

Professional English Skills

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PART - A

Q1. Communication is incomplete without which of the following?

Ans. D) feedback

Q2. Which of the following is an example of verbal communication?

Ans. D) Speaking to someone

Q3. What is the term for the distortion or interference that can affect the clarity of a message during communication?

Ans. C) Noise

Q4. An example of external communication is:

Ans. A) Addressing the media

Q5. What does 'paralanguage' refer to?

Ans. B) Non-verbal communication

Q6. Which of the following is an example of a verbal barrier to effective communication?

Ans. B) using jargons or technical language.

Q7. Which of the following is an example of upward communication within an organization?

Ans. D) A company newsletter sent to all employees.

Q8. Which of the following is an example of communication barrier related to culture?

Ans. A) using formal language in a casual setting

Q9. Which type of communication is typically more formal and follows a predetermined structure or format?

Ans. B) written communication

Q10. Which of the following is an example of a non-verbal cue that can convey a negative message in communication?

Ans. C) crossing one's arms

PART - B

Q1. Explain what business communication is. What are the salient features of this communication? How it is different from other communication?

Ans. Business communication refers to the process of exchanging information within and between organizations to facilitate business activities, convey messages and achieve specific objectives. It involves various forms of communication, including written, verbal and nonverbal interactions all within a professional context.

Salient features of Business communication:

1. Formality: Business communication is characterized by a formal tone. It adheres to professional standards, etiquette and often follows predefined structures in written documents, official emails and during business meetings.

2. Purposeful: Every instance of business communication serves a specific purpose aligned with organization goals. Whether it's conveying information, making decisions or negotiating business communication is goal-oriented.
3. Structured: Business communication is often structured and organized. Documents, reports and presentations follow a logical sequence to convey information clearly and coherently.
4. Multidirectional: Communication in a business setting occurs in multiple directions - upward, downward and lateral. It involves communication between different levels of the organizational hierarchy, ensuring a flow of information throughout the entire structure.
5. Professionalism: This includes using appropriate language, maintaining a respectful tone and adhering to established norms and standards within the business environment.
6. Feedback-Oriented: Business communication encourages feedback. Organizations often seek input to enhance communication effectiveness and address any issues or concerns. Feedback can be verbal, nonverbal or written.
7. Legal Implications: Official documents, contracts and agreements require precision in language to ensure compliance and avoid legal issues.

Difference from other communication:

1. Formality and Structure: Business communication tends to be more formal and structured compared to personal or casual communication.

It often follows predefined formats and etiquette.

2. Objective Driven: Business communication is purpose-driven and goal-oriented. It focuses on achieving specific business objectives, such as conveying information, making decisions or negotiating deals.

3. Professional Tone: The tone of business communication is professional and objective. It prioritizes clear and concise expression without the personal or emotional elements that might be present in informal communication.

4. Hierarchy and Organization: Information flows through formal channels and the structures is often dictated by the reporting relationships within the organization.

5. Legal and Regulatory Considerations: Official documents, contracts and agreements require precise language to ensure compliance and avoid legal issues.

6. Multidirectional Flow: Business communication involves multi directional flow, encompassing communication from top to bottom, bottom to top and laterally within the organization. This multidirectional nature distinguishes it from one-way communication in personal interactions.

Q2. Explain the 7C's of communication with the help of examples.

Ans. The seven C's of communication are set of principles designed to enhance the clarity and effectiveness of communication.

They are:

1. Clearness: Instead of saying, "We need to cut costs" say, "To

improve our financial situation, we must reduce unnecessary expenses"

2. Conciseness: Instead of lengthy email, a concise message like, "Please submit your reports by Friday for the upcoming meeting", is more effective.

3. Consideration: When giving feedback, consider the other person's feelings. Instead of saying "you're not meeting expectations" say, "I appreciate your efforts; let's discuss areas of improvement".

4. Concreteness: Instead of saying, "Improve your performance" be concrete: "Increase your sales by 10% in the next quarter."

5. Correctness: Ensure accuracy in written communication. An email with correct spelling, grammar and facts enhances credibility.

6. Courtesy: Even in disagreement, maintain courtesy. Instead of saying "your idea won't work"

7. Completeness: Provide all necessary information. Instead of saying "I need your report", specify: "Please submit your quarterly sales report by 3PM on Friday."

Applying the seven C's improves communication by making message clear, concise and considerate of the audience, leading to more effective and positive interactions.

Q3. Describe the communication process model, including its key elements such as sender, message, channel, receiver, feedback and noise. How do these components interact to facilitate effective communication?

Ans. Communication Process model:

The communication process model is a conceptual framework that illustrates how communication occurs between individuals or groups. It involves several key components that interact to facilitate effective communication.

The basic key elements of the model include:

1. **Sender:** The sender is the individual or entity initiating the communication. They have a message to convey to the receiver. The sender encodes the message, translating thoughts or ideas into a format that can be transmitted.
2. **Message:** The message is the information, idea or emotion that the sender wishes to communicate. It can take various forms including verbal, written, visual or nonverbal expressions.
3. **Channel:** The channel is the medium through which the message is transmitted from the sender to the receiver. Channels can include face-to-face conversations, emails, written documents, phone calls or any other means of communication.
4. **Receiver:** The receiver is the individual or group for whom the message is intended. They decode the message, interpreting the information based on their understanding, knowledge and context.
5. **Feedback:** Feedback is the response or reaction provided by the receiver to the sender's message. It completes the communication loop, allowing the sender to assess whether the message was understood as intended. Feedback can be verbal, nonverbal or written.
6. **Noise:** Noise refers to any interference or distortion that can

affect the clarity of the message during the communication process. It can be external (e.g., preconceived notions), or semantic (e.g., language barriers).

Interaction of components:

1. **Sender Encodes Message:** The sender starts by encoding their thoughts into a message. This involves choosing words, structuring sentences, and considering the appropriate tone and format.
2. **Message Transmitted through channel:** The encoded message is transmitted through chosen communication channel. The sender selects a channel based on factors such as urgency, complexity and a nature of the message.
3. **Receiver Decodes Message:** The receiver receives the message and decodes it, interpreting the information based on their understanding, experiences and knowledge. Effective communication requires the receiver to interpret the message as intended by the sender.
4. **Feedback Provided:** The receiver provides feedback, indicating their understanding or response to the message. This feedback allows the sender to assess the effectiveness of the communication and make adjustments if necessary.
5. **Noise Impact:** Throughout the process, noise can affect the clarity of the message. It can introduce distortion or interference, leading to misunderstandings. Effective communication involves minimizing noise to ensure accurate message transmission.
6. **Continuous Loop:** Communication is an ongoing process, and the

components interact in a continuous loop. The sender may adjust their communication based on the feedback, and the cycle repeats until the desired understanding is achieved.

Facilitating Effective Communication:

1. **Clarity in Encoding and Decoding:** Ensuring that the sender encodes the message clearly and the receiver decodes it accurately contributes to effective communication.
2. **Choosing Appropriate Channels:** Selecting the right communication channel based on the message and the audience enhances the chances of successful communication.
3. **Active Listening:** Active Listening by the receiver, involving attention and understanding, contributes to accurate decoding and meaningful feedback.
4. **Minimizing Noise:** Identifying and minimizing sources of noise, whether external or internal, helps maintain the clarity of the message throughout the communication process.
5. **Adapting Communication Style:** The sender may need to adapt their communication style based on the receiver's preferences, cultural background, or communication abilities.

Q6. Distinguish between:

- (i) Formal and Informal Communication
- (ii) Verbal and Non-Verbal Communication

Ans. i) Formal and Informal Communication:

FORMAL COMMUNICATION is defined as the communication in which the information is reached through proper channels or routes. It is also called official communication. The main aim of this communication is to properly converse and making sure that the information has reached correctly.

INFORMAL COMMUNICATION is defined as communication that does not undertake formal methods to communicate. People converse freely without any bondage. Talking to friend or family is a common example of informal communication.

Key Differences:

1. **Flexibility:** Formal communication tends to be rigid and structured, following established guidelines, while informal communication is more flexible and adaptable.
2. **Speed:** Informal communication is faster due to its spontaneous nature, whereas formal communication may take longer, requiring approvals and adherence to structured processes.
3. **Use of channels:** Formal communication relies on predetermined channels and official mediums, while informal communication can utilize various channels, both official and unofficial.
4. **Purpose:** The primary purpose of formal communication is to address organizational goals and tasks, while informal communication contributes to relationship-building and a positive work environment.

ii) Verbal and Non-Verbal communication:

VERBAL COMMUNICATION is the use of language in spoken or written form of the exchange of information, ideas and emotions.

It depends on words, syntax, grammar and vocabulary.

It could be direct or indirect formal or informal.

NON-VERBAL COMMUNICATION includes all types of communication without using words. It includes hand gestures, facial expression, eye contact, body language and voice tone.

Key Differences:

1. Medium: Verbal communication uses words as the primary medium, while nonverbal communication relies on visual, auditory and tactile cues without using language.
2. Expression: Verbal communication is ideal for expressing complex ideas and conveying specific information. Nonverbal communication is more effective for expressing emotions, attitudes and building interpersonal connections.
3. Feedback: Verbal communication often allows for immediate and explicit feedback, while nonverbal cues may require more interpretation and may not provide direct feedback.
4. Clarity: Clarity in verbal communication depends on linguistic elements, while clarity in nonverbal communication relies on the sender's ability to convey emotions or intentions through gestures and expressions.

Q7. What are the major barriers to communication in organizations?
How can we overcome them?

Ans. Major Barriers to Communication in Organizations:

1. Lack of clarity in Message: Unclear or ambiguous messages can lead to misunderstanding.

Lack of specificity, vague language, or poorly structured messages can be barriers to effective communication.

2. Noise: External noise (distractions in the environments), internal noise (personal thoughts, emotions) or semantic noise (language barriers) can interfere with the clarity of the message.

3. Poor listening skills: Ineffective listening, including selective listening or preoccupation with personal thoughts, can hinder understanding and lead to misinterpretations.

4. Cultural Differences: Diverse cultural backgrounds among team members can result in differences in communication styles, norms, and interpretations, leading to misunderstandings.

5. Hierarchical Barriers: Organizational hierarchies may create barriers, as employees might feel hesitant to communicate openly with higher-ups or may be reluctant to share information due to fear of repercussion.

6. Information Overload: Excessive information can overwhelm individuals, making it challenging to process and retain important messages. This can result in selective attention and the neglect of crucial details.

7. Use of Jargon and Technical Language: Using specialized terminology or technical language that is not easily understood by all team members can create barriers, especially in cross-functional teams.

8. Lack of Feedback: Absence of timely and constructive feedback can hinder the communication loop. Without feedback, senders may remain unaware of how well their messages were received and understood.

Overcoming Communication Barriers:

1. Promote Open Communication Culture: Encourage a culture of openness where team members feel comfortable expressing their thoughts and concerns without fear of judgment.
2. Clarify and Simplify Messages: Ensure that messages are clear, concise, and free from ambiguity. Use simple and straightforward language, and structure messages logically.
3. Active Listening Training: Provide training on active listening to enhance employees' listening skills. This involves focusing on the speaker, asking clarifying questions and paraphrasing to confirm understanding.
4. Cultural Sensitivity Training: Offer training on cultural sensitivity to help employees understand and appreciate diverse communication styles and norms. Foster a culture of respect for different perspectives.
5. Feedback Mechanisms: Establish regular feedback mechanisms to

promote two-way communication. Encourage employees to provide feedback on processes, policies, and overall communication effectiveness.

6. Use Multiple Communication Channels: Recognize that different messages may be best conveyed through different channels. Use a mix of written, verbal and visual communication to cater to diverse preferences and needs.

7. Provide Information in Digestible Portions: Avoid information overload by presenting information in manageable portions. Prioritize key messages and use visuals to enhance understanding.

8. Promote Inclusive Language: Encourage the use of inclusive language and avoid excessive jargon. Ensure that communication is accessible to all team members, regardless of their background or expertise.

9. Address Hierarchical Barriers: Create avenues for open communication across all levels of the organization. Create an environment where employees feel empowered to share ideas and feedback with leadership.

10. Regular Training and Development: Continuous training on communication skills, including effective writing, presentation, and interpersonal communication, can contribute to overcoming barriers.