

5.23. What do you understand by chronemics ?

Ans. Chronemics is the study that tells how human beings utilize time while communicating.

5.24. Mention the steps in preparing a presentation.

Ans. Following are the steps in preparing a presentation :

1. Planning the presentation
2. Preparing the presentation
3. Organising the presentation
4. Delivering the presentation

☺☺☺