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# Introduction to Business Communication

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## **Syllabus :**

- 1.1 Business communication: meaning, importance, scope and characteristics.
- 1.2 Process of communication-encoding, decoding, message, channel and feedback.
- 1.3 Types - verbal, non-verbal, formal, informal, vertical, horizontal and diagonal communication
- 1.4 Barriers to communication - Physical, mechanical psychological and linguistic.

## **1 .1 Business Communication :**

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### **1.1.1 .1 Meaning :**

Human beings cannot live in society without the help of communication. Communication is the very basic need of any organization and any individual. The English word ‘communication’ is derived from the Latin language. It means sharing of information. It is a natural activity of all human beings to convey /share opinions, information, ideas, and feelings, emotions to others by words spoken or written, by body language or signs.

Communication is an integral part of business. Companies transfer information for various reasons to internal and external business stakeholders. Larger companies often spend copious amounts of time developing and sending messages to managers, employees and the general public. Small businesses may not have as much communication depending on their business operations. However, small business owners must find ways to communicate information to banks, customers, vendors or other individuals involved in the business.

#### **Definition :**

1. According to Chapel & Read, “**Any mean by which thought is transferred from one to another.**”

**2. Newmann and Summer — "Communication is an exchange of facts, ideas, opinions or emotions by two or more persons."**

### **1.1.2 Importance of Business Communication :**

According to Paul Pigors and Myers, about 70% of an executive's time is spent on communication. Today, communication has become one of the important aspects of management and it helps the management in attaining the following:

- i) It is useful in fulfilling the objectives of an organization
- ii) It is useful in carrying out the day to day activity.
- iii) It is useful for transmitting idea, facts and feelings.
- iv) Communication is very important in business. No business can run without communication
- v) Communication is important for business negotiations.
- vi) Communication is important for motivating a person.
- vii) Communication is important to maintain good human relationship.
- viii) **Helps in achieving co-ordination:** Modern business firms which are organised on a large scale consist of a large number of workers working on the basis of division of labour and specialisation. To attain the goals of the business unit, there is need for co-ordination among workers and this can be achieved only through communication
- ix) **Helps in smooth working:** Communication helps in the smooth running of an enterprise. To achieve the goals of an enterprise, co-operative action of the persons working in its different activities is necessary. Co-operative action in turn depends on the communication process prevailing in the organization.
- x) **Increased managerial efficiency:** It is said that about 75% of the manager's time is spent on communication to others of business targets, rules, policies, etc. Communication helps the manager in performing his duties quickly and systematically and also facilitates in increasing his effectiveness
- xi) **Helps in decision-making:** For taking decision by the management, and also for its effective implementation, a good communication system in the enterprise is a primary requirement. Information from different levels which helps the process of decision-making is received through the system of communication
- xii) **Helps in maintaining industrial peace:** Very often, lack of communication or improper communication may result in industrial disputes between management and workers. Communication helps both management and workers in putting forth their views to each other and thus it facilitates in maintaining industrial peace.
- xiii) **Helps in recruitment process:** Communication is needed in the recruitment process to acquaint potential employees with the merits of working for the enterprise.

- xiv) **Helps employees to perform effectively:** It is needed to enable the employees to perform their functions effectively. Employees are required to know their job relationship and importance to the overall operation. This knowledge makes it easy for them to identify themselves with the organization mission
- xv) **Helps in teaching employees about Personal Safety:** Communication is needed to teach employees about their personal safety on the job. This is essential to reduce accidents, to lower compensation, to minimize legal costs and to reduce recruitment and training costs for replacement.
- xvi) **Helps in projecting the image of the enterprise:** It is of vital importance in projecting the image of an enterprise in the community. The amount of support which the enterprise receives from its social environment is affected by the information which elite groups and the wider public have acquired about its goals, activities and accomplishments.
- xvii) **Helps manager in performing his functions:** Communication helps the manager in performing his managerial functions such as planning, organizing, staffing, directing and controlling. Planning requires detailed communication among the managerial and other personnel.

### **1.1.3 Scope and Characteristics of Business Communication :**

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#### **1.1.3.1 Scope of Business Communication:**

##### **1. Communication in international relations:**

This is the age of globalization and due to tremendous development in communication; the entire world is viewed as a single village (global village). Changes are taking place all over the world and in order to cope with the latest developments of the world every person, organization and state is to communicate with different quarters very rapidly. The diplomatic, economic and trade relations between and among nations in the international arena are based on effective and efficient **Business Communication**.

##### **2. Communication in Publicity:**

In this world of information, every organization is keen to advertise itself through some distinctive ways. By Communicating with concerned parties an organization does publicity also.

##### **3. Communication in personal life:**

We do various activities from dawn to dusk and we depend on Communication for doing that. Nobody can pass his/her daily life without the application of Communication. Actually it is a part and parcel of our personal life. Everybody is to communicate with different people and organizations daily.

**4. Communication in Industrial relation:**

Good industrial relation that means owner-employee relation is a pre-requisite to bring success in Business. Employees are the main spring of an organization and their cooperation is a must to operate Business activities. They might be motivated and their morale might be raised and their complaints and grievances are to be handled with due consideration. To build a harmonious employer-employee relationship, the department of public relation of each organization acts closely under the directives of top Management and **Communication** is indispensable here.

**1.1.3.2 Characteristics of Business Communication :**

- 1. Business communication is goal-oriented.**
- 2. Business communication has a definite and practical purpose** which is instrumental in initiating the process. This purpose is practical as it changes with time and needs.
- 3. Business communication is all pervasive and inevitable**
- 4. Business communication is essential socially, psychologically, formally or informally** within and without the organization. Therefore it is believed that-'Business communication is the life-blood of the organization".
- 5. Business communication is dynamic:**

The methods, means and type of communication keep changing according to the changing situations in business. A manager in a day communicates differently when taking an interview, when attending a meeting, when briefing a subordinate, when negotiating or when resolving a conflict. At times manager adopts assertive style or authoritative or even cooperative style of communication. Therefore, communication is contextual and ever-changing.

**6. Communication is continuous:**

Though communication is dynamic yet it does not end. Once a predetermined objective is achieved communication reaches another level to achieve another objective. For instance, an organization invites application for the vacant posts; communication moves to the next stage when screening of the applicants takes place. After screening and short listing, the next stage is interviews. Once the selection process is over communication takes place to train the newly appointed employees. This establishes the fact that business communication is continuous; it never ends but adapts itself to the situation. Therefore, it is also said that communication is flexible.

**7. Business communication is time-bound:**

Communication in a business organization varies with time. Every objective, assignment or project is to be achieved in a stipulated time period. For instance, the companies manufacturing electronic goods change their marketing and sales strategies every festive

season, in the pre-budget as well as post budget period. They offer discounts, attractive offers during the festive season to entice the consumer. During the pre-budget period these companies attract the consumers to buy the goods before the price hike.

**8. Business communication is based on internal and external organizational activities:**

In an organization, routine work is carried out through internal and external activities. Internal organizational activities are carried out within the confines of the organization like training, meeting, instructing whereas, external activities relate the organization with other organizations, government, consumers, masses. Collaboration of two companies, one company taking over the other or the manufacturing company hiring an external agency to advertise and market the manufactured products are examples of external business activities.

**9. Business communication flows in a fixed direction :**

Information either formal or informal an organization floats in a specific direction. In formal communication, the information flows in vertical, horizontal or crosswise direction. Informal communication can be cluster chain, single chain, etc.

These characteristics make business communication distinct from communication.

## 2 Process of Communication/ Communication Cycle :

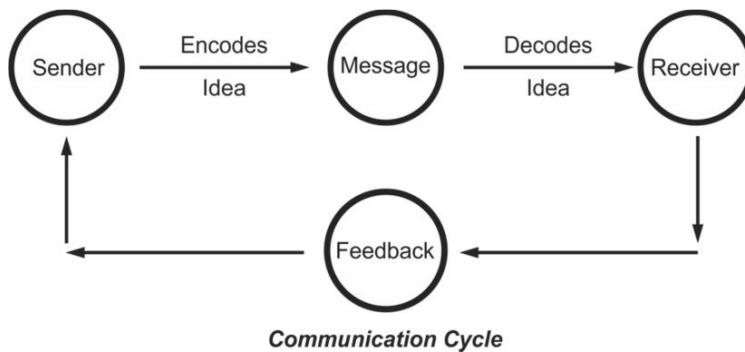


Fig. 1.1

### 1.2.1 Sender :

A person who sends or passes knowledge, idea, thoughts, information, feeling etc. to another person is called as sender e.g. in a class room teacher is teaching Here teacher is sender.

1. Sender starts communication process.
2. He / She encodes the message.
3. He selects proper medium after selecting the message.
4. He analyzes the receiver before sending the message.

### **1.2.2 Receiver :**

A person who receives /understands idea, thoughts, information, feelings, facts etc. sent by sender is called as receiver e.g. In a class room teacher is teaching. Here students are receiver.

1. Receiver decodes the message.
2. After decoding/understanding of the message, he gives proper feedback to the sender.

### **1.2.3 Message :**

Message is the content, ideas, thoughts, opinions that sender wants to convey. A message could be verbal or non-verbal. The thought, idea, information, feeling or anything that the sender wants to convey is called message. e.g. In a class room teacher is teaching ‘change the voice’. Here change the voice is message.

### **1.2.4 Channel :**

The way or the medium of sending the message is called channel. Medium or channel can be oral, written or it can be non-verbal. Proper selection of channel plays an important role in communication choice of channel depends on the message. Sender can convey the message by one /more channel. E.g. T.V, Radio, Newspaper etc.

1. Proper medium should be selected according to the communication situation.
2. If you want immediate/quick feedback, you can use oral medium or nonverbal medium.  
For example you give quick feedback to traffic signal.
3. Proper channel selection can make communication effective and fruitful.

### **1.2.5 Feedback :**

This is the last part of communication process. After receiving the message, the receiver reacts or responds to the sender. The response can be based on the perfect understanding of the message or it can be based on the misunderstanding or misinterpretation of the message. This reply from receiver to sender is called feedback. Feedback has its own importance as the success or failure of communication is decided by feedback only.

1. Feedback means answer reply/response given by receiver to the sender.
2. It completes communication cycle.
3. It is an important link between sender and receiver.
4. Positive feedback can make communication effective.

### **1.2.6 Encoding :**

The process in which the sender puts his ideas in some understandable code and forms the message is called as ‘Encoding’ the sender does the process of encoding so the sender is called as Encoder. Codes like words, numbers, symbol, Signs, sounds etc.

**e.g.** An artist expresses his ideas through a picture, colour etc.

1. Encoding means packaging of ideas.
2. Ideas are scattered in our mind .Sender tries to put that ideas in proper form and the process is called as encoding.

### **1.2.7 Decoding :**

It is a process wherein the receiver interprets the message in a code understandable to himself. Decoding is the interpretation/understanding of message by the receiver. Understanding of the message for the receiver on correct decoding. The receiver does the decoding so the receiver is known as ‘Decoder’.

**e.g.** In cricket match when an umpire raises up both hands all the players and audience understand it is a six. The receivers here interpret i.e. decode the action of the umpire.

## **3 Types of Communication :**

Communication is a very regular activity. How it is carried out, in what way or manner it is formed, between whom it is performed according to that there different types of communication.

### **1. According to Expression:**

- i) Verbal :
  - a) Written communication
  - b) Oral communication
- ii) Non-verbal-Body language, gestures, postures, eye contact etc.

### **2. According to Structure:**

- i) Formal
- ii) Informal

### **3. According to Direction:**

- i) Vertical :
  - a) Upward
  - b) Downward
- ii) Horizontal
- iii) Grapevine & consensus (Diagonal)

### **1.3.1 Verbal Communication :**

Communication in which message is designed using language as a code of communication is called as verbal communication. Verbal communication may be **written or oral** communication. Verbal communication is largely used in public gatherings, seminars, exams.

### **1.3.2 Non-Verbal Communication:**

Non-verbal communication means the communication without using words to convey message. Instead the messages are conveyed through graphs, maps, charts, postures, pictures, touch etc. E.g. Thumbs up communicates good-wishes, congratulations.

#### **Non-verbal communication:**

Body language	Visual or graphic language
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### **1.3.3 Advantages and Limitations of Non-Verbal Communication:**

1. Non-verbal communication has to be observed carefully otherwise the idea or the presentation of the thought is wasted away.
2. It is particularly good for people who are uneducated or who have less education.
3. It can communicate small ideas but when the detailed message is to be given it may not be of much use.
4. It can be understood instantly and instant response can also be obtained but it cannot be preserved and recorded for further use.
5. Sometimes, due to cultural differences the same sign and signal may mean different thing to the person who is responding.
6. Nonverbal communication clarifies the verbal message.

### **1.3.4 Advantages and Disadvantages of Written Communication :**

Everything that is written and transmitted in the written form, falls in the area of written communication .Written communication is very significant as the bulk of the knowledge is stored in it or transferred from one generation to another generation. E.g. Lecture, notice memos etc. This type of communication is permanent in nature and less likely to be distorted than oral message.

**□ Disadvantage :**

1. Written communication is slow and time consuming
2. There is no immediate feedback.
3. Written communication needs stationary and some equipment.
4. Written communication is formal. It is only for literate people.

**Advantages:**

1. Written messages are less likely to be misunderstood and the doubts can be removed by reading it again.
2. Written communication is best for legal or financial matters. It acts as a proof.
3. Written communication has provided a permanent record. It can be preserved for years.

### **1.3.5 Advantages and Disadvantages of Oral Communication :**

Everything that is spoken (oral) falls in this category. In oral communication , the sender and the receiver, both exchange their ideas or facts through spoken (oral) words either in face to face conversation (may be phonic conversation)

**Advantages:**

- Oral Communication saves time.
- There is immediate feedback.
- Oral communication saves money.
- In Oral communication, there is less formality.

**Disadvantages:**

- Oral Communication can be misunderstood more easily compared to written communication.
- If we consider the legal point of view, oral communication has little value as there is no permanent record or proof of what has been said.
- Oral Communication requires a good speaker otherwise it will not be meaningful.

### **1.3.6 Differentiate between Oral and Written Communication :**

<b>Oral communication</b>	<b>Written communication</b>
i) Oral communication saves time, stationary and labour.	i) Written communication consumes time, stationary and labour.
ii) It is not costly process	ii) It is sometimes very costly.
iii) Useful in emergency	iii) It is not useful in emergency
iv) In oral communication feedback is quick.	iv) In written communication feedback is not immediate.
v) Useful for confidential communication	v) Not much useful for confidential communication
vi) It is useful for uneducated people	vi) It is only useful for educated people.

vii) It is very fast means of communication.	vii) It is slow and time consuming.
viii) It is not permanent type of communication.	viii) It is permanent type of communication

### 1.3.7 Formal Communication:

Communication which takes place following the norms (rules) and restriction and has to accurate is called as formal communication. **E.g.** all written communication in offices like reports, notice, circulars, memo etc.

1. It is full of rules and regulations, formalities.
2. It is time bound.
3. It is topic bound.
4. It is language bound.
5. It is not flexible.
6. In this communication, there are less chances of spreading rumors.
7. It is official type of communication.

### 1.3.8 Informal Communication :

Informal communication does not need to be restricted within any rules and regulation. It is also termed as Grapevine communication or Diagonal communication. People, who work together and know each other, may exchange opinions and information regarding the happening around them. It is friendly form of communication. Informal communication takes place during the following:

- Lunch break
- Tea break
- Get together
  1. It is without rules and regulations, formalities.
  2. It is not time bound.
  3. It is not topic bound.
  4. It is not language bound.
  5. It is flexible.
  6. In this communication, there are lot of chances of spreading rumors.
  7. It is unofficial type of communication.

### 1.3.9 Explain Vertical Communication :

Vertical communication takes place between people placed at different level of organizational hierarchy/steps. It takes places in two ways :

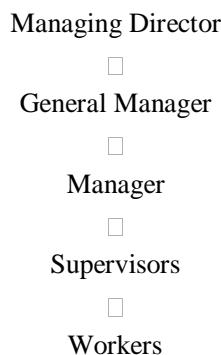
**1. Downward communication :**

The interaction and instruction from higher authority person towards the lower rank person is called as downward communication.

**Or**

The flow of communication moves downward from superior to subordinates at different level of organization i.e. orders, instruction, advises etc. Through this flow management plans, decisions and directives to lower level for implements.

**e.g.**



Example of downward communication

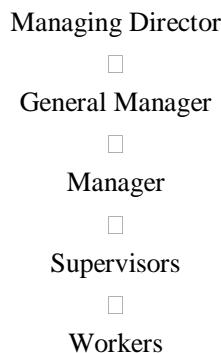
**2. Upward communication:**

The communication from the lower rank person to the higher authority is upward indirection is known as upward communication.

**Or**

It denotes flow or movement of information upward from lowest level to highest level of the organization i.e. from subordinates to superior. Through this flow feedback or information moves from lower to higher level in the form of reports, returns, suggestion, complaints, and applications etc.

**e.g.**



### **1.3.10 Horizontal Communication :**

Horizontal communication refers to the flow of communication among the people at the same level of authority. The main objective of horizontal communication are developing team work and promoting group coordination within an organization. Horizontal Communication is less formal. Sometimes it results into “Gossip” about management.

Eg. Friend \_\_\_\_\_ Friend

Student \_\_\_\_\_ Student

### **1.3.11 Diagonal (or Crosswise) Communication :**

Communication between departments or employees in the same organization without any hierarchy is called diagonal communication. It is the most used channel of communication. Workers communicate with other workers, clerks sharing information with one another, managers discusses some organizational problems are all engaged in diagonal communication. Diagonal communication is extremely important for promoting, understanding and co-ordination among various departments.

**Example:**



### **1.3.12 Merits and Demerits of upward Vertical Communication :**

#### **1. Merits of upward vertical communication:**

- It is useful in conveying the suggestions and need of subordinates to superiors.
- It is a source of motivation for an employer.
- It gives feedback of the decisions taken by the superiors.
- It boosts the moral of employees as they feel noticed by superiors.

#### **2. Demerits of upward vertical communication :**

- False information may be communicated upward.
- Employees may by-pass the appropriate authority or channel to reach higher authorities.
- Too much of upward communication creates problem.
- Maintenance of distance between superior and subordinates will lead to lack of proper communication.

### **1.3.13 Grapevine Communication:**

Close association of human beings working together every day for long time develops friendship among them resulting in informal relationship along with the formal ones. Informal gossip of information during lunch break, tea-break or social gathering in organizations is called as grapevine communication.

### **4 Barriers to Communication:**

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1. The difficulties or the disturbances that come in the way of communication are called as barriers to communication.

**Or**

2. Any problem, difficulty, obstacle or hurdle due to which communication fails is called a barrier to communication. Due to barrier, either the sender cannot encode or send the message to the receiver fully or partially or the receiver cannot receive or decode the message as is expected. When the message does not reach the receiver completely and properly, the feedback given by the receiver cannot be as expected.

### **1.4.1 Generation Gap :**

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There is difference in the way of thinking between the persons of different age groups. It is normally 18 to 20 years. This gap of age which causes differences in thinking is called generation gap.

Example . A father who denies to buy his son a motorbike, may be is worried about his son's safety on the road, but the son misunderstands his father thinking that the father does not want to spend money for his son. Because of generation gap they fail to understand each other's communication.

### **1.4.2 Physical Barriers to Communication:**

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All the difficulties in communication due to the material or physical conditions or surrounding are termed as Physical barriers. It is also called as external barrier because it causes due to external factor like time, distance and noise. There are two types of Physical barriers.

#### **I) Environmental Barriers:**

- **Time :** Time taken to reach the message also acts as a physical barrier. Improper medium or channel may delay the message and cause a barrier.  
Ex. Postal delay.
- **Noise :** Noise factor comes under physical barriers. Many times different noises disturb our communication. It could be sound of aero plane, vehicles, loud music, lightening, telephone or mobile ring, etc.
- **Distance :** Distance acts as a barrier to communication. Many times distance can create a barrier to communication. This distance can be either too long or short.

**Ex.** Student sitting on the last benches finds it difficult to hear the lecture because of the distance.

- **Surrounding :** If the place of communication is over decorated with many articles per objects, it doesn't give comfort.

## II) Personal Barriers :

Personal physical disabilities, illness, some habits and that personal appearance may also come as a barrier. Someone who is deaf cannot understand the intended meaning as the communication is not properly and fully heard.

### 1.4.3 Language Acts as a Barrier to Communication :

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We use language in our communication. But in certain cases this language becomes a barrier in our communication.

**Ex :**

- i) A Marathi speaking man is communicating with a person who does not know Marathi language.
- ii) Wrong pronunciations also create language barrier.
- Same language when used in different cultures takes different colour and conveys different meaning etc.
- Using technical jargon or words. For example, an engineer communicate with worker in technical language. Worker may find it difficult to understand the language of an engineer.
- Allusion-if an Indian person is giving reference of holy book Geeta to an American person, he may not understand that allusion.

### 1.4.4 “Status” as a Barrier to Communication:

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This kind of psychological barrier exists in an organization. It is caused due to following reasons:

- i) The juniors feel that the seniors are to be treated with respect. Therefore they do not express their opinions.
- ii) The seniors feel that they are very superior. Therefore they do not communicate properly with the subordinates. Similarly lack of confidence, job insecurity and symbol of status are also some of the aspects.

Thus the status brings a barrier to communication. It should be removed.

### 1.4.5 Distance act as a Barrier to Communication:

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Distance acts as a barrier to communication. Many times distance can create a barrier to communication. This distance can be either too long or short.

**Ex.:** Student sitting on the last benches finds it difficult to listen the lecture because of the distance.

#### **1.4.6 “Perception” as a Barrier to Communication:**

Perception means the way a person understands the world. Perception is a subjective process. When our senses deliver the information to the receptions centers of the cortex, they are associated with past memories, feelings, thoughts, values, needs, attitudes and other things going on in the brain that are totally unique. The result is a highly individualized way of looking at the things. When we strongly disagree we simply say “I am sorry; our perceptions appear to be different” such perceptions many a times act as barriers to communication.

#### **1.4.7 Mechanical Barriers to Communication:**

Mechanical barriers are those barriers which are caused by the faulty equipment or the absence of proper channel of communication. They are also called as External barriers because they are not within the control of either the receiver or the sender.

**Ex. :** Defective telephone, failure of loudspeaker, Electricity failure, computer breakdown, disturbances on radio, rolling of pictures on T.V., spread ink on newspaper, the absence of communication facilities, etc.

#### **1.4.8 Day Dreaming and Closed Mind as Psychological Barriers to Communication:**

##### **i) Day dreaming:**

When the sender is delivering the message, the receiver sometimes loses concentration and becomes inattentive. This may due to some other thought in the receiver's mind. When the receiver shifts his focus from the content of the message to other thoughts, it is called day dreaming.

##### **ii) Closed mind:**

The closed mind means not ready to accept a new idea, point or view.

**Ex.** The older generation mostly does not accept the views of younger generation.

Thus psychological barriers can be explained. Similarly ineffectiveness of sender or receiver, poor attention, lack of confidence, day dreaming is also psychological barriers.

#### **1.4.9 ‘Language itself Can Act as a Barrier to Communication’:**

Language is the most important means of communication. Hence there are some many situations when language acts as a barrier.

- Improper vocabulary used for communication.
- Faulty pronunciations.
- Wrong grammatical constructions of sentences.
- Lack of proper accent, tone and stresses in oral delivery of language.
- Use of uncommon and difficult words.
- Too figurative language.

**1.4.10 Prejudices, Opinions and Beliefs Influence Communication :**

Attitudes and opinions act as a major barrier. For example, Assumptions and negative feelings about the receiver such as hostility may turn into ineffective communication.

Unfavorable attitude of a superior may act as a barrier. Such a person may fail to ask questions and personal opinions if there is no free atmosphere for communication. Attitude is a predisposition to act or not to act in a certain way. Clearly if people have made up their minds, they cannot listen to what is said.

Closed mind people reject message or a proposal because of deep rooted prejudices. An individual's prejudice may act as a barrier in communication. It affects the decoding and encoding process in the act of communication. Interpretations, thus, get subjective as well as unrealistic.

**1.4.11 Different Ways to Overcome Language as a Barrier to Communication:**

Effective communication is the need of the hour. For effective communication the role of the sender and the receiver is important in using certain measures while overcoming the barriers.

- Use specific and accurate words which the audience can easily understand.
- Observe the clarity and accents in oral communication.
- Avoid too many jargons.
- Speak slowly and clearly.
- Avoid miscommunication of the words and semantic noise.
- Avoid difficult idioms.
- Be specific.
- Choose your medium of communication effectively.
- Focus on the purpose and see that the message is complete and practical.
- Get proper feedback.

# Non - Verbal Communication

## **Syllabus :**

- 2.1 Introduction to Non – Verbal communication (Meaning and importance).
- 2.2 Body Language : Aspects of body language : gestures, eye contact, posture, facial expressions, personal appearance, (dressing and grooming) vocalics.
- 2.3 Body language – Positive and Negative body language.

## **2 .1 Introduction to Non – Verbal Communication :**

### **Learning Outcomes:**

- 1. Students will be able to identify importance Non-verbal communication.
- 2. Students will be able to describe the role of Non-verbal communication.

#### **2.1.1 Introduction :**

*"The most important thing in communication is hearing what is not said."*

**- Peter Drucker**

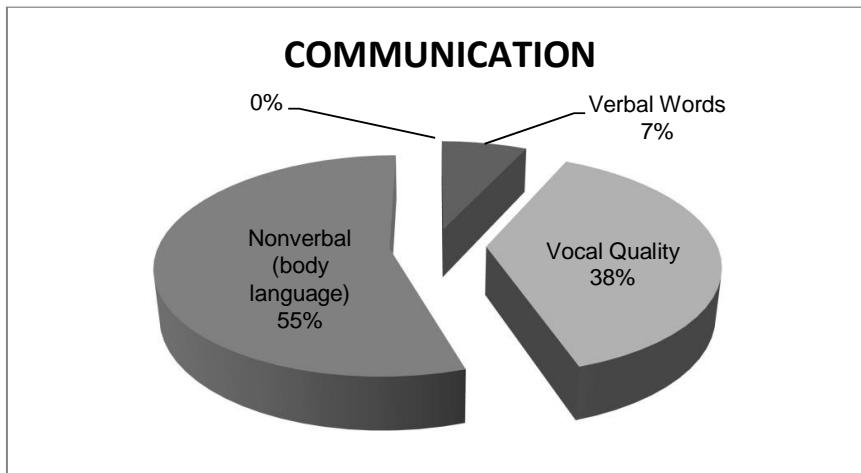
The communication has been with us even before human beings used words and languages to carry out routine activities. Communication is the process of sharing ideas or information verbally or non-verbally. Non-verbal communication is said to be the most basic form of communication as Primitive men communicated non-verbally. They sent wordless messages by using different sort of voices, symbols and expressions.

In the age of Information Technology revolution as well as globalization of business, the word '**Communication**' has become central to all activities. A success in this competitive world undoubtedly depends on the ability to use Verbal and Non-verbal communication effectively, besides acquiring knowledge and hard skills. Non-verbal communication is said to have a greater impact as it appeals to the person you are speaking. Though Verbal and non-verbal communication occurs simultaneously, Non-verbal communication is considered more reliable and valid.

Broadly speaking Non-verbal communication consists of Tone of Voice and Body movements. In this regards the work of Dr. Albert Mehrabian (a pioneer researcher of body language) shows that the non-verbal aspect of communication such as tone of voice and non-verbal body movements like

gestures, postures, facial expressions etc. communicates a lot more than the words that are spoken. He found that the total impact of a message is about 7% verbal (words only) and 38% vocal (including tone of voice, inflection and other sounds) and **55% non-verbal**.

In other words, people tend to believe your non-verbal communication more than your verbal communication if the two are contradictory.



### **2.1.2 Meaning and Definition:**

When we observe a person communicating with other especially in face to face communication, we find that the largest part of the message is being sent nonverbally. We not only just observe the oral words i.e. verbal message but also tend to look on non-verbal clues send by a person. These non-verbal clues may include a tone of voice and body language namely gesture, posture, facial expression, eye contact, personal appearance.

#### **I Important Points to be remembered:**

- Non-verbal communication is the most basic form of communication
- Non-verbal communication simply means sending and receiving wordless messages.
- The communication without using words to convey messages is called as Non-verbal communication.
- It can occur through any sensory channel i.e. (Sight, sound, smell, touch, taste etc.)
- This communication is considered as simple, limited, unintentional and truthful.
- Non-verbal communication is normally expressed through body language i.e gestures, posture, eye contact, dress and appearance.
- Much of the nonverbal communication is unintentional, people are not even aware that they are sending messages.

- It is true that we talk with the help of our vocal cords, but every small gesture, facial expressions, movements of hands, fingers, legs send an unspoken message to the Receiver. Such type of communication is called as Non-verbal communication.
- **Definitions:**
  - a) Nonverbal communication *is the process of sending and receiving messages without using words, either spoken or written.*
  - b) When messages or information is exchanged or communicated without using any spoken or written word is known as nonverbal communication.
  - c) According to L. C. Bove and others, “Non-verbal communication is communication that takes place through non-verbal cues: through such form of non-verbal communication as gesture, eye contact, facial expression, clothing and space; and through the non-verbal vocal communication known as Para-language.”
  - d) According to Lesikar and Pettit, “Nonverbal communication means all communication that occurs without words (body movements, space, time, touch, voice patterns, color, layout, design of surroundings.)”
  - e) According to Himstreet and Baty, “Non-verbal communication includes any communication occurring without the use of words.”
- **Features of Non-verbal communication:**

The important characteristics of non-verbal communication are as follows:

  - **Informal in Nature:** Non-verbal communication does not follow any rules or set pattern or structure like other communication.
  - **Largely unconscious:** people tend to get engaged in this communication unknowingly and unconsciously.
  - **No use of words:** Words in any form are not used in this communication, as we use gestures, facial expressions, eye contact etc. for communicating with others.
  - **Different meaning:** Non-verbal symbols can have many meanings. Same expression is used differently in different culture.
- **Importance of Non-verbal Communication :**
  - Nonverbal communication plays an important role in our daily life and professional life.
  - More recent and reliable findings claim that 65% of the meanings we derive during conversation come from nonverbal communication.
  - Nonverbal communication is important in expressing our emotions such as happy, confident, satisfied, surprised, tired, stressed etc.
  - We put more weight on nonverbal communication when determining a person’s credibility  
For example if a person is giving presentation.

## **2 Features of Body Language: Gestures, Eye Contact, Posture, Facial Expressions, Emojis, Personal Appearance :**

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### **2.2.1 Body Language:**

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- i) It is a branch of science in which the relations of body movements are studied.
- ii) There is a language beyond verbal linguistic and visual, which can be expressive, it has come to be known as Body language or Kinesics
- iii) It is comprehensive term used for communication through different parts of body other than tongue.
- iv) Kinesics is the study of physical movements of the body and emotions through different part of the body.
- v) It includes gesture, postures, facial expression, touch etc.
- vi) Thus kinesics in which all external movements like body movements and all nonverbal clues put together to study person's personality.

### **2.2.2 Features of Body Language :**

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#### **1. GESTURE :**

- a) Gestures means a motion of the face, body or limbs used to reinforce something that is said.
- b) Gestures are used when person do not know local language or each other's language.
- c) Deaf and dumb person mainly depend upon gestures for communication.
- d) Effective use of gestures helps the listeners to understand the exact meaning.
- e) Just as picture can silently speak a thousand words; a gesture can communicate all that Sender feels, consciously or subconsciously.
- f) Gestures are often used in conjunction with verbal messages and they are simultaneous with the words.
- g) Gestures should be natural and apt otherwise they may create a negative impact and may divert listener's attention. Hence it is advisable to use gestures appropriately.

#### **Examples:**

- Waving of hand indicates □ hello or goodbye
- Shaking hand indicates □ friendship and warmth, greetings
- Nodding of head indicates □ approval, agreement, and understanding.
- Thumbs up sign indicates □ appreciation, agreement, and best of luck.
- Showing fist indicates □ anger
- Shrugging of shoulders indicates □ indifference attitude.
- Scratching of head indicates □ confused, facing problems
- Pointing index figure indicates □ charge, warning.



## 2. Eye Contact:

- a) Eyes are the most significant organs which communicate subtle messages.
- b) Eyes are the windows to the soul as they tell us whether the person is excited, surprised, angry, frightened or in pain.
- c) Maintaining eye contact with your speaker or listener is the most important part of nonverbal communication.
- d) Eyes convey various messages through winking, gazing, staring, rolling etc.
- e) Through eye contact speaker get signal whether the channel of communication is open.
- f) It is effective means of establishing rapport with audience.
- g) Eye contact should be made in natural, gentle and friendly manner and the look should not be forceful.

### Examples:

- a) If a person avoids eye contact indicates ☐ sign of fear, doubt, confusion, nervous etc.
- b) looking into the eyes of person indicates ☐ confidence and interest
- c) prolonged eye contact indicates ☐ huge interest or liking for the person
- d) Brief eye contact indicates ☐ nervousness, timidity, embarrassment.

**He waits till Jack's eyes look at his eyes**



## 3. Posture:

- a) Posture refers to the way we stand, sit and carry ourselves.
- b) It means one's personality and position of the body.
- c) Our postures indicate our emotions and attitudes. While delivering a speech the position of our body reflects our attitude interest and confidence.

- d) In classroom teacher observes students interest by their sitting and movement of body.

- e) A person posture depends on his habit, culture and background.

**For example:** person who has the habit of regular exercise always sits and stand upright.

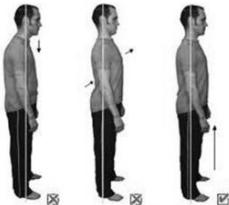
- f) Postures also give idea about person's stuats

**For example:** Royal Walk indicates king or queen

**Disciplined walk indicates:** army person.

■ **Examples:**

- a) A person standing with hands in pockets indicates □ casual attitude and carelessness.
- b) Walk with dropped shoulders indicates □ laziness, insincerity.
- c) Person standing with hands folded across the chest indicates □ confidence, determined.
- d) Person who stand erect and walk fast indicates □ active and energetic.



4. **Facial Expressions:**

- a) Effectiveness of communication depends on the proper co-ordination between facial and verbal expressions.
- b) All facial organs are the effective tools in conversation.
- c) Face is the most expressive part of human body and it is called as the organ of emotions as it expresses a large range of emotions like joy, sorrow, happiness, surprise, fear, anger and many more.
- d) Facial expressions are spontaneous and natural.
- e) Our face reflects the true feelings or emotions hence face is called as 'The mirror of our mind'.
- f) Face can express emotions like: Joy, Sorrow, Worry, anger, surprise, anxiety, contempt, confidence, courage, confusion, love, hatred, sincerity etc.

■ **Examples:**

- a) Smile on face indicates □ co-operation, friendliness, agreement, appreciation
- b) Lines on forehead indicates □ stress, worry, confusion

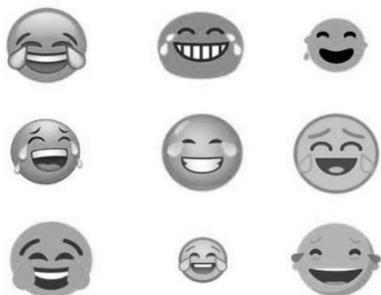
- c) Raised eye brows indicate ☐ surprise, shocked, doubt.
- d) Blank face indicates ☐ neutral, expressionless, unresponsive face.



##### 5. **Emojis:**

- a) The word emoji initially used by Japanese Mobile operators.
- b) It is a text based emoticons and graphical representation expressing various emotions and facial expressions.
- c) The rise of internet gave birth to the method of communication recognized as emoticons.
- d) Emojis are ideograms and smileys used in electronic messages and web pages.

- e) Emoji are much like emoticons and exist in various genres including facial expressions, common objects, places and types of weather and animals.
- f) People use them to express themselves more accurately.
- g) Emoji helps to convey tone for example when making a joke smile emoji is used to avoid misunderstanding.
- h) They are more contemporary way of fastest communication than typing.
- i) Thus emoji have become a way to convey the tone and nonverbal context behind our text.



## 6. Personal Appearance:

- a) Personal appearance does affect your overall personality. Every person wants to appear perfectly as it matters a lot in many situations.
- b) First impressions are usually made in first 20 seconds of meeting someone and personal appearance here plays important role.
- c) Personal appearance is a blend of clothes, hair and presentation style.
- d) Personal appearance may also include body cleanliness, shiny shoes, being appropriately dressed, good hair style, clean nails, no tattoos etc.
- e) A person who does not maintain himself well is not likely to win the appreciation of the audience.
- f) The kind of dress we use and our dressing pattern shows our status and attitudes.
- g) It is important to follow the norms of dress code and appearance as it reflects community, country or field or work etc.
- h) Up to date appearance according to occasion indicates thought process.  
e.g. a student wearing a complete uniform reflect his discipline and pride.
- i) Well-dressed person considered to be successful and intelligent.
- j) Untidy and unclean appearance indicates low status and negative impression



## 7. Non-verbal Codes (Proxemics, Haptics, Vocalics)

### Vocalics: (Paralanguage or Voice)



Study of the quality of the voice in oral communication is known as vocalics.

- Paralanguage deals with the expressions of emotions and feeling with the help of different tones of voice.
- The modulation of voice can convey various messages.  
E.g. a person in superior place always speak in loud voice which convey power and authority

**LOUD voice conveys ANGER.**

**SOFT voice conveys love, care and affection.**

- Effectiveness of communication depends on the effective use of one's voice.
- Though we cannot change our voice, but the pitch of the voice can express various emotions such as **Sadness, Fear, Worry, Confidence, Delight, Excitement, Boredom** etc.
- From voice of a person we can have various information about that person like:**
  - High pitched voice (Scream) indicates □ Sense of fear
  - Rapidity in voice indicates □ Excitement

- iii) Gentle voice indicates □ Respect, Request, Honour
- iv) Loudness in voice indicates □ Anger, Hot tempered
- v) Shaky voice indicates □ a person is nervous
- vi) Shrinking voice indicates □ a person is scared of something
- f) Therefore the style and tone of our voice indicates our physical, psychological, educational, professional background and it changes as per the emotions we are going through.

□ **Chronemics: (time)**

- a) It is related to utilization of time.
- b) It is important that the time factor must be kept in mind for any speaker.
- c) Our use or misuse of time reflects our sincerity or insincerity respectively.
- d) Someone who observes time very sincerely shows disciplinary nature.
- e) Any action which is timely done or completed in available time has more effect.  
**E.g. :** if any projects is to be completed in a week and, it is completed in one or two month, it loses its value
- f) One can misuse time like not completing the project in time, not studying regularly and delaying the submission of assignment. In these situations time is not being utilized properly.
- g) If one tends to delay shows laziness, disrespectful attitude, insincerity towards responsibility and lack of interest.  
**E.g. :** A student who always comes late to the lecture indicates that he is insincere, not punctual and not interested in studies.
- h) The duration of talk between two people can communicate various meanings.

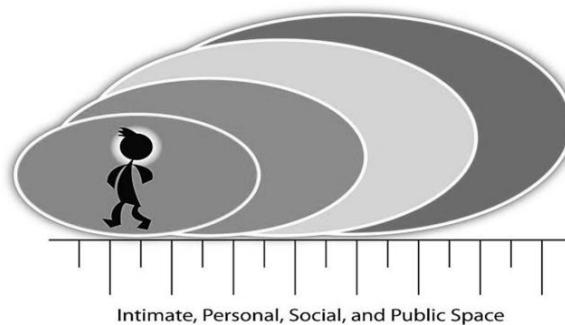
**E.g. :**

- a) *Two friends talking for long hours suggest that they are happy in each other's company.*
- b) *If duration of talk is long indicates friendly attitude*  
*If duration of talk is short indicates formal attitude*
- i) Chronemics also speaks clearly about the importance of communication.  
E.g. if you receive a phone call at midnight, you might consider it as an important/urgent message.
- j) **Thus use of time is important factor in non verbal communication and considering Chronemics, all the communication should be adjusted correctly.**

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**Proxemics : (Space/Nearness)**

- a) Proxemics is derived from Proximity which means nearness or closeness.
  - b) Hence proxemics refers to Space or distance between the communicators.
  - c) Each person needs some space or comfort zone around himself.
  - d) But if the space is invaded by some other person, the Sender feels uncomfortable.
  - e) **The study of Space and Distance management in communication is known as Proxemics.**
  - f) In Formal situation it becomes important to understand and respect the territories of the other professionals.
  - g) The way we distance ourselves from the listeners during communication conveys various messages.
- E.g.** We stand away from the people of higher status, Student respects a teacher by maintaining distance
- h) Standing or sitting too close to other may make them uncomfortable in the say way standing and sitting too far away, might communication lack of warmth and confidence.
  - i) Dr. Mehrabian (The leading Proxemist) has defined 4 different zones maintained by us.
- a) **Intimate zone: (15-45cms):** only special people like parents, children etc.
  - b) **Personal zone: (45-120cms):** this distance maintained during friendly interaction, gathering, parties etc.
  - c) **Social Zone (1.2 – 3.5m):** Strangers, person with little acquaintance, interviews or business transaction.
  - d) **Public Zone (beyond 3.5m):** addressing to large group of people, public speech



- j) The space between Sender and Receiver depends mainly on the environment and culture.
- k) Space distance varies from culture to culture. E.g. Indian ☐ Namaste Arabs ☐ Hg each other



## 2 Body Language :

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### 2.3.1 Corporate Body Language:

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Body language plays a crucial role in effective communication especially when it comes to your career and professional life. Your body language impacts your success. Your body language and nonverbal clues determines largely how people perceive you. It is said that women have formed an opinion of you within 4 seconds and men have formed opinion of you within 7 seconds. Malcolm Gladwell in his book "What the Dog Saw" reports that job interview panels form an opinion within 15 seconds of the interview.

Business and corporate world especially depends on good relationship. When dealing with a corporate world one should be aware of his or her body language as it can break or make a business relationship. It is important to know that how to act when you get to a conference, meeting, seminar or presentation, how to utilize your time effectively, how to influence people whom you want to do a business.

The golden rule that applies at work is: treat people by your simple gesture, signs and signals as you would like to be treated by them. **At workplaces, one has to demonstrate respect and recognition of status with simple yet powerful actions avoiding disrespect too. At the same time treat all people including your peers with kindness, courtesy and politeness.**

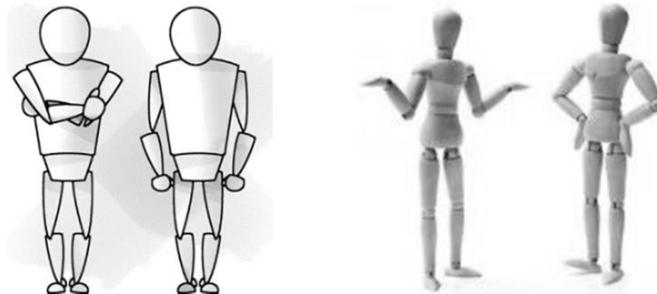
Thus corporate body language is the sum of actions, behaviors and processes that your customers, consumers, investors, shareholder, suppliers, distributors, media or common people see when working with you.

☐ **Corporate Body Language may include the following things:**

- a) Well maintained exterior of corporate building which bring in a sense of pride to every person.
- b) Well maintained interior like dust free clean environment, orderliness of furniture, well-dressed security and availability of drinking water.

- c) Positive body language by organization personnel like dress pattern, gesture of friendliness, pleasant and warm attitude and good public relations and immediate response to all enquires etc.

### **2.3.2 Positive and Negative Body Language :**



Body language is considered the most important aspect of communication as it demonstrates how we truly feel in communication situation. Body language should always be in accordance with what we are saying otherwise the difference between your words and body language may lead to negative impact and communication failure. Hence in order to make communication effective and touching, we should adopt positive body movements that closely match with spoken words.

#### **I Positive Body language:**

1. Positive body language means non-verbal body movements and gestures communicating interest, enthusiasm and positive interactions to other.
2. It shows interest in other person and providing comfortable atmosphere in communication situation.
3. It is most reliable and indicator of persons comfort.
4. Positive body language shows confidence, concern and interest in communication.

#### **I Negative Body language:**

1. Negative body language means demonstrating a lack of confidence or boredom
2. It is either a conscious or unconscious expression of negative feeling through movements of body.
3. It is somewhat less reliable and indicator of persons discomfort and unconcern.

#### **1. Eye contact :**

##### **Positive:**

Eyes are the indicator of one's interest and focus in communication. Looking into the eyes of the other person without intimidating is the sign of positive eye contact. Good and gentle eye contact makes communication interesting and trustworthy. Proper eye contact involves looking away occasionally to avoid staring.

**Negative:**

Over Blinking, Staring for long time can be negative sign for communication. If you keep looking away from the other person, it will show lack of interest in the conversation on your part. Forceful and intimidating eye contact may lead to communication failure.

**2. Posture :****Positive:**

Positive posture indicates that someone is assertive and enthusiastic. Keeping relaxed and comfortable posture in your movements whether sitting or standing ensures positive impact.

Keep your back straight and shoulder relax, keep your hands at your side, standing straight will show you are confident and intelligent.

**Negative:**

Negative posture indicates that someone is not assertive moreover it shows lack of confidence, lack of ability and unwillingness or boredom in communication situation. Bad standing posture or hunching or slouching gives negative impression.

**3. Gesture:****Positive :**

Gesture indicates the proper use of body limbs like head; hand etc. to emphasize spoken words. Keeping your head forward shows your interest and confidence. Firm handshake will give instant credibility. Nodding and smiling in communication create positive impact

**Negative :**

Gestures indicate overuse or improper use of body movements. Keeping your head down or looking at the ground shows lack of confidence and disinterest. Overuse of hands indicates nervousness and excitement. Hands behind back may mean that person is trying to hide something.

**4. Facial Expression:****Positive:**

Facial expression shows emotions of happiness. If you have positive facial expressions such as smile, proper eye contact, laugh (when appropriate) in communication situation, you have positive influence on your audience. Try to keep your facial expression natural and let them occur on their own to set the tone of positivity and easiness around you.

**Negative :**

Facial expression like shaking head, eyes narrowed, scowling, frowning etc. set a tone of negativity around you. These expressions show that you are not interested in

communication or getting bored or even don't agree with the speaker. Looking at the ground, touching your face, hand on face, checking your watch, tapping, over blinking are the examples of negative facial expression and must be avoided in communication.

<b>First Impressions – Body Language</b>	
<b>Positive Signals</b>	<b>Negative Signals</b>
Upright posture	Slouching
Good eye contact	Avoiding eye contact
Own Comfort Level	Fidgeting
Proper gestures	Touching face/hair
Stillness	Defensive gestures
Active listening	Frowning



# **Presentation Skills**

**Syllabus :**

- 3.1 Presentation Skills – tips for effective presentation.
- 3.2 Guidelines for developing power point presentation.
- 3.3 Presenting Technical Papers.

## **3.1 Presentation Skills – Tips for Effective Presentation :**



### **3.1.1 Introduction:**

Presentation is a fast and effective way of getting things done through other people. Presentations are used as a formal method for bringing people together to plan, monitor and review its progress.

In today's professional world it is essential to be communicated and one has to frequently deal with various communications related assignments.

For example, professionals are quite frequently asked to speak formally to a group to discuss the progress of their project, highlight the innovations they propose the company to consider, give suggestions to improve the working of a particular plant or unit.

The two widely accepted, revolutions, normally 'IT' and 'Globalization' have channelized the concept of Business communication to the fore front of academic and Industry.

The subject becomes an undetectable part of business as well as industry. Both the sectors demand to develop ethics and etiquettes of business communication. It is crystal clear that diploma holders must be, well versed with spoken and written skills in English language to face the challenges of ‘Industry – sector’ as a corporate professional.

Truly speaking till now, engineering companies have hired candidates on the basis of their technical expertise only, but today’s market place requires more rounded skill sets. Companies are catering to a global clientele with a more fluid set of requirements based on engineering technologies such as mobile computing and big data Engineers will need to have a more balanced amalgamation of technical aptitude and adeptness in softer skill sets. It is not that technical expertise doesn’t.

### **3.1.2 Suggested Student Activities :**

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Students should try to watch different personalities on television and Google for presentation skills. Body language matters; but in the absence of a great personality and communication skills, it might not be enough for career growth.

The focus is shifting towards interdisciplinary skills. The IOT (Internal of Things), robotics Nano electromechanical and molecular electronics are some of the key emerging technology drivers. There is a strong demand for holistic automation at much faster data-speeds to meet the ever-increasing amount of complex data. All these emerging new technologies need presentation skills to clarify complex concepts.

What is being taught must be in tandem with the needs of the industry which entails better problem solving skills and preparedness for the real world. Hands on experience to the students to bridge the skill gap and create excitement about solving the real world problems. Through innovation is the need today and to overcome this need ‘Presentation Skills’ play a vital role.

Industry experts were of the opinion that students were lacking in communicability presentation skills and right type of attitude. Unit – III of ‘Business Communication’ deals with ‘Presentation Techniques’ which gives in right to presentation skills, which is badly needed in ‘Business & Industry’ Sectors.

#### **I Presentation Techniques:**

In business and industry sectors, it is expected that every Professional should be competent in exposing his innovative ideas, expressing his information perfectly and effectively to his team members’ audience and stakeholders by using tools like power point presentation LCD projector PPt’s transparencies. Presentation is a means to convey, our ideas, convince the audience about our products.

To capture the minds of our audience through ‘presentation’ in effective manner and finally turn their minds to accept your views is a professional skill.

**I Role of presentation:**

In corporate world various types of presentations are used to achieve our professional goals e.g. Sales presentation oral reports, presentation to training session. If you are a good speaker you will easily captivate the audience and leave them to grasp the information displayed on the screen. Hence, one needs to learn presentation techniques.

**I Dynamics of Professional Presentation Objectives :**

Study of this topic will enable students to understand :

- Concept of Presentation
- Plan the presentation
- To prepare content of presentation
- To develop presentation skills
- To acquire technique of effective use of visual aids
- To combat stage fright while making presentation
- To prepare appropriate slides
- To describe objects/situations/people in formal settings
- To participate in individual/group role play

**I Major concepts to be developed:**

- Planning
- Structuring contents
- Activating Presentation
- Selection of Appropriate tools.
- Preparing power point slides, transparencies etc.

**3.1.3 Factor that Affect our Presentation Tasks:**

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This fear is so wide spread that as many as 70 percent of the university students regard it as a very big challenge and seek to avoid the task of making a presentation. However, our fears are baseless and can be overcome with some guidance and training. Few suggestions to overcome this fear:

1. Recognize your nervousness when you speak in formal situations.
2. When you feel nervous, teach your mind that usual nervousness is a type of chemical movement which is causal by a sudden rush of adrenaline in your body.
3. The flow of adrenaline in the body gives you more glucose, which provides with greater energy.
4. Consider nervousness as a positive phenomenon and a form of energy which you can turn to your advantage.

5. Nervousness is a normal reading. Other professionals for instance, actors are nervous when they face the camera, singers are nervous, when they sing in front of their audiences, politicians are nervous when they address to crowd.
6. Regard nervousness as a positive healthy sign.
7. Visualize yourself giving a good and strong presentation. Positive imagination infuses freshness and confidence.
8. Workhard on your content. If you are well prepared you will feel excited.
9. Workhard on your opening lines. Use humors and it is possible. Once, we are able to put a couple of opening sentences in the right place, we start feeling better instantly.
10. Focus on what you have to speak to your listener's nervousness starts leaving you.
11. Rehearse your presentation infront of your friends, parents or siblings. It makes you feel more confident and assured of yourself.
12. Look at your audience; maintain eye contact helps you feel related to them.
13. Start your presentation with a smile and warmth you feel.

**Three major parts of Presentation:**



- Planning for presentation
- Building the content for presentation
- Delivering the presentation

Keep it in mind that 'Every action is a form of presentation'. Why we insist on presentation?

Only working hard and keeping excellence in our job responsibility is not sufficient. One should be able to expose and present what he is doing in an attractive manner. Whatever we do is dependent on how it is presented to all those who are going to benefit from it. They may be customers, students, teachers, end users, peers, seniors, or anybody else.

The importance of presentation varies according to the purpose of presentation, type of presentation and the profile of the person performing presentation. One should not forget the purpose of presentation because it is the main objective of presentation.

**Importance of presentation at industry and business :**

- Both presenter and audience are at win-win situation.
- Audience's knowledge upgraded.
- Fulfils the purpose of information transmission
- Boosts business activities
- Sales promotion, innovative techniques are percolated amongst corporate sector.
- Audience become aware & alert about recent trends.

**3.1.4 Components that Matters in Presentation Process :**

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Select appropriate components & methods as per the need of subject at disposal.

**3.1.4.1 Main Body :**

Presentation shall gradually creep a head with logical ideas arranged in chronological order. It should cover all the points very clearly and briefly to enrich audience. Information should be from reliable & real sources and must be presented by various ways supported with figures, charts, pictures, graphs etc.

**1. Body Language :**

It covers the actions related to gestures, postures, body movements, facial expressions and eye contact.

2. **Posture is :** The way you sit, stand, position of arms legs etc. Right postures make audience to feel confident about you and the vigor of your presentation.
3. **Hand movements and gestures:** Express an idea about your attitude, personality & other personality traits.
4. **Facial Expressions :** are the index of your mind. It has great impact on your presentation. It expresses your emotions and the reaction to the situation. Presenter must have total emotional control during presentation.

**3.1.4.2 Voice Modulation :**

Human beings react to sound variations differently in different moods and situation of slight shift or change in the tone of sound conveys different shades of meaning. "The presenter should use proper voice and its tone during his speech. His voice should be soft, silky,

melodious but firm. Audiences shall not feel any type of anger or arrogance. Soft spoken speeches are appreciated by the audience. Presenter must be firm and confident to speak at appropriate sound quality and sound tone by exercising voice modulation in pitch system. Tone of speech is more effective than volume of speech.

#### **3.1.4.3 Rehearsal:**

To become a well-polished presenter, one needs to persist practice of techniques of presentation. Conduct self-assessed rehearsal in presence of your friends before actual presentation. It provides clear idea about how the presentation would take place. It helps the presenter to modify his performance, remember the key concepts, use of proper non-verbal codes and to avoid probable mistakes that are likely to be occurred during actual presentation.

#### **3.1.4.4 Effective utilization of time factor :**

Start your presentation at right time and finish it in right time. It is essential to follow the time management techniques. Understand the value of time and give due respect to the audience as they are present to your presentation by sparing their valuable time. Time management and respect for time is a crucial component of presentation.



#### **How to plan presentation?**

Audience is important as they invest most valuable time to listen the presentation. Clarify definition of purpose of presentation. Every presentation has its specific purpose and delivered to a specific audience. Presentation without purpose and goal is just like firing in the air without destination.

#### **Presenter should keep in mind the following basic questions:**

- What is the topic for presentation?
- What is its purpose?
- How to structure the presentation?
- How to build up the content?
- Which type of media is best suited for delivery?
- How much time to be utilized for the presentation?
- What type of audience is before you to whom you want to interact?
- What type of questions the audience may ask?

Once you are well acquainted with above questions then affix in mind what is to be achieved. This achievement is the goal of the presentation. When goals are analyzed, structure the presentation, give shape to the presentation and use suitable aids for the presentation.

**The goals may be :**

- To obtain good marks in the examination
- Create an interest and curiosity in the mind of audience.
- Influence the listeners by making it attractive and presentable.
- Update their knowledge and make them aware about latest things.

Once the topic, purpose and duration are fixed for presentation then organize knowledge for the presentation. Collect information about the topic from various information sources and information centers. Consider time duration before planning to prepare the content in well – organized manner. Prepare the power-point slides/transparencies as per the sequence of presentation of content. Manage your time for introduction, content delivery and summary part.

**3.1.5 Structuring Presentation and Constructing the Content:**

Personal all round reading knowledge and own experience will give effective start up, but simultaneously it is equally important to have relevant material from libraries, books, catalogues magazines, internet etc. to grace the content. Having sufficient informative material, builds up the content using following methodology.

**Mind Map :** is a tool that determines specific information to be used to convey the ideas to audience. Note down useful points for presentation on a paper randomly. Take out the mind map read through remove the points which are irrelevant to the topic.

**Key points :**

Apply following parameters to each point to determine whether it is a key point.

**Relevance :**

If point under consideration for presentation has any relevance – keep it, if not – drop it.

**Variety :**

Avoid repetition of same points that creates confusion. Use variety of points related to the topic.

**Priority :**

Prioritize points to satisfy audience. Prioritizing the points make presentation smooth, free flowing and enables audience to connect the ideas in very easy way. Thus, harmony between the audience and the presenter is established.

**Points to remember :**

- Prepare presentation in chronological order.

- Use logical/rational method to organize content.
- Organize presentation by various methods.
- Prepare charts handouts, transparencies, P points as per the content.
- Use anecdotes, short stories or humours.

### **3.1.6 Delivery of Presentation :**

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Introduction is a very crucial part of any presentation. If first impression is impressive, then audiences start paying attention. Presenter's information may contain :

- Purpose of presentation
- Topic of presentation
- Duration of presentation

### **3.1.7 Features of Quality Presentation :**

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#### **Statistics :**

Use statistics relevant to the topic to captivate minds of audience. Statistical information must be true, real, valid and latest. If possible give source of it.

#### **Quotes by famous personalities :**

Start your presentation with unique and the famous quotes as they always attract the audience. Speak about the originator of the quote. Quote & topic should be matched. Avoid irrelevant quotes.

#### **Use of graphics/audio visual aids :**

The viewers are immediately attracted towards this visual presentation. Complex steps in presentation are easily interpreted and audience is at ease, pictures, photographs, charts etc. enhances the quality of the presentation as they speak better than thousand words.

**I Use of Audio/visual aids :**

Effective use of Audio visual aids is key factor in presentation. Presenter should ensure the working condition of such aids before actual (presentation is performed. Keep aids ready for the show, well in advance, it should be properly connected to other equipments like PC, laptop, Audio system etc.

**I Mike :**

Required when the audience is large and the room is quite spacious. It enhances the volume of sound of speaker. Audience listens at ease & speaker is stress free.

**I P. A. System :**

It is largely used if the audience is very large in volume.

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**3.1.8 Performing Presentation Session :**

Presentation can be exhibited during seminars, paper presentation competitions, annual gathering or at guest speeches. While performing presentation, presenter should be aware of : situation, type of function, purpose of presentation and allotted time. Select the adequate audio visual aids for the presentation. Different ways of presentation depends upon the nature of the event or function. Effectiveness of presentation solely depends upon the knowledge of presenter, effective and creative use of available tools and response and participation of audience in the presentation.

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**3.1.9 Tips to Presenter:**

- Wear neat and clean formal dress.
- Use appealing & acceptable body language.
- Don't avoid audience by neglecting eye contact otherwise audience will neglect you.
- Spell correct pronunciation and intonation.
- Use correct sentences.
- Observe speaker's manners and etiquettes.
- Be polite and courteous with audience.
- Ignite audience to take part in discussion.
- Positively listen to the doubts/queries raised by audience.
- Summarize presentation with beautiful & memorable quotes.
- Use proper voice modulation.

### **3.2 Guidelines for Developing Power Point Presentation :**

To create awesome impact on audience a popular visual aid is widely and extensively used for presentation is LCD.

#### **3.2.1 Preparing Power Point Slides for Presentation:**

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One of the key areas of preparation relates to the planning of power point slides that the presenter intends his audience to view. Good presentation is spoiled because of poor presentation of slides. Generally, we see speakers walking in with their laptops, connecting wires to the LCD projector and displaying the slides one by one. A Power Point presentation does have its disadvantages, and if not planned properly the slides can actually derail a presentation.

#### **3.2.2 Guidelines for Developing Power Point Presentation:**

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1. Reach the presentation area much before the audience and adjust material on the lap-top or pen drive well before you speak.
2. Time your slides to perfection. Know exactly when to show a slide. When discussion and the slide do not match. It distracts the audience.
3. Keep the lens of the LCD covered with its or a handkerchief so that the audience do not look at a blank screen.
4. While displaying a slide, avoid standing or walking in front of the LCD lens.
5. Don't clutter your slides with too much detail. Avoid writing long paragraphs or lengthy sentences on slides. Cluttered slide irritate and distract your audience.
6. Give your material in bulleted form. A single slide should contain no more than eight to ten points.
7. Don't read your own slides by looking at the screen. It loses eye contact with your audience. To aid your memory, you can keep some flash cards with you. Keep in mind that you display slides for your audience and not for yourself.
8. Keep your slides to the minimum number. Don't pour slide after slide as it causes monotony and audience feels that speaker depends on slides for all his ideas and discussion.

9. Make your slides as captivating and innovative as possible. In your academic and professional career, you give presentations of various types. Exhibit your presentation with confidence and clarity.

Select suitable pattern and layout of slides appropriate to the topic. The choice of font depends upon personal likes and suitability of topic. Enhance slide by using ‘Word Art’ for particular titles. Slide’s size should not be too large or too small which create strain on the eyes of observer. Use various pictures, photographs, charts, and paragraphs that may be readily available on the PC/ internet, to make presentation attractive, use audio visual files, use of animation effect, background sound makes slides rhythmic and eye pleasant.

### **3.2.3 Guidelines to Presenter for Successful Presentation :**

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#### **Tips to Presenter :**

- Wear neat and clean formal dress.
- Use appealing & acceptable body language.
- Don’t avoid audience by neglecting eye contact otherwise audience will neglect you.
- Spell correct pronunciation and intonation.
- Use correct sentences.
- Observe speaker’s manners and etiquettes.
- Be polite and courteous with audience.
- Ignite audience to take part in discussion.
- Positively listen to the doubts/queries raised by audience.
- Summarize presentation with beautiful & memorable quotes.
- Use proper voice modulation.

### **3.3 Presenting Technical Papers :**

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Presenting Technical papers is a mandatory part of engineering student’s life. Paper Presentation is considered the major skill in technical students and staff as well. One of the most fundamental parts of technical paper is to present it in an effective way.



Following is the general format for technical paper presentation

Use the word “**Abstract**” as the title, in 12-point Times, boldface type, centered relative to the column, initially capitalized. The abstract is to be in 10-point, single-spaced type. Leave two blank lines after the abstract, and then begin the main text. Abstract should not be more than 200 words.

**1. Main Title :**

The main title (on the first page) should begin 1-3/8 inches (3.49 cm) from the top edge of the page, centered, and in Times 14-point, boldface type. Leave two blank lines after the title.

- 2. Author names and affiliations** are to be centered beneath the title and printed in Times 12-point, non-boldface type. Multiple authors may be shown in a two- or three-column format, with their affiliations below their respective names. Affiliations are to be centered below each author name, italicized, not bold. Include e-mail addresses if possible. Author information should be followed by two blank lines before main text.
- 3.** Type your main text in 10-point Times, single-spaced. Do not use double-spacing. Be sure your text is fully justified—that is, flush left and flush right. Please do not place any additional blank lines between paragraphs.
- 4.** **First-order headings**, for example, “1. Introduction”, should be Times 12-point boldface, initially capitalized, flush left, with one blank line before, and one blank line after. Use a period (“.”) after the heading number, not a colon.
- 5.** **Second-order headings** should be Times 11-point boldface, initially capitalized, flush left, with one blank line before, and one after.

**6. References :**

List and number all bibliographical references in 9-point Times, single-spaced, at the end of your paper. When referenced in the text, enclose the citation number in square brackets. Where appropriate, include the name(s) of editors of referenced books.

## IEEE FORMAT OF TECHNICAL PAPER

### Paper Title

#### **Subtitle as needed (*paper subtitle*)**

*Authors Name/s per 1st Affiliation (Author)*

*Authors Name/s per 2nd Affiliation Author)*

*line 1 (of Affiliation): dept. name of organization*

*line 1 (of Affiliation): dept. name of org*

*line 2-name of organization*

*line 2-name of organization*

*line 3-City, Country line 3-City, Country*

*line 4-e-mail address if desired*

*line 4-e-mail address if desired*

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### **Abstract :**

The abstract should not exceed 250 words. It should briefly summarize the essence of the paper. Its objective is to briefly state the problem or issue addressed, in language accessible to a general scientific audience, briefly summarize the technological innovation or method used to address the problem, brief concluding remarks on your outcomes

### **I      Keywords :**

At least four keywords or phrases in alphabetical order, separated by commas. Keys words denotes important words of your research work.

### **I      Introduction :**

It should be not a long review of the subject area and details of history. It should pertain to specific area. Write important points of your research paper in brief. Don't elaborate by giving examples. The introduction serves a twofold purpose. Firstly, it gives the background on and motivation for your research, establishing its importance. Secondly, it gives a summary and outline of your paper, telling readers what they should expect to find in it. When you write the background review, you should consider including technological trends of the area, open problems and recent promising developments. At this point, you can introduce more specific terminology which is not widely known. Provide good motivation for your work, such as explaining its technological, research or eco-nomic importance. The motivation should not be elaborate; simply two or three good reasons are enough to make your research important

### **I      Main Body :**

#### **1.    Related work :**

The purpose of the related work section is the most mis-understood by young authors. Therefore, it is important to pay extra attention in writing this section. Similar to the introduction, the purpose of the related work is two-fold. First, it gives a list of research works that are related to your paper-necessary to show what has hap-pened in this field. Secondly, it provides a critique of the approaches in the literature-necessary to establish the contribution and importance of your paper.

**2. System Model :**

In the system model section, you explicitly describe all the hypotheses and assumptions of the environment on which the problem will be stated. Put good effort in realizing all explicit and implicit assumptions that you make, and clearly state them. It is important to provide support for your assumption choices. The more valid and acceptable your assumptions are, the more valid and acceptable your work will be. The system model section should always have a figure. The figure should demonstrate the parameters of your system model. Prepare the figure so that it can later be reused or enhanced to demonstrate your solution.

**3. Problem statements :**

Often, this section is merged with the system model. State your problem clearly. Be as exact as possible into stating what the question of the problem is. It reflects poorly upon an author if he cannot describe or does not know what problem his solution addresses. But most importantly, it will be easier for successive researchers to classify your work.

**4. Solutions :**

You should begin this section by providing an overview of your solution. Give a good explanation of its rationale, concepts and mechanisms. If your solution relies on a theorem or some other undocumented concept, make sure that you explain them before you carry on to the detailed description.

**5. Analysis :**

Analysis can be of two types: qualitative and quantitative. The former means to show some properties (qualities) of your solution, while the latter means to show some performance aspects of your solution. Qualitative analysis is usually proof of correctness, however it could be proof that the solution possesses some desired property. For algorithms or protocols, a proof of correctness is always welcome. Quantitative analysis is mostly performance analysis. It is important to explain what performance metric you use and why you have selected the specific metric. Choosing a metric that has been widely used will make the comparison to other solutions easier.

**6. Research Method:**

It should be covers Population, Sample, Tools for data collection, Statistical techniques.

**Conclusion :**

The conclusions section, similar to the introduction and related work sections, serves two purposes. The first is to elaborate on the impacts of using your approach. The second is to state limitations or disadvantages of your solution, thus enabling you to provide directions for future research in the field.



### References :

In references you can mention the name of websites, books, and research journals referenced.



### **3.3.1 Tips for Presenting a Paper :**

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Presenting at an academic conference is an important part of a professional's life, and is an opportunity that most young professionals look forward to. It is natural for even senior and experienced professionals to feel nervous while addressing a large audience, but for young professionals, the whole process can be overwhelming.

The key to an effective conference presentation lies in being well-prepared. Here are a few tips that will make the process smoother for you:

#### **1. Knowledge of Receivers (Analyzing the audience in mind):**

A conference paper should be different from a journal article. Remember that your paper is meant to be *heard*, not *read*. Audiences typically have lower attention spans than readers; therefore, keep the content simple and straightforward. Structure the paper well, with a clear introduction, body, and conclusion. Use language that is simple and clear. Explain any technical terms that you have used and provide a quick recap of the main points wherever needed.

#### **2. Follow time limits:**

Paper presentation sessions at conferences are 20-30 minutes long, so prepare your material accordingly. Also, be prepared for any last-minute changes in session timings. If you have been allotted 20 minutes, be ready with a short skeleton outline, just in case the speaker before you has overshot his/her time limit and you only get 10 minutes to present. Conversely, keep some extra material handy because you may get 30 minutes instead of 20.

#### **3. Mirror Rehearsal:**

Reading in your mind will not help you keep time simply because reading aloud in front of an audience takes longer. Rehearsing a few times in front of a friend or in front of the mirror, so that you are familiar with the content, will boost your confidence. Recording a video of your practice sessions is also a good idea as you can view them later and

understand where you need to improve. However, don't rehearse too much just before the actual session, or your voice might sound dull and tired.

**4. Start confidently:**

How you begin your presentation matters a great deal. You will have to gain the audience's confidence and attention within the first 10-20 seconds of your session. Begin with a quick introduction about yourself as this will help establish your credibility. Make sure you prepare for this in advance. Carefully select a few highlights and be ready with a brief self-introduction. Here's an example: "Good morning everybody! My name is Abhijeet Patil. I am a post graduate in medicine from the Pune University, and I have spent the past five years working at the Department of Internal Medicine, JJ Hospital. Today, I am going to present a paper titled ...."

**5. Maintaining positive eye contact:**

As you begin your presentation, smile. Be calm, and breathe deep. This will help you relax and dissolve any awkwardness between you and the audience. Be mindful of your posture: stand straight and hold your head up. This will help you make eye contact with the audience and will also make your voice more audible. Do not read to the desk. Talk clearly, loudly, and energetically. But don't be too fast: remember that there could be people in the audience whose native language is not English. Take advantage of pauses to look up at your audience, give your audience time to react to what you say, or to let what you said sink in, or to just let yourself breathe and be more composed.

**6. Use Proper Connectors:**

Remember to use transitions when moving from one idea to another: transitions ensure a smooth flowing presentation. Some useful transitions are "furthermore," "in addition," "consequently," "meanwhile," "finally," etc. When using the same idea twice, you can begin with "A similar idea is" or "Another example is," etc. When giving a point-by-point explanation, it is best to mention the total number of points at the outset; for example: "There are reasons for this. The first reason is....; the second reason is; etc." This approach will help readers keep track of the points you are discussing. Additionally, sometimes a simple pause or a direct statement such as "Let's move to the next part of the presentation" or "To move on to another idea" is also an effective way to introduce a new section, idea, or perspective.

**7. Have Scope for Interactions:**

If you don't understand a question, you could ask for it to be rephrased. Don't worry if you don't know the answer to one or two questions: you can thank the person for raising it, saying that you have not explored this angle, but will definitely think about it. If there are no questions, you can give a cue by pointing out a weakness of the paper. However, don't be too bothered if there aren't any questions even after you've asked a few times.

**8. Natural Closing:**

Ask if there are any questions, offer your contact information, and tell the audience that you would be open to receiving questions from them over email. If there are questions, answer them. If there aren't any questions, just say thank your audience for attending the session and walk off the stage. However, do not leave the room immediately. People might come to you with questions that strike them after you have concluded the presentation, or might want to talk to you one-on-one.

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...

# Unit 4

## Office Drafting

### **Syllabus:**

- 4.1 Office drafting : Formats and Guidelines.
- 4.2 Formulating notices and memoranda.
- 4.3 Preparation of agenda and writing minutes of meetings.
- 4.4 Preparation of reports – progress reports, Accident reports, case study.
- 4.5 Summarizing techniques.

### **4.1 Office Drafting: Format and Guidelines:**

#### **4.1.1 Introduction:**

Communication within the organization is necessary for the growth and development of an organization. If the organization is small Communication is mostly oral. Sometimes communication may be written. For formal written communication Notices, memos circulars are adopted to give the message.

Let us Learn the formats of office drafting

#### **4.1.2 Notice : Format and Guidelines :**

##### **Letter Head (Logo)**

**Ref-out : 424/2017-18**

**Date :**

**Notice :**

**Opening** – Get to the point in the opening paragraph. Keep things simple and short. Make it easy and fast to read.

**Conclusion** – End with a call to action

*Sd/-*

*Signature*

**CC:** [Send copies to the concern authorities]

**□ Notices :**

There are three major components of a meeting namely **notice**, **agenda** and **minutes**. Notices are sent to the prospective participants along with agenda well before a meeting. Whereas minutes are taken down during the meeting.

Notices are written information about the day, date, time and venue of a meeting. Notices are sent a few days before meeting so that the participant might not forget as the prospective members may have some other prior engagement. Notices are sent to all those who are entitled to attend it.

1. Prepare a notice which includes the date, time, agenda and venue of the meeting. Send the notice to all the participant members five to seven days before the actual schedule.
2. Attach the minutes of the previous meeting. This gives the members a chance to bring up anything they do not understand or agree with.
3. Send the agenda with the notice.

In professional organizations communication is done in the form of notices. The purpose is to communicate the changes in the time schedule to inform about meetings etc. Educational institutes frequently follow the form of notice to convey information to the students.

The purpose of notice is to inform people in general or specific group of people about urgent, important, time bound, official and short messages. It may be displayed on the notice board for a large number of viewers to take note of, for members / workers of an organization or for the people of a particular department.

A meeting is not said to be legal unless a proper notice has been issued. The notice is sent by the association or company and it can be posted.

**□ Conditions to issue a notice:**

- a) It should be issued by a competent authority, after obtaining authority from the managing committee or board of directors.
- b) Must be sent to all the members, who are under the rules entitled to attend the meeting.
- c) The place that is mentioned in the notice should be convenient for all to attend.

**□ Features of the contents of the notice:**

- Make sure that notice covers date, time, venue and signature including name.
- A notice should bring about a desired response.
- There must be clarity in language.
- Language must be official.
- Avoid expressions of feelings & emotions.

#### 4.1.3 Memorenda: Format and Guidelines :

##### Letter Head (Logo)

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Out No: IOT/CE/Memo/09/17

Date :

##### Memorandum

From:

TO:

Subject:

Opening – Get to the point in the opening paragraph. Keep things simple and short. Make it easy and fast to read

Main Text : (Such as findings or details of conference in brief, Significance)

Conclusion – End with a call to action

Sd/-

*Signature*

CC: [Send copies to anyone affected by the memo]

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#### 4.1.4 Style of a Memo:

Its style is generally informal & conversational. The relationship between the sender and the recipient of the memo decide its features. In some organizations, a formal style is expected in others an informal style is desirable. Some professionals draft their memos in a tone and style which is detached objective and official. We need to choose the style that suits our purpose and defines our relationship with the recipient.

□ **Tips for drafting a Memo:**

- Don't ramble. Memo is a short piece of communication
- Announce your purpose immediately.
- Be sure that you have a point to make and state it with clarity
- Stick to making one point in a short memo.
- Call for action. The memo should clearly spell out what needs to be done when, how and where.

- Write your memos using the standard format.
  - It must be objective and not subjective.
  - The message must be complete, correct and adequate.
- **Learning objectives:** You will be able to :
- Understand what a memo is and its style and structure.
  - Differentiate between a circular and a memo
  - Learn how to draft the notice(agenda 4.3) and minutes of professional meeting)

#### **4.1.5 Inter-Office Memorandum (MEMO) :**

An inter-Office Memorandum (memo) is a document written to pass information between people and departments within an organization. Memos are important for smooth running of an organization. They provide a written record and history of a company's decisions. They serve as a record for all the background, variables and alternatives which are considered, viewed and weighed before arriving at such decisions. Memos are critical as they keep a record of responsibilities assigned to people within an organization. Memos handle the flow of information up, across, or down in the organization.

A Memo can be written to carry out different functions in an organization. A memo is not written essentially by superiors to warn or scold a subordinate. In professional situations, it is expected to write a memo to one's superior to make a routine recommendation, to a follows colleague or an associate to confirm agreement, or to a subordinate to announce, explain or remind.

Memos are written to deal with many official matters.

Official matters in a professional organization.

□ **To Confirm :**

Written to confirm the details of a meeting, a conversation. Purpose is to have a written record of decisions and the points of terms agreed on.

□ **To Suggest :**

To recommend solutions for various business problems. To offer alternatives and improved services, for using new procedures and methods for approaching an official task.

□ **To Request :**

To make a written request for taking an action, looking into a matter taking up a complaint; or passing a piece of information one can ensure a focused attention and speedy action.

□ **To Explain :**

To explain or define clearly what had not been understand initially, a memo explains a procedure or method often considered, newly introduced in an organization.

**I To Announce :**

Commonly written to make announcements about changes in:

- The company's Policy
- Timings of an office
- Functions of department
- Transfer of equipment
- Change of address

**I To Report : Also written to give an account of a journey**

- To highlight the trends in sales and production,
- To analyze a situation
- To present an evaluation of a visit to some site.
- To define or establish a fact, phenomenon, situation etc.
- To Caution or Warn :

Memos remind people of their jobs and responsibilities. It cautions and warns people in case they do not keep time, ignore their work, delay the tasks assigned, perform below expectations etc.

A memo travels within an organization. It reaches so many people at so many levels to cover wide area of an organization. The larger an organization the greater is the number of memos written in it.

Memo is a written communication related to internal enquiry, instructions, request, suggestions, reports, appreciation disciplinary action etc. within the organization. It can be used to communicate from lower level to higher level or higher level to lower level.

**I Purpose and situations which demand memo writing:**

- 1) To request for action or information.
- 2) To explain/clarify to the reader something that is not understood.
- 3) To announce or to give formal notice to readers that needs to be known.
- 4) To confirm the details of a meeting, conversation or telephone call.
- 5) To suggest solutions to business problems/is offer one's service.
- 6) To report the details of a project at regular intervals.
- 7) To appreciate the achievement of the employees.
- 8) To warn the employee.

**I Salient Features of Memo Writing:**

- A formal piece of writing

- A factual account
- Written with a specific purpose
- Written in an organized manner
- Written for a specific audience
- Written in an objective manner
- Includes only relevant information.

## 4.2 Formulating Notices and Memoranda :

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### Memo

**Write a memo to the F. Y. students for late submission of CMS term work and warn them of a stern action against them      SBTE WINTER- 2016 EXAMINATION**

**Ans. :**

- Sample Draft:**

**S. P. P. POLYTECHNIC**  
130, Shivajinagar, Pune-411 001

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07 November, 2016

### **MEMORANDUM**

**From:** Prof. S. N. Kadam, Subject Teacher, Communication Skills

**To:** Jay Tunge, Raj Sharma, Kunal Zende (First Year Civil Engineering)

**Subject:** Late submission of CMS term work

It is found that you have not submitted CMS Term work yet. It is already late as the last date of submission was 05 November, 2016. You are hereby warned to submit the term work by 10 November, 2016 or else stern action will be taken against you. If you fail to submit the term work in stipulated time, you will not be allowed to appear for term end examination. Take a note of this.

*Sd/-*

*Prof. S. N. Kadam*

*Subject Teacher, CMS*

- A) **Draft notice to all the students of our institute to attend the flag hoisting ceremony on Wednesday, 15<sup>th</sup> August 2017 at 7.30 a.m. sharp at Amphitheatre Venue without fail.**

**MET's Bhujbal Knowledge City**

IOT – Polytechnic – Nasik

**NOTICE**

12<sup>th</sup> August, 2017

All the students of IOT, Polytechnic are hereby informed to attend the flag hoisting ceremony at 7.30 a.m. sharp on Wednesday 15<sup>th</sup> August, in the college campus. Students must be present in proper attire.

Attending the national ceremony is mandatory.

**Day &Time:** Wednesday 15<sup>th</sup> August,  
7.30 A.M. sharp.

**Venue:** Amphitheatre Ground

By order,

**Principal**

- B) **Write a notice to the members of the sports club, regarding the annual body meeting.**

**Merry Comb Sports Club**

Nashik Gymkhana 27/9- Nasik

**NOTICE**

**Date :** 15<sup>th</sup> Nov. 2017

All the members of Nasik Gymkhana Club are here by informed that the annual body meeting will be held on 20th November 2017 at 4.00 P.M. at the club house. All the members are requested to attend the meeting on given schedule.

**Meeting Agenda :**

For the annual body meeting of the members of Nasik Gymkhana Club to be held on 20th Nov. 2017.

## **AGENDA**

1. Reading & confirmation of the minutes of the previous meeting.
2. Proposal of a new gymnasium at college Road.
3. Purchasing of the requisite material for new establishment
4. To publish advertisement for the appointment of gymnastics
5. Replacement of old gymnastic kits.
6. Organizing summer camp for promotion of sports.
7. Any other eleventh hour issue with the consent of the chair.
8. Vote of thanks.
9. National Anthem.

**Secretary,**  
*Nasik Gymkhana Club*  
*Nasik*

- C) **Draft a notice for the students regarding the forthcoming ‘Book Exhibition’ being organized by the students committee of your polytechnic.**

**MET's Bhujbal Knowledge City**  
 IOT-Polytechnic- Nasik

---

**NOTICE**

15<sup>th</sup> Nov. 2017.

All the students are hereby informed that we have organized a ‘Book Exhibition’ in collaboration with ‘Gigatech Publications- Pune’ from 20th Nov. 2017 to 30th November 2017.

The exhibition will be organized in the Assembly Hall of our institute. Books like International affairs, Political issues, Philosophy, Management, Pharmacy, Science & Technology, Entertainment, Sports, Novels, Dramas and much more variety will be displayed & sold. Publishers offer 20% discount on any purchase.

It is a new activity initiated by the students’ committee. Hence, expected to receive a giant support and make it successful by all students.

**XYZ**  
*I/C Students Committee*  
*MER's BKC IOT Poly. Nasik*

- D) As the floor in charge write a notice asking all the students to enter the work shop only after putting on their over-coats.

**MET's Bhujbal Knowledge City**  
IOT-Polytechnic- Nasik

**NOTICE**

15<sup>th</sup> Nov., 2017

All the users of workshop practical's are hereby informed that they should put on their over coats (aprons) while coming to the work shop to do any practical.

Over coats along with uniforms are already issued to all the students. Use of over coats is one of the safety measures. Hence it is mandatory to put it on while entering the workshop. In any circumstances no student will be allowed to perform work shop practical. Non observance of the strict instruction by any student may result in raising strict action against the defaulter.

**XYZ**  
**Floor Incharge**  
**MET's ABC IOT POLY.**

- Write a notice about the change in the working hours of the college and declare all Saturdays as holidays.

**Ans.:**

Sample Draft:

**EXCELLENT POLYTECHNIC**  
543, A.B. Road, Anandnagar, Pune-411046  
14 September, 2016

**NOTICE**

All the students of Excellent Polytechnic are hereby informed that the working hours of the college are changed. The new timings will be 8.00 am to 4.00 pm. (Monday to Friday) with effect from 20 September, 2016. It is also declared that all Saturdays will be holidays from 20 September, 2016. All students are informed to take a note of it.

Sd/-

*Prof. N. S. Patil*

*Principal*

### **4.3 Preparation of Agenda, Writing Minutes of Meeting :**

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□ **Course outcomes (COs)**

- Develop agenda, writing minutes of meetings,
- Develop reports in relevant formats.

□ **Competency :**

- Communicate effectively to fulfill business requirements.

□ **Major Learning Outcomes (LOs) : Writing Skills :**

(in cognitive domain)

- 4c. Prepare agenda for the given type of meetings.
- 4d. Prepare minutes of the given type of meetings.
- 4e. Prepare reports of the given type of events/episodes/ accidents.

□ **Speaking Skills :**

- 4f. Read the agenda of the given meeting.
- 4g. Read the report of the given event.

#### **4.3.1 Agenda:**

---

An effective meeting agenda provides structure and focus and clearly indicates the purpose of the meeting. The agenda serves as the road map for the meeting.

A well- constructed agenda is a valuable tool for achieving the desired meeting results in a reasonable time. It serves as a guide to the participants and making the meeting more efficient and productive.

An agenda is a list of the topics which covers desired objectives with a time limit to keep you on track. For example, if you are writing agenda for the fourth meeting, write that as:

- Confirmation of the minutes of the last meeting.
- Review the status of last quarter's goals
- Appointment of a new sales manager and three Project engineers.
- Reporting and reviewing the ongoing construction of new factory site... etc.

□ **Uses and Significance of an agenda:**

- It forces the convener of the meeting to think about what needs to be accomplished.
- The agenda lets participants know what to expect and allows them to prepare as required.
- It provides a blue print for the meeting to form accordingly.
- It helps the concerned members to think of what is left uncovered and help in adding those issues with the permission of the chair.

**I Tips for Preparing an Agenda:**

1. Send a preliminary meeting agenda and ask inclusion of any further agenda topics from participants members. Include a strict dead line for additional topic suggestions.
2. Include only those additional topics which help in achieving the meeting objective.
3. Include all the topics and allow the participants to begin preparing for the meeting.
4. If special guests attending the meeting find out whether they have any issues that can be combined. If so, arrange them under one agenda item. Organize the order of events according to their time and importance.
5. The first item on every agenda is '**confirmation of the minutes of the previous meeting**' and the last' **any other matter with the permission of the chair**.
6. If only a few points to be discussed, the agenda can be written on the notice itself.
7. Check the agenda for errors.
8. Send the agenda along with the notice or email it to all attendees few days in advance.

**I How to prepare an Agenda?**

Mainly there are two parts :

1. Header
2. Body-list of items.

**1. Header :**

The header is useful if the participants belong to various groups/organizations, or if the agenda will be made public record. Header should include the following:

- I Name of the organization, Date,
- I Group meeting agenda, starting and ending time,
- I Location.

**2. Body :**

The body of agenda lists the actual business to be transacted during the meeting use action words such as:

Approve, discuss, adopt, develop, assign, conceptualize, brainstorm, review and announce, to let the participants know what is expected of them. Against each item is a suggested time, but the time allotted will depend on the nature of issue / agenda item being discussed. Allocate reasonable and realistic amount of time to each agenda task. It ensures the smooth conduct of the meeting.

Place important tasks at the beginning of the agenda. Because in the beginning of the meeting energy levels of are higher and participants are focused. Do not discuss any topic not listed on the agenda. Designate a presenter for each agenda task.

**I Example :**

**Taj Square Mall**  
Vaishali Nagar, Mumbai 007

---

**NOTICE**

**14<sup>th</sup> November 2017**

The Eighth meeting of the Executive Committee will be held as per the following schedule:

**Date :** 20<sup>th</sup> November 2017

**Day :** Monday

**Time :** 6 P.M.

**Venue :** Seminar Hall, Taj Hotel, Mumbai

The agenda for the meeting is attached.

**To :** The members of the Executive Committee.

*Satyen Sharma  
Secretary*

---

**Taj Square Mall**  
Vaishali Nagar, Mumbai 007

---

Agenda for the Eighth meeting of Executive Committee to be held at 6 P.M. on Monday, 20<sup>th</sup> November 2017 at Seminar Hall, Taj Hotel, Mumbai :

**Agenda**

1. Confirmation of the minutes of the last meeting.
2. Appointment of the Manager at Mansarovar Branch, Navi Mumbai.
3. Opening a retail outlet comprising major brands of shoes and sports goods.
4. Announcement of the festive discount.
5. Decision to be made regarding decoration of ‘Taj Square Mall’ across the City.
6. Date of next meeting.
7. Any other matter with the permission of the chair.

*Satyen Sharma  
Secretary*

---

### 4.3.2 Minutes :

Minutes are the written proceedings of the business transacted during the meeting.

It serves as an official record of what took place during the meeting so it must be accurately written. Minutes are recorded sequentially by the Secretary. Any other member attending the meeting may also draft the minutes. The minutes of a meeting include the main points of the discussion held and the decisions taken.

Note down the minutes points correctly to avoid ambiguity.

Minutes are written in the prescribed format of the organization and treated as important record in the organization. Minutes, thus, are a written record of committee meeting times, attendance topics covered discussion on topics approved. It includes all the important decisions taken and methods & motions adopted.

It forms the basis of future actions and decisions related to matters discussed.

e.g. Promotion of staff.

Determining the incentive

Procedural changes

Rise in membership fees... etc.

#### Example :

#### Taj Square Mall

Vaishali Nagar, Mumbai 007

---

Minutes of the Eighth Meeting of the Executive Committee held at 6 P.M. on Monday 20<sup>th</sup> November 2017 at Seminar Hall, Taj Hotel, Mumbai 007.

#### Present :

Shri Shriyash Kulkarni

*Chair person*

Shri Alok Aher

Shri Satish Bhagat

Shri Rahul Kumar Roy

*Executive Committee Members*

Shri Dipanshu Gite

Shri M. N. Pande

#### In Attendance :

Shri Satyen Sharma, Secretary

Shri Ujjwal Pande – PRO

No. of Minutes	Subject of Minutes	Details of Minutes
08.01	Last meeting's Minutes Confirmation	Previous meeting's minutes were circulated, read aloud and approved by the members with consensus.
08.02	Appointment of the manager at mansarovar Br. Navi Mumbai	Mr. Vinod Patil – H.R. Head presented the sort listed names of the interviewee and Mr. Akash Jain was recommended for the post by all members collectively.
08.03	Opening a retail outlet comprising major brands of shoes & sports goods.	Mr. Alok Aher, executive member proposed to open a retail outlet of shoes & and sports goods at new branch like Adidas, Nike, Mochietc. The proposal was accepted as a positive step for the growth of the mall.
08.04	Announcement of the festive discount	The committee declares the new year festive offer as response to proposal forwarded by Sales Manager Mr. Rahul Kumar Roy, Details of proposal its modification is attached.
08.05	Decision to be made regarding decoration at 'Taj Square Mall' across the city.	Suggestion discussed approved by the committee, decoration of all the branches was given to glitters and sparkles decorators.
08.06	Date of Next meeting	The next meeting was scheduled for 17 <sup>th</sup> December 2017.

#### 4.4 Preparation of Reports Progress Report, Accident Report, Case Study :

■ **Preparation of Reports :**

**Course outcomes (COs)**

- Develop reports in relevant formats.

**Major Learning outcomes (Los)**

- Writing Skills : Prepare reports of the given type of events / episodes / accidents..
- Speaking skills : Read the report of the given event.

**Learning Objectives : You will be able to..**

- Know what a report is and its importance in professional arena.
- Understand aspects of business report its features and types.

- Learn to collect data required for reports.
- Learn how to write various types of reports effectively.
- Understand the structure of a business report.
- To develop an effective style for writing reports.

#### **4.4.1 Introduction :**

Technical persons are required to draft reports of various types. Hence a good insight into the art of report writing is important. A report is basically information (formal or official) that is carefully gathered, logically presented in correct format.

Generating and analyzing reports is a routine task in every professionals day-to day activities. Whenever there is:

- a decline in production or sale.
- frequent strikes in company.
- a fire breaks out in the factory etc.
- **The authorities ask for reports which consist of :-**
  - the data related to the problem
  - its interpretation
  - and the findings arising out of such an analysis.
- **Reports are written :-**
  - to analyze a situation
  - to offer an alternative method of operation,
  - to study the growth rate of a company
  - to observe the trend in socio political psychological changes happening around us in all walks of life.... etc.

Reports acquire such inevitability in the professional world, it is mandatory to understand in detail how they are written, what their structure is and what makes them effective.

#### **4.4.2 Definition :**

A report is an account of something that happened in the past, ‘ Report’ means to carry back because ‘re’ means ‘ back’ and ‘ portage’ ‘ means to carry. It is a description of some event or situation that has already happened. A report is a document that is written to be carried back to someone who requires it.

A business report is a formal communication written for :

- a specific purpose
- conveying authentic information
- to a well defined audience

- in a completely impartial & objective manner.
- written in a conventional or usable form.
- to describe the procedures followed in the collection and examination of data.
- to analyze the facts collected,
- derives conclusions from them
- and giving recommendations if necessary.

#### **4.4.3 Salient Features of a Business Report :**

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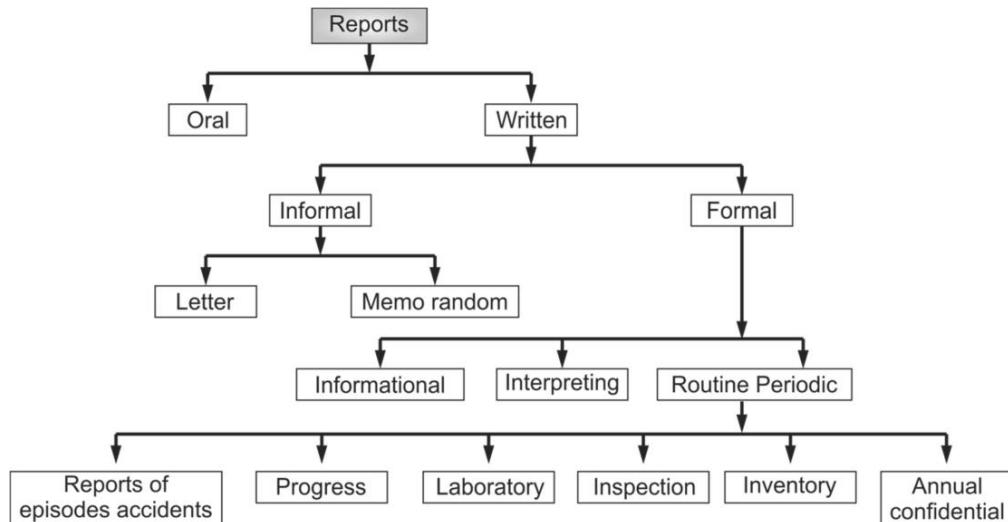
- **A formal piece of writing :**  
Written in accordance with certain rules and norms. The facts and ideas are recorded, analyzed and sequenced in a particular way. Elements inducted in a report follow a certain pattern.
- **A factual account :**  
It is a factual account of data or information. It is a collection of data for the intended reader. The facts may be an account of something that has already happened or something latest facts should be accurate and complete to project clear meaning.
- **Written with a specific purpose :**  
It originates with a need, desire or purpose, either to inform or to analyze. Written to help the intended reader to keep track of information or to take important decisions or actions.
- **Written in an organized manner :**  
As reports are based on facts, they have an organized structure. Follow a conventional or usable form. A proper planning and presentation of data is quite important.
- **Written for a specific audience :**  
To keep abreast of current information authorities need data or information. The person who generates a report is aware of its primary audience. Export is interpreted for reader's awareness and future use. It helps authorities to take a sound decision, to find out solutions to the existing problems and remain ahead of others.
- **Written in an objective manner:**  
When collection of facts are to be communicated, write report in an objective manner. Different shades of meaning of a report should not be conveyed as the report is impartial & objective style. Avoid ambiguous treatment of the subject. Data is to be analysed in relation to the problem. Present facts the way they are and no personal evaluation.
- **Includes only relevant information:**  
Essential information needed relevant information helps readers save their time and make them understand. Reports give readers exactly what they want.

#### 4.4.4 Significance :

- 1) Reports help professionals to plan, acquire, execute, organize, coordinate, manage, and evaluate business activities.
- 2) Facilitate the flow of information to ensure smooth execution of tasks to meet the challenges successfully.
- 3) Serve as a record of facts for reader's benefit; also serve as a repository of information.
- 4) Enables the authorities to take timely decisions and be used for further analyses.
- 5) Can be useful in creating awareness among shareholders and investors regarding the market position of the company.

#### 4.4.5 Types :

A report explains to the readers what the problem is, what has caused it, some findings and the significance of those findings. Mostly reports are written and presented to the authorities.



**Fig. 4.1 : Classification of Reports.**

##### Formal Reports :

Formal reports have the seriousness of purpose and content presenting elaborate data which cannot be informally presented. There are various types of formal reports and broadly classified under three categories:

1. Routine/Periodic report
2. Informational reports
3. Interpretive reports

**1. Routine/Periodic Reports:**

These reports are submitted annually, quarterly, monthly, weekly or at any other prescribed intervals of business affairs. In these reports some columns are given in a preform a where some ticks are to be put or if anything is to be written, it is very briefly written.

Such reports present the collected data and facts in their original form and sometimes they include brief recommendations.

**Examples:**

- Confidential reports on employees.
- a periodic report on the progress of project.

Routine reports can be classified into the seven types:

**i) Progress Report :**

It informs the readers about the status or the progress of a particular project undertaken by an organization during a specific period. It gives an account of the various stages of the project along with the details of the work completed till date and the amount of work yet to be completed. You evaluate the work completed to determine the progress of project i.e. We are ahead or behind the schedule; we are under or over budget. To mention special problems that may arise during the course of work progress.

**Examples :**

- Construction work of a factory building
- Dams for water supply schemes.
- Construction of a huge institute premises etc.

**ii) Laboratory Report :**

These are written by scientists and students of engineering, science, psychology, biology and those who are regularly in laboratories. This provides a step by step account of the process to be followed in completing a task. If the process includes mechanical devices, they are usually described before the process is explained.

Various findings are to be put in a logical order. Mention brief summary of the findings. The proforma includes the name of the experiment; the apparatus used the procedure followed, the findings and conclusions.

**iii) Inspection Report :**

Routine reports that are compiled only after a thorough investigation of objects or products used by organization to see whether the product is functioning properly or needs some repair or to see whether the quality is up to the standard or not. It ensures in checking the quality of products and the right standard and smooth functioning of equipment. Submitted to the executive heads of the maintenance,

production, or sales departments. Written in a prescribed proforma. The purpose of report is to keep a check on the mishandling and poor production of equipment.

**iv) Inventory Report :**

It is computer generated report and requires the user to put in the relevant data regarding the stock on hand. Submitted at regular intervals, i.e. weekly, monthly or annually. It keeps record of kinds of items in stock, stock out ratios, and projected needs and order dates for supplies. These reports include statistical details including the number amount and type of material required. Keeps an account of the material available, its consumptions, proper maintenance. It is written by a person who checks the stocks and fills in all the details.

**v) Annual Confidential Report of employees :**

These reports are submitted annually by the controlling officers about their subordinates. It evaluates their work-performance and behavior in their respective departments. All the related officials keep a record of the performance and conduct of their employees. These reports determine a professional's appraisal. Decisions of promotion, demotion, transfer or termination of a contract are based on the study of such reports. It is difficult to prepare the proforma of this kind of report because **there are certain human attributes which are hard to assess**. In this report questions are included and some space is given for providing short explanation.

**vi) Informational Report :**

The term is generic for any report. Its primary purpose is to convey information. It entails all the details related to the subject under discussion. It develops an understanding of the aims, objectives, organization policies, regulations, procedures, problems and future outlook of a company. Data is presented in an organized form, the situation is presented as it is and not as it should be. It serves purposes like : making a discussion, determining a course of action and coordinating the operation of the organization. No data analysis is done and no recommendations provided. Present the material in a proper way. In any institute or college a report on how many students got registered in various disciplines would be an informational report unless it analyses the question 'Why So?"

For effective informative report collect data, arrange it in a proper order and present it in a manner that is suitable for business communication.

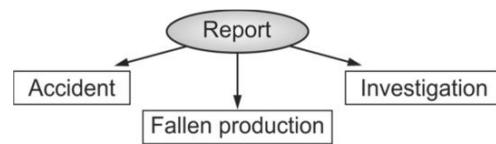
**vii) Interpretive Report :**

They are also known as 'Analytical or Investigative' reports. It helps the readers analyze, interpret, and evaluate facts and ideas. It analyses and interprets the data obtained and arrives at some conclusions and recommendations and leads the reader to some course of action. Emphasis is on the analysis of the results of an investing at in or the proposed solution to the problem. The writers present their findings and recommendations in the most convincing and persuasive way.

**E.g.** Report submitted by the director or Secretary to the shareholders.

It is highly useful and imperative in professional world to make progress. Interpretive report helps in making a decision, solving a problem setting up a new business unit, influencing an action, expanding the business etc. Recommendations are based on analysis and well-framed conclusions. These reports vary widely in scope and subject matter, but they are associated with business activities like: Personnel, Marketing, Sales, Accounting, Advertising, Productions, equipment, Plant location and distribution.

This report is a piece of a formal business communication. It is an account of facts, information, data and figures, presents in an objective and scientific manner. The data is logically analyzed, evaluated and interpreted in order to draw conclusions and formulate recommendations. Help the organization in taking timely decisions to solve a problem to launch a new product, to reduce the gap and create awareness among its employees as well as shareholders.



### 1. Accident Report:

Safety precautions are expected to be taken to avoid hazardous situations. When any accident occurs in the company the person in charge of the unit is liable to submit the appropriate report to higher authority for his information.

#### Probable Causes of Accidents:

- Outbreak of fire
- Short Circuit
- Leakage /outburst of gas cylinders
- Mishandling of machines
- Carelessness on part of workers.

#### Report Prefatory Points :

- Brief Introduction
- Details of the accident (Mention: day, date, time, place, name of the injured person, Unit and Section)
- How the accident occurs – (details of the accident)
- Nature of the injury caused (major or minor)
- Measures taken after the accident (First aid treatment, Hospitalization, Medication etc.)
- Causes & Findings of the accident
- Precautions to be taken & suggestions to avoid such accidents in future.
- Recommendations if any.
- Conclusion.

• **Progress Report: Sample : 1 (MSBTE Question Paper)**

**SUNNY ELECTRONICS LIMITED**  
**1242, PHASE III, SATPUR INDUSTRIAL AREA**

Date : 30 Dec 2017

To  
The Manager

**Subject:** Report on progress of LED television.

Sir,

With reference to the above mentioned subject, it's my privilege to report about the progress of LED television of our company.

**Details:**

- 1) The production of LED television was commenced on 1<sup>st</sup> January 20017.
- 2) The expected production of LED TV units till month of June 2017 is 10000
- 3) Till date production progress is as follows:

Months	January	February	March	April
Units	2100	1800	2300	Work in progress

- 4) The total production of the LED TV unit till 1<sup>st</sup> April is 6200 units
- 5) The production operation has been found satisfactory till March-2017.

**Problems Faced/Impediments:**

- 1) In the month of April 2017 irregular supply of electricity is being faced by production department.
- 2) Most of the spare parts are not available in the market.
- 3) Many workers are on vacation which has affected the production.
- 4) Few machines are not working properly.

**Suggestions:**

- 1) The power generation unit can be set up in the company premises.
- 2) The purchase department should have an additional stock of required spare parts.
- 3) Workers vacations should be given alternative ensuring the smooth running of production.
- 4) Machines out of work can be sent for maintenance/repair.

The above suggestions can be considered for the smooth production in the future to achieve the production target within the stipulated time.

Yours faithfully

Sd/-  
*Work Manager*

### • Progress Report: Sample 2

A brief Report on the progress of an ECO-Park construction site.

## ESTEEM ECO-PARKS

45, Eden Garden Colcatta -2

Date : 19 January 2018

To  
The Manager  
Ashoka Buildcon pvt.Ltd  
Nashik-003

**Subject:** Report on the progress of an ECO-Park at Ashokstambha Nashik.

**Project No :** 11/MH/ECO-Park 2017.

Sir,

I'm pleased to inform you that the progress of the ECO-Park on a vacant land is given below as per your demand:

**Date of Commencement:** 25<sup>th</sup> Dec 2017

**Scheduled Date of Completion:** 31<sup>st</sup> March 2018

**Completion of Construction:** 04 Months

**Time Left for completion:** 03 Months

**Completion Till 19 January 2018:** 55%

**Construction Progress as on 15 January 2018:**

a) Completed the Excavation

- b) Plantation Done in 10000 sq ft. Area.
- c) Water fountain work nearing completion.
- d) Lamp Post work in progress
- e) Construction of the Boundary Wall yet to be completed.

**Impediments :** There were no impediments while carrying out the project at initial stages. However, if there is labor problem, then there can be delay in the work and we have to extend the period of completion.

**Meeting with the contractor held on 10 January 2018 .The Contracted was satisfied with the progress of work. He has requested to release some funds as he has to get man and material organized. However few points were also discussed as follows:**

- a) To allow the truck to unload at the strategic location near the proposed park.
- b) Permission to build make-shift houses for the workers at the park site for convenience.
- c) Permission to continue the work beyond 06.00 pm in the evening.
- d) To provide facilities for storing cement bags, implement and scaffolding bamboos.
- e) Final work will be completed as per schedule if everything goes in right manner.

The progress of the construction is satisfactory till date. In my opinion the points discussed above especially b),c) and d) should be considered. The project should be completed by 10 April 2018

Yours Faithfully

Sd/-

*R. R. Desai Div. Engineer*

- I AS a workshop in charge draft an accident report to the production manager about the accident, that took place in chemical workshop due to leakage of gas cylinder.

*From*

**Mr. R.M. Agnihotri.**

*Workshop In charge*

*Bharat chemical Pvt. Ltd.*

*Ambad, MIDC Nashik-4223005*

**Date :** 20 Nov. 2017

To

**Production Manager**

*Bharat chemical Pvt. Ltd.*

*Ambad, MIDC Nashik.*

**Sub:** Report on the accident, which took place in chemical workshop.

Dear Sir,

I'm Mr. R.M. Agnihotri workshop in charge, in your esteemed organization. I regret to inform you about the accident which took place in our chemical workshop on 18 Nov. 2017 at 09:12 pm due to gas cylinder leakage.

On 18 Nov. 2017 at 09:12 pm two workers began their work suddenly cylinder caught fire. It spread to the workers who were working at the place and got burn injury. The fire gradually spread to the entire workshop.

The injured workers were immediately shifted to the local civil hospital under the treatment of Dr. Gupta. After examining them, he asserted that they should be immediately shifted to the intensive care unit.

**Causes of the Accident:**

- Workers ignored the smell of the gas leakage.
- There was no any fire extinguisher installed at the place.
- Workers were not in proper safety uniform.

**Suggestions to avoid the accident:**

- Gas cylinder must be examined properly before starting work.
- New fire extinguisher must be installed immediately.
- No worker should be allowed to enter in the workshop without safety uniform.
- Primary safety training should be given to the workers before joining.

I'm confident; if we follow above mentioned suggestion we can avoid any further accident.

This is for your information and action.

Thanks,

Yours faithfully.

**Workshop In charge**

**I Investigation Report:**

In an engineering manufacturing industry and technical organizations various types of machines, equipment & tools are used for various operations at different levels. Sometimes there are problems related to the functioning & failure of the machines which affects to achieve targeted goal in a given schedule. Maintenance engineers are expected to find the faults in the mechanism of machines.

Investigation Report preparation points :

- State the damage to the machine/ objects.
- Specifically point out the cause of the damage like:
  1. due to wrong handling
  2. human error
  3. technical problems etc.
- Specify whether repairs needed or replacement required.
- Suggest acceptable option whether repairs or replacement
- Bring to notice the urgency of repair, time period required, if immediate repairs are delayed, what harm would be created.
- Check and mention the guarantee /warranty period of machine.
- State the probable expenses required for repairs/replacement of the damaged part.

**I Investigation Report :**

As maintenance engineer of TCS PVT.Ltd. draft an investigation report to the administrator, Kirloskar India pvt. Ltd. Investigate about the computers installed in the main office and submit the report.

**I Required Format:**

- Sender's Address
- Date
- Receiver's Address
- Subject
- Salutation
- Relevant and Appropriate Matter
- Closure

*From*

**Mr. D.S. Deshpande**

*Maintenance engineer*

*TCS PVT. Ltd*

*Near Main Building*

*Thane Municipal Corporation*

*Thane-500123*

Date : 20 Nov. 2017

*TO*

**The administrator**

*Kirloskar India pvt. Ltd*

*24, Thane-500123*

**Sub:** Investigation report about the computers installed in the main office.

**Ref:** Telephonic communication on 19 Nov 2017 at 10:15 am with office superintendent.

Sir,

Thank you for inviting me to investigate the computers in your office.

I have examined all the computers in your office. I'm hereby submitting the investigation report.

**Findings:**

- OS on the client is corrupted.
- The officer, who is using this computer is virus infected.
- The power switch of the computer is not functioning properly.
- Keyboard of the same computer is not functioning properly.

**Suggestions:**

- We have to install the License copy of OS.
- Good quality accessories must be installed.
- Updated net protector must be installed.
- New power switch of the computer must be installed.

Please let me know about the necessary decision and action. I will be glad to provide service for you.

This is for your information and necessary action.

Thank you,

Yours faithfully

**Maintenance engineer**

*TCS PVT. Ltd*

**I Fall in Production Report :**

Industry production manager constantly focuses on obtaining the desired target of production. He is keen on keeping monthly record of production. Sometimes fall in production process is likely to occur. He is required to send reports to the higher authorities where in report includes the probable cause for the fall. He has to give measures to be taken for increasing the production.

Fall in production report consists the following points :

- Percentage of fall / decline in production.
- Problems in the production process.
- Probable causes of fall :
  1. Labor Problems
  2. Raw material supply (delay/not available)
  3. Power supply
  4. Water supply
  5. Strike of transport workers/employees
  6. Wastage of time during shifts.
  7. Sinking morale of the workers.
- Suggestions to improve the production.

**I Fall In Production Report :**

**Write a report to the Senior Executive Manager about fall in production of your unit of electronics appliances. SBTE Question Paper Winter-2017**

**Ans.:**

**Required Format :**

- Sender's Address
- Date

- Receiver's Address
- Subject
- Salutation
- Relevant and Appropriate Matter
- Closure

• **Sample Draft :**

*From*

**The Production In-Charge**

*P. D. Electrical Ltd*

*Hadapsar Industrial Area*

*Pune -411028*

12 November, 2017

*To*

**The Senior Executive Manager**

*P. D. Electrical Ltd*

*Hadapsar Industrial Area*

*Pune -411028*

**Subject:** Report about the fall in production of electrical appliances.

Respected Sir,

With reference to the above mentioned subject, I would like to bring to your kind notice, that there is fall in the production of LED Bulbs, Ceiling Fans and Refrigerators. This year the production is declined by 8 % as compared to the last year.

**Causes/Reasons of the decline:**

- There was frequent power failure due to which the work could not proceed at the desired speed.
- Spare parts were not provided in time.
- Quality control department did not check the appliances in time.
- Workers were not ready to work in more than one shift.

**Suggestions to improve the production level:**

- We must have good quality generators/invertors for back up.
- Purchase department should take extra efforts to provide spare parts in time.

- I Quality control department should be prompt in checking the appliances and approve the same at the earliest.
- I Workers can be motivated with extra incentives.
- I If we implement the above mentioned suggestions, we can improve the level of production of LED Bulbs, Ceiling Fans and Refrigerators of our company.

This is for your information and necessary action.

Thanking You

Yours sincerely,

Sd/-

**The Production In-Charge**

**Write a report of fall in the production of automobile spare parts giving the causes and remedial measures to bring up the production. SBTE WINTER 2016**

**Ans.:**

• **Sample Draft:**

I **Fall in Production Report :**

16 April, 2016

*From*

**The Production Manager**

*Deepak Automobiles Ltd.*

*MIDC Industrial Area*

*Chakan, Pune -412109*

*To*

**The General Manager**

*Deepak Automobiles Ltd.*

*MIDC Industrial Area*

*Chakan, Pune -412109*

**Subject:** Report about the fall in production

Sir,

With reference to the above, I would like to bring to your notice the fall in production of spare parts of our automobile company. This year the production is declined by 17% as compared to last year.

**Causes/Reasons of the decline:**

1. There was frequent power failure due to which the work could not proceed at the desired speed.
2. Raw material was not supplied in time.
3. Quality control department did not check the spare parts in time.
4. Workers were not ready to work in more than one shift.
5. Due to low morale, most of the workers were on casual leave.

**Suggestions to improve the production level:**

1. Purchase department should take extra efforts to provide raw material in time.
2. Quality control department should be prompt in checking the machines and approve the same.
3. We must have good quality generators/invertors for back up.
4. Workers can be motivated with extra incentives.
5. To boost up the morale of the workers, management should come up with appreciation system.

If we follow the above mentioned suggestions, the production level can be improved in our company.

This is for your information and necessary action.

Thanking You

Yours sincerely,

Sd/-

**The Production In-Charge**

## 4.5 Summarizing Techniques :

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### I Summary Techniques:

1. Selection of main points
2. Avoiding
3. Stand in method

Reading is a great habit that can change human life significantly. It can entertain us; amuse us and enrich us with knowledge and experiences narrated.

#### 1. Selection of main points

Selection of main point is the first technique of summarizing. Scan the text to highlight, underline or otherwise identify the area or scope of the book or report. Always make sure you can highlight in your book while you're reading. Try to be selective in the sentences, words or phrases you choose. Textbooks always try to give justice to important concepts by typing them in bold or punctuation marks, or repeating in the end of the page. Look for main points, phrases that centralize the paragraph or book and write them on a piece of paper; in short you have to make notes.

**You can make the selection of the following points:**

- a) Heading
- b) Main central idea of the book or report
- c) Special and few key phrases.

#### 2. Avoiding :

Avoiding is the process of rejecting the unnecessary sentences and phrases.

Generally following points should be rejected.

- a) Minor supporting details or information.
- b) Explanations with examples in detail
- c) Repetition of points.

#### 3. Stand in method :

While summarizing use stand in method. Use synthesis- several sentences in one sentence. If we use substitute word then we can minimize the length of the writing.

### I Writing Summary:

Use selected main points. Write a one-sentence introductory phrase that covers major terminology and vocabulary words from the chapter or book or report.

For example, an introductory sentence ‘communication is the life blood of the business organization’.

From the book “Business communication”.

Try to develop well organized logical relation maintaining paragraph. Finally, conclude summary with a sentence that contains the gist of whole book or report.



# Business Correspondence

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**Syllabus :**

- 5.1 Business correspondence.
- 5.2 Enquiry, order and complaint letters.
- 5.3 E-mails – netiquettes.
- 5.4 Difference – Curriculum Vitae, Bio-data and Resume.
- 5.5 Job application and resume writing.

## **5.1 Business Correspondence:**

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### **5.1.1 Introduction:**

Business correspondence takes place every day in the organizations through a variety of methods. These organizations have different kinds of clients. There may be different kinds of enquires, orders, complaints related to the business. Professionally, it is very essential to give response. In day to day practice correspondence is very essential to gain goodwill in the corporate world. Communication can occur in email, on the phone and in person between all members of the organization. According to the Wisconsin Business Alumni Update, managers spend 75 to 80 per cent of their time on the job performing some form of correspondence.

The main **Purpose of Business Correspondence** is to achieve the desired goal of the organization by implementing its all activities effectively and efficiently. In any business effective communication is very crucial in order to achieve organizational goals. The purpose of business correspondence can be discussed precisely through the follow points:

#### **1. Motivating Employees:**

Motivating Employees is the first purpose of business Correspondence. To accomplish the desired goals of the organization higher authorities must constantly try to improve the performance of the employees by motivating the staff. It can be done by appreciation, giving positive comments to the employees for their work. It can help to maintain healthy mental state of the employees.

**2. Exchange of Information :**

Communication is an exchange of facts, ideas, information by two or more than two persons. It can be achieved through spoken or written language or by using any other system. Any organizational growth is dependent on exchange of information among the people it may be internal or external. Every professional authority requires to get the work done at workplace. So exchange of information is very crucial.

**3. Giving Notice and Warning :**

In some special situations for sharing information or giving Warning for misbehavior of the employees employer give notice or warning through correspondence. Notice or Warning can be given in oral or written form.

**4. Counseling :**

Counseling is a kind of direction or helpful suggestions regarding a future course of action in organized and specialized form. Some large scale business organizations have their separate counseling departments. Special masters in this field are appointed to eliminate the fear, doubt, anxiety and depression of the employees.

**5. Acquiring Suggestion :**

Acquiring suggestions from employees is one of the modern trends applied by the organizations to improve the weak points of the organizations. Now-a-days organizations make a provision for suggestion boxes which are placed at some convenient places in the office or the organization. Due to this activity employees' also feel respected.

**6. Developing Industrial Relations/goodwill :**

Developing Industrial Relations/goodwill for any industry is very crucial. It can help to maintain the relation in and out of the industry. It may be relation between companies or between the employer and employee. A good labor-Management is the primary need of any organizational success.

**7. Persuading :**

Nowadays competition is tough across the globe. To survive in such competition employer must do something for Persuasion and to influence the attitudes, feelings or beliefs of employees as well as the clients. It is one of the important purposes of Business Communication. Organizational authority has to give some offers, incentives, and schemes to influence the clients this is only achieved by business communication.

**8. Raising morale :**

Raising high morale is one of the important objectives of the Business Communication. Morale is the individual and collective spirit and moral condition of employees concerned to discipline and confidence. Any boards of directors of an organization always try to raise the high morale of the employees with the help of **Business Communication**. So that they can feel that they are also important for the growth of the organization.

## **5.2 Enquiry, Order and Complaint Letter :**

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1. Inquiry Letter
2. Order Letter
3. Complain letter

### **5.2.1 Structure of Business Letter:**

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Business letters are generally projected on Letter Head. Let us learn the structure of business letter and number of elements requires summing up the letter. Generally following elements constitute the structure of business letter. Each of the elements has a specific place and importance. We must try to follow them strictly.

Elements and structure of letter are:

1. Heading
2. Date
3. References
4. Attention Line,( if necessary)
5. Inside Address
6. Salutation
7. Subject
8. Main Body
9. Complementary Close
10. Signature
11. Enclosure

### **5.2.2 Characteristics of a Good Business Letter:**

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#### **1. Simplicity:**

A business letter should be simple. It should be written in a lucid (easy)/legible languages so that it is clear to the receiver. The language must be formal. The letter should make an instant appeal to the reader. Any sort of vagueness, use of colloquial, technical jargon, idioms should be avoided

#### **2. Clarity of goal:**

The writer should be very clear about what he wants to convey. He should keep all the facts and figures of the information handy. The letter should be written in such a way that it reflects the goal clearly and easily. Any kind of ambiguity must be avoided.

#### **3. Courteous/polite Language:**

The business letter should be courteous. Courtesy implies that the letter seeks favor politely and expresses gratitude profusely for the favors done. Thus the language of the letter should be polite and appealing. Any kind of roughness must be avoided.

**4. The 'You' attitude:**

The business letters should be written keeping in mind the reader's point of view. It should be able to convey the sender's interest in the reader. For this the 'You', respectful attitude should be adopted. The T's and 'We,s' should be avoided and more of 'You's' should be included. This will show the sender's interest in the reader.

**5. Positive language:**

The words of the letter should be chosen with utmost care. The language of the letter should be positive. The use of negative words should be avoided as it gives an impression of negative outlook and approach.

**6. Coherence:**

The information presented in the letter should be arranged logically. Each sentence should be linked to preceding and succeeding sentence. If we don't arrange the sentences logically we cannot get the correct meaning what we have to convey.

Different organizations follow different formats of letters. Some organizations follow traditional formats while some organizations follow modern methods of writing letters.

Let us learn how to write business letters step by step:

- **Heading of Letter :** In business correspondence it may be type of Letter/letter Head like  
Types of letter (Application Letter, Inquiry Letter etc.)
- **Sender's Address:** It is a good idea to include sender's email and url, if available. Don't include this information if it's already incorporated into the letterhead design. This will allow customers to find your small business more quickly.
- **Date:** Date should be mentioned in different formats like- 23/06/2017 or 23 June 2017
- **Inside Address:** Use full name. Mr./Ms. is optional don't write XYZ or ABC
- **Salutation:** We should use Dear Sir, Sir, Respected sir etc.
- **Body Text:** State why you are writing. Establish any connection/mutual relationship up front. Outline the solution, providing proof in the way of examples and expert opinions. Group related information into paragraphs
- **Closing "Call to Action":** State what the reader needs to do and what you will do to follow up
- **Thank You:** Mention thank you after body text.
- **Signature Block:** Sign your letter in blue or black ink

**Enclosures:** Use if you have an enclosure

Let us briefly understand each Elements:

1. **Heading:** Generally business organizations use printed letterheads for example:

**Savitribai Phule, University of Pune**

*Ganesh Khind Pune-422203*

*Phone no-025602011/12*

*Website-svpuniversityofpune.ac.edu.*

2. **Date :** we can write dates in different formats like  
27 an 2017 or 27/01/2017
3. **References:** References are necessary for especially large firms. It helps to have next correspondence. It includes letter serial no. or date for example:  
Ref: SPPU/PAD455/2017
4. **Attention Line:** It may be used if you wish to address the letter in special for example:  
**Kindatt:** The Sales Manager
5. **Inside Address:** It is the Address of the person to whom we are intended to write the letter, for example:  
To,  
The H.R. Manager  
Crompton Greaves Ltd.
6. It is the formal greeting for example:  
Respected sir/Mam/Sir/Dear Sir etc.
7. **Subject line:** The main purpose of the subject is to help the reader to understand immediately what the message is about, for example:  
Supply of goods.....  
Enquiry about.....  
An application for the post of.....  
Complain about damaged goods.....
8. **Main Body:** Main body of the letter contains the message that the writer wants to convey-It must have particular beginning middle and the end. Every sentence must be linked to the preceding and succeeding sentences.
9. **Signature:** Signature is placed below the complementary close after leaving two lines blank. The writers designation, department should be placed immediately beneath the name.

**10.** Yours Faithfully

R.Rana

**General Manager**

**11. Enclosure:** The documents we attach with the letter

**For Example :** 1) Photocopy of All Certificates etc.

### 5.2.3 Inquiry Letter :

This letter is written to make inquiries about product and services.

We have an Inquiry letter format as follows:

- **Enquiry Letter Template:**

#### **Letter Head**

**Ref:**

**Date:** (Date on which the letter is written)

To,

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**Subject :** Enquiry letter for .....

Dear \_\_\_\_\_ (Sir or Madam),

We are a \_\_\_\_\_ (What is the business of your organization) by the name of \_\_\_\_\_ (What is the name of your organization). We require \_\_\_\_\_ (What is the number of products that you require) of \_\_\_\_\_ (What is the name of the product that you require) manufactured by \_\_\_\_\_ (What is the name of manufacturer of the product).

Please provide us detailed quotation mentioning all the terms and conditions. Also for comparison please mention the rates of the products of some other leading brands as well. Please submit this quotation to us by \_\_\_\_\_ (What is the date by which you require the quotation). Also please mention how much time you will require to deliver the products.

If you require any professional aid, you can contact us on the telephone number mentioned on the letterhead

We look forward to your prompt response.

**Thanking you,**

Yours truly,

*Name and signature of signing authority.*

- We should learn how to write actual Letter of I/Enquiry

**NARESH BOOK DEPOT**

43, Appa Balwant Chowk Pune-522001

*Email : naresh@gmail.com**Contact : 9922517588***Ref :** Out-211/201713<sup>th</sup> October, 2017.

To

**M/s Modern Pen Stores,**  
180, Shivaji Nagar Pune-511102**Subject :** Enquiry about pens.

Dear Sir,

We are Naresh Book Depot. We require various pens of Rotomac/parker /Cello etc.

Please provide us detailed quotation mentioning all terms and conditions mode of payments. Also for comparison, please mention the prices of the products of some other leading brands as well. Please submit this quotation to us by 20 Oct 2017. Please mention how much time you will require to deliver the products.

If you require any clarification, you can contact us on the telephone number mentioned on the letterhead.

We will look forward to your prompt response.

Thanking you,

Yours truly,

**Mr. Rahul Nerkar***Purchase Manager*

- Write an enquiry letter to Intel India Pvt. Ltd MG Road, Plot no 10 Savarkar Nagar New Delhi.

Enquire about computers and accessories

## Pragati Computers

56, ABC, Pune-522147

**Email :** pragatibook@rediffmail.com

**Contact :** 9012257736

**Ref :** Out-478/2017

**Date :** 20 May 2017

To,

Intel India Pvt. Ltd  
MG Road, Plot no 10  
Savarkar Nagar New Delhi

**Subject :** Enquiry about computers and accessories

We have heard lot about your high quality products and services. We have been rather dissatisfied with the brand we are using at present.

We will require ten high configured computers and accessories. We would be obliged if you give us detailed quotation along with terms and conditions.

All the details send by you will allow us to place the order.

Yours Sincerely

Sd/-

### 5.2.4 Order Letter :

Order letter is the formal written order. Let's learn order letter:

## NARESH BOOK DEPOT

43, Appa Balwant Chowk, Pune : 522001

**Email :** naresh@gmail.com

**Contact :** 9922517588

13<sup>th</sup> October, 2017.

To

**M/s Modern Pen Stores,**  
180, Shivaji Nagar Pune-511102  
**Subject:** Order for pens.

Dear Sir,

Thank you for the details regarding quality pens on your part. We have short listed your quotation. We accept the terms and conditions mentioned in your brochure.

We require 100 Rotomac and 250 Cello gripper pens. We would be obliged if you complete an order within five days. The payment will be delivered after the completion of order.

Please ensure safety packaging and delivery.

Thanking you,

Yours truly,

**Mr. Rahul Tiwari**

*Purchase Manager*

• **Order about computers and accessories**

## Pragati Computers

56, ABC Pune-522147

Email : pragatibook@rediffmail.com

Contact : 9012257736

Date : 25 May 2017

To,

**Intel India Pvt. Ltd**

*MG Road, Plot no 10*

*Savarkar Nagar New Delhi*

**Subject :** Enquiry about computers and accessories

Thank you for the details regarding computers and accessories on your part. We have short listed your quotation. We accept the terms and conditions mentioned in your brochure.

We have pleasure to place the ten high configured computers and accessories of Intel.

Kindly find enclosed Demand Draft no10425, of Rs: 200000/- dated-30 May 2017 drawn on SBI, Payable at Delhi. Towards full and final payment as conditioned by you.

Please ensure safety packaging to avoid any damage.

We expect the delivery within 48 hrs. from the date of order. If we are satisfied with the products and services the order will be continued in future.

Thank You  
Yours Sincerely  
Sd/-

**Enclosure:**

Demand Draft no. 10425, of Rs-200000/-

- **Letter to Nasik Municipal Corporation complaining about the miserable condition of roads in your area.**

**From,**

**Mr. J. D. Rane**

*Samarth Appt. Near Satpur ITI,*

Nashik : 420003

Date : 20 Nov.2017

**To,**

**The Public Grievance Cell**

*Nashik Municipal Corporation*

*M.G.Road –Nashik-420005*

Respected Sir,

I would like to bring to your kind notice the miserable condition of road in our area, Satpur ITI Nashik. It is hard to find the right path due to deep pits on roads. It has become highly difficult to move our vehicles smoothly on such roads.

The public transport vehicles like buses, cars, bikes and three wheelers have to wait to gate the right path. Due to such roads, accidents are increasing day by day. It has been brought frequently to the notice of PWD but it is not yet materialized.

I request you to get the roads repaired as early as possible before public outburst.

Thank You

Yours faithfully

### 5.2.5 Complain Letter:

In official correspondence we get the delivery of an order but sometimes we find damaged products. In this case we can order to the concerned organization.

Let's learn complain letter as follows:

- You have purchased washing machine, you find that the machine makes an unbearable noise. Write a complaint Letter to the dealer of Godrej India Pvt. Ltd. complaining about the same and requesting him to change the machine as early as possible.

*From*

**Mr. R. D. Shaha**

*Saraswati Appt.*

*College road*

*Near Big Bazar Nashik : 400127*

20<sup>th</sup> Nov.2017

*To*

The Dealer

**Godrej India Pvt. Ltd.**

Nashik.

**Sub :** Complaining about the Washing Machine.

Sir/Mam

I regret to inform you that **the Washing Machine** which I purchased from your Company against cash memo No. D369 dated **10 Nov. 2017**. With five year warranty. It has stopped working or making noise after very short span of time.

I request you to remove the fault, if possible replace it for a new one as per the conditions mentioned against warranty commitment.

Waiting for your early positive reply.

Thank you

Yours faithfully

- **Complaint Letter to the Depot Manager, of Maharashtra State Travel, complaining about misbehavior of drivers and conductors during journey from Trimbakeshwar to Nashik**

*From*

**Mr. S. D. Barve**

Swami Appt.

Gangapur road

Vidya Vikas Circle Nashik-400128

20<sup>th</sup> Nov.2017

*To*

The Depot Manager,

**Maharashtra State Travel**

Nashik-400127

**Sub :** Complaining about misbehavior of drivers and conductors.

I would like to draw your attention towards the **misbehavior of drivers and conductors with commuters**. They behave arrogantly and do not support the commuters during journey. We find they lack manners.

They also do not stop the bus at the proper location of bus stop , all commuters have to run behind the bus to get in. They also use harsh voice if commuters don't have change. They forget the primary duties of them while dealing with travelers.

Expecting positive response as early.

Thank You,

Yours faithfully

**Mr. S. D. Barve**

### **5.3 E-MAIL-Netiquettes:**

□ **E-mail:**

Electronic mail is generally known as e-mail. It is one of the fastest means of correspondence. It is all due to the revolution in information technology sector. It is the outcome of rapid growth of technology. Due to its low cost and high efficiency it is widely used channel for business correspondence.

**I Common E-mail Netiquettes:**

1. Always keep your messages brief and to the point.
2. Mention the subject line in brief
3. Always use polite language.
4. Avoid using all letters capital in a message.
5. Use correct spelling, phrases, and grammar.
6. Avoid long sentences
7. Do not attach unnecessary files and folders.
8. Reply immediately.
9. Consider the receiver's background, age, and gender while sending the message.
10. Don't send large amount of information or attachments.

**I Guidelines to prepare professional e-mails:****1. Purpose of the e-mail :**

Before preparing the e-mail its purpose must be crystal clear.

**2. Use proper structure and Lay ought :**

Structure and layout is very crucial. Use short paragraph and blank lines between each paragraph.

**3. Use proper spelling, grammar and punctuation :**

Improper spelling and grammar can create confusion, so we must use proper grammar and punctuation.

**4. Answer Promptly :**

We must answer the e-mail promptly to get the effectiveness of communication.

**5. Do not attach unnecessary files/templates :**

Attach necessary files/templates where necessary otherwise unnecessary attachment can create confusion.

**6. Avoid long Sentences :**

Try to keep your sentences short and appropriate to avoid any misunderstanding.

**7. Polite and formal Language :**

Try to use polite and formal language to make an e-mail effective.

**I Advantages of E-mail :**

1. It is one of the easiest channels of communication.
2. It is useful to connect from remote place.
3. It is less expensive than any other channel.
4. It is more flexible, where sender can revise, change and attach files and folders.

**I Disadvantages of e-mail :**

1. Once send tab is pressed e-mail cannot get back.
2. We may receive limitless e-mail, so it may be wastage of time if not used carefully..

**I Format of E-mail message**

Generally e-mail contains many lines let us learn

**To:** \_\_\_\_\_

**CC:** \_\_\_\_\_

**BCC:** \_\_\_\_\_

**SUBJECT:** \_\_\_\_\_

**ATTACH FILE:** \_\_\_\_\_

**MESSAGE WINDOW:** \_\_\_\_\_

**SEND :** \_\_\_\_\_

**I Contents of e-mail :**

Following are the general contents of e-mail

**a) Heading :**

It includes some elements like Date, To, Subject , CC ,BCC

- i) Date- The date on which e-mail is written.
- ii) To- Indicates to whom we send the e-mail. It is receivers address and name.
- iii) Subject- It states the clear aim for which we send the e-mail.
- iv) CC-CC Stands for Copy Communicated. It is optional. It is the second receiver of the mail.
- v) BCC-BCC stands for Blind Copy Communicated. It is another optional receiver. It can include the mail-id of any concern person.

**b) Salutation :**

Proper salutation is necessary according to the professional hierarchy. The salutation of a formal email is similar to the salutation of business letters. When writing to someone you do not know by name. When applying for a job, you would address the person by, “Dear Hiring Manager.” If you do know the recipient’s name, you put “Dear Mr./Ms. Sam.” For a formal salutation, you should not use the recipient’s first name or the informal greetings “Hello” or “Hey. Instead, put Dear sir/mam/Respected Sir, Dear customer etc.

**c) Main Body :**

Main body of the mail explains central idea of the message. Instead of starting rapidly try to have rapport with the receiver. Each and every sentence should be linked to preceding and succeeding sentences. Logical relations must be built during writing. The closing sentence must restate the main of the email.

**d) Closing :**

E-mail can be concluded with gratitude like –Thank You/Thanking You/ Best regards

**e) Signature Line :**

This line generally contains only writer's name and designation.

**I Let us learn how to write an e-mail**

Send	Save
<b>To:</b> Dip123@gmail.com	
<b>CC:</b> hodbscissdcollege@gmail.com	
<b>BCC:</b> Principalssdcollege@gmail.com	
<b>Subject:</b> 26 January 2017 Republic day celebration.	
<b>Attach File:</b> <input type="file"/>	
<p>Dear all On account of Republic day, flag hoisting is scheduled sharp at 06.30 a.m. All staff members are instructed to assemble on the ground. Thanks <b>The H.R. Manager</b></p>	

**I Write an e-mail to the prof. Sam informing about illness.**

**To :** Prof Sam ([sam12@gmail.com](mailto:sam12@gmail.com))

**CC:** The Principal ([principal@gmail.com](mailto:principal@gmail.com))

**SUBJECT:** Informing about illness.

**MESSAGE WINDOW :**

Respected Professor Sam,

I am sorry to inform you, but I will not be able to attend class today because I am not feeling well. Would it be possible for you to let me know what I have missed? Thank you for your help and kind support. I will see you in class on next Monday.

Thank You

Your Sincerely,

**5.4 Difference - CV, Bio-data, Resume :****CV:**

The word C.V. is derived from Latin language. It means ‘course of life’. It includes education and life history in brief. It is more detailed than resume about 2 to 3 pages. It includes all skills of the candidate, jobs details, degrees and professional affiliations which applicant has acquired, they are all in chronological order. Generally C.V. manifests general talent rather than specific skills.

**Bio-data:**

Bio-data the short form for Biographical Data, is the old-fashioned terminology for Resume or CV. The emphasis in a bio-data is on personal particulars like date of birth, religion, sex, race, nationality, residence, marital status, and the like. Next comes a chronological listing of education and experience. The things normally found in a resume, that is specific skills for the job in question comes last, and are seldom included. Bio-data also includes applications made in specified formats as required by the company.

**Resume:**

The word Resume is derived from French language. It means ‘summery’. It is the summery of the candidate’s employment, education, and other skills. It is generally used to apply for a new position or first time. A resume is ideally suited when applying for middle and senior level positions, where experience and specific skills rather than education is important. A resume rarely exceeds A4 page. It does not incorporate all educational qualifications. It only highlights specific skills considering job profile.

## 5.5 Job Application and Resume Writing :

Here is the sample of an Application/cover letter and Resume.

Job application letter is also known as cover letter. It states the post for which we apply.

- Write an application letter along with resume for the post of Senior Electrical Engineer.

*From*

**Mr. Sundar R. Bora**

Flat No.7,Gurukripa Appt.

Samarth Nagar, Adgaon, Nashik-422003

Date : 12 Sept.2017

To

**The H.R. Manager**

Crompton Greaves Pvt. Ltd.

Satpur, Nashik -422033.

**Subject :** Application for the post of Junior Electrical Engineer.

**Reference :** Your advertisement in ‘The Times of India’, Date-05 Sept.2017.

Respected sir/Mam,

With reference to the above mentioned subject, I would like to propose my candidature for the post of Junior Electrical Engineer in your reputed organization. I’m really impressed by your organizational goodwill in the market and the different projects implanted by you.

I think, I possess necessary professional and educational qualification. I ensure you; if I get a chance to serve in your organization I will do my level best for the growth of the organization.

Thank You,

Yours Sincerely,

**Enclosure:**

- i) Photocopy of SSC Mark sheet/Certificate
- ii) Photocopy of Diploma Engineering
- iii) Photocopy of All awards etc.

# Resume

**Mr. Sundar R. Bora**

Contact No. 9011257736

E-mail-vedant12@gmail.com



Photo

**Career Objectives:**

To be a sound professional in Electrical field.

**PERSONAL DETAILS:**

Name : Mr. Sundar R. Bora  
 Date of Birth : 12 Jan 1980  
 Language Known : Marathi, Hindi, English  
 Health : Excellent  
 Marital Status : Single  
 Hobby : Reading Books, Making Electric Project.  
 Nationality : Indian

**Educational Qualification :**

Sr.No	Course/Exam	Board/University	Class/Grade	Year of Passing
1	BE	Pune University	Distinction	2002
2	Dip. Electrical	MSBTE	First Class	1999
3	SSC	Pune	First Class	1996

**Work Experience:**

**Company Name:** Crompton Greaves Pvt. Ltd.

**Duration:** 2002 to till Date

**Job Profile:** Junior Engineer

**Extra-curricular Activities :**

- 1) First Prize in National Level Science Exhibition held in 1994
- 2) Member of Indian Social Group

**Project :**

Renewable Energy

**Seminar/Workshop/Training Attended :**

- 1) One day Seminar on Manufacturing LED.
- 2) One Week Training Program on Industrial Awareness

**References :**

- 1) **Mr. R.D. Bajaj**  
General Manager  
Crompton Greaves Pvt. Ltd.
- 2) **Mr. R. Patel**  
Sales Manager  
Crompton Greaves Pvt. Ltd.

- Write an application for the post of an Accountant to the H.R. Manager, H.D.F.C.Ltd, Indra Prakash Building Satpur, Nashik .You have seen the advertisement in the ‘The Hindu’

From

**Mr. Rajesh Singh**

Flat No : 7

Gurukripa Appt.

Rane Nagar, Nashik : 400302

Date : 22 Aug 2017

To

**H.R. Manager**

**H.D.F.C Bank**

**Indra Prakash Building Satpur,  
Nashik. 400005**

**Sub:** Application for the post of an Accountant.

**Ref :** Your advertisement in “The Hindu”, Dated-15 Aug 2017

Sir

With reference to the above mentioned subject I would like to propose my candidature for the post of an Accountant in your reputed bank.

I have passed M.Com in the years 2005 and worked as an Accountant in ICICI Bank for one year. If I get a chance to work with your reputed group I will do my level best to accomplish your organizational expectations. I am enclosing herewith my detailed resume and certificates for your kind reference.

Thank You,

Yours faithfully

## Resume

Mr. Rajesh Singh

Contact No. 9811257736

E-mail- rajeshsingh15@gmail.com



Photo

### Career Objectives:

To be a sound professional Accountant.

### Personal Details:

Name : Mr. Rajesh Singh  
 Date of Birth : 10 Feb 1982  
 Language Known : Marathi, Hindi, English  
 Health : Excellent  
 Marital Status : Single  
 Hobby : Reading Books, Newspaper.  
 Nationality : Indian

### Educational Qualification :

Sr.No	Course/Exam	Board/University	Class/Grade	Year of Passing
1	M.Com.	Pune University	Distinctions	2005
2	B.Com	Pune University	First Class	2003
3	SSC	Pune	First Class	1998

**Work Experience:**

**Company Name :** ICICI Bank, Nashik

**Duration :** 2005 to till Date

**Job Profile :** Accountant.

**Extra-curricular Activities :**

- 1) First Prize in Economic Time Competition.
- 2) Member of Indian Rotary Club

**Seminar/Workshop/Training Attended:**

- 1) One day Seminar on Accounting.
- 2) One Week Training Program on Tally 9.5

**References:**

1) Mr. R. Chawala

General Manager

**H.D.F. Bank**

2) Mr.M. Singh

Sales Manager

**H.D.F.C. Bank**



## Practical No.

1

Sr. No.	Practical Title	Unit No.	Hrs.
1	Explain the importance of business communication for an organization using case study	I	02

### **Introduction :**

Business correspondence is an instrument of decision making in the business world. Its significance has increased with growing changes in modern life. A letter is an important channel of communication used to send information outside an organization. It helps to reinforce professional and business relations; it is a positive instrument of professional exchange of ideas, opinions and information. Everyday business dealings and the ordinary activities of business would not be possible without letters.

To succeed in today's competitive environment, we need effective letter writing skills because we may have to write different kinds of business letters, such as a letter in order to request for services, or information, give information, request for action, give instructions or guidelines, express an opinion, and reinforce business relations maintain good public relations, or motivate and persuade people.

Business correspondence is a link between people.

Today, verbal blows appear mightier than the physical ones. Words – both written and spoken – have acquired a significantly crucial importance.

Ours is a society that moves on the wheels of communication. In the professional world, it is communication and its related skills that decide a person's career curve. The better one's communication skills, the higher are the chances for him/her to touch the zenith of success.

Nothing happens in professional world without communication. It is communication that peoples the management process and serves as the lubricant for its smooth operation. It helps professionals in their five major managerial tasks, namely planning, organizing, executing, staffing and controlling. Organization involves interaction among people working at different levels, proper communication among them becomes necessary for achieving the goals of an organization. It is communication that defines the existence of an organization in contemporary times. When communication crumbles, the organized action comes to an end. Communication is vital to the survival, sustenance, and growth of an organization.

The necessity and importance of communication skills can be gauged from the fact that professionals spend nearly ¾ of their working time in communicating their ideas, views, and plans to others. Communication in the professional world occupies such a pivotal position that there hardly exists an activity in the business and industry that does not require communication to play any role. Organization that disregards its importance cannot compete and survive in a demanding professional world. While selecting a new recruit, one of the first things that companies look for in an individual is the person's ability to communicate effectively with others. We need to master the various aspects of communication skills.

**I Importance of Communication :**

Factors which are indispensable in the world of Business.

**1. Growth :**

Multinational companies operate both within and outside the country. Corporate office maintains a thorough and up-to-date knowledge of the various activities at each of its branch offices. To establish a link among its various branches and leads to the growth and smooth running of the entire business.

**2. Complexity :**

In a single organization different activities, such as planning, production, sales, stores advertising, financing, accounts, welfare, etc. are handled by different departments. For coordination among these departments – communication is essential. All the departments and units of an organization have to go hand in hand to achieve its goals.

**3. Competitiveness :**

Marketing research suggests that firms which communicate better sell better. The better the communication skills of a sales person, the larger the number of customers he/she can attract. Salesmanship is an art of communication.

**4. Harmony :**

The Management and Trade Unions share a delicate relation and without a proper communication between the two, no harmony can be expected to exist in an organization.

**5. Understanding and Co-operation :**

Good communication between the management and employees, will bring about an atmosphere of mutual trust and confidence. The management utilize employees' potentialities. Effective communication brings out employees job satisfaction and develop sense of belonging with the enterprise.

**I Features of Successful Professional Communication \***

1. Communication is a two-way process by which information is transmitted between individuals and organizations so that an understanding may develop among them.
2. Communication is a continuous process of meaningful interactions among persons in an organization that results in meanings being perceived and understood in a desired way.
3. The role of receiver and the sender keeps changing in the entire communication activity.
4. Communication briefly includes both verbal and non-verbal forms. It also includes lip reading, finger-spelling, sign language, and body language used in face-to-face communication.
5. It is a process which transmits disseminates important ideas, thoughts, feelings, plans etc.
6. It is understood to be an art or technique of persuasion through the use of oral, written, and non-verbal features.

**I Purpose of Professional Communication \*****I Professional communication aims at achieving the following objectives :**

- Advising
- Counseling
- Giving Orders
- Providing Instructions
- Marketing
- Persuading
- Giving Warnings
- Raising Morale
- Staffing
- Projecting Image
- Preparing Advertisements
- Making Decisions
- Getting Feedback

**I Case Study :**

Mr. A. R Bajaj is the chairman of 'Mirch Masala Foods Pvt. Ltd.', New Delhi. Since the opening of its first outlet in Delhi three years back, five more outlets of Mirch Masala have come up in other cities. Customers walking in at a Mirch Masala outlet are received with a

smile, entertained courteously, and explained the highlights of different food items listed in an aesthetically – designed menu. Those who visit Mirch Masala appreciate the courteous behaviour of the attending staff. ‘Every-one around seemed so much willing to serve you’, was how Mr. Prasanna, who recently visited Mirch Masala, quipped.

On the other hand, Hot and Sweet Pvt. Ltd., which started almost four years back, is struggling hopelessly customers often complain about the indifferent attitude of waiters. They have named it Hot and Sweet but nobody is Sweet there and nothing is served hot; waiters prefer to keep you waiting before paying you any attention and when they do, they speak to you as though they were the bosses around! ‘You feel so unwelcomed there’, said Mrs. Subhashini Roy, who recently dined at Hot and Sweet.

Comments, we believe that with the passage of time, Mirch Masala is going to grow owing to its good communication network within and outside the organization. Hot and Sweet, on the other hand, is most likely, to ebb away into anonymity due to lack of openness, motivation and proper communication flow.

In an age where one has to either communicate or collapse, communication holds the key to the growth of an organization. The system that fails to recognize the need for an effective communication fails to sustain itself for a long time.

(Reference: ‘Communication Skills’ by Sanjay Kumar)



## Practical No.

# 2

Sr. No.	Practical Title	Unit No.	Hrs.
2	Draft a Job Application letter with resume using computer.	V	02

### Formats of Business Letters

Traditional / Intended Format : Intended style is one of the older formats for business letter writing currently in use.

#### Characteristics :

1. Inside address of the sender is to the right hand corner of the page.
2. It is followed by the date line.
3. The inside address of the receiver is written immediately below the date line, to the left hand side margin of the page.
4. This is followed by the subject line, which begins 3 cms away from the margin.
5. Exactly below it is **Reference line**, 3 cms away from the margin.
6. Then the Salutation begins form the margin.
7. This is followed by the paragraphs; they begin about 1.5 cms to the right of the left margin.
8. The Complimentary Close, Signature and Sender's name come to the right hand side below the Closing Sentence.
9. Enclosures are mentioned to the right hand side.

#### Sample of the Intended format of the business letters :

<input type="checkbox"/>	<b>Mr. Williams Black</b>
<input type="checkbox"/>	Sector - 29, Mumbai West,
<input type="checkbox"/>	<b>Date : 18<sup>th</sup> December 2017</b>
<b>Mr. Raman Burman</b>	
Human Resource Director,	
ABC – Company ,	
Pune 007 Maharashtra.	
<input type="checkbox"/>	Subject :
<input type="checkbox"/>	Reference :
<input type="checkbox"/>	Respected Sir,
<input type="checkbox"/> Body of letter	

I look forward to hearing from you

Complimentary

Close

Yours Sincerely

XYZ

(Mr. William Black)

Enclosures

**Mr. Rajeev Bhatia**

Sector – 29,

Chandigarh – Punjab

**Date :** 17<sup>th</sup> September, 2017

**Mr. A. B. Gupta**

Human Resources Director,  
ABC – Company,  
Pune, Maharashtra.

**Subject :** Application for the Post of Electrical Engineer

**Reference :** Your advertisement in TOT dtd. 12<sup>th</sup> Sept. 2017

Respected Sir,

With due reference to your advertisement for Engineering Position at ABC company, I, the undersigned take this opportunity to apply for the same. It is well known that your company is one of the leaders in the electronic industry, and I am interested in being employed by a company with your background.

Enclosed is a Copy of my resume that provides my academic qualifications and practical experience gained through the cooperative education program. As you can see from my resume, I have a firm foundation in electrical engineering sector.

Thank you for taking your valuable time to review my resume. I would welcome the opportunity to discuss how my education, practical skills, and background would qualify me to be a member of your organization.

I look forward to hearing from you.

Yours Sincerely

XYZ

**(Mr. Rajeev Bhatia)**

**Enclosures :**

1. True copies of Certificates.
2. Resume

It is suggested, that for our purpose, we adopt the FULL BLOCK FORMAT for writing all business correspondence.

## COLLEGE OF SCIENCE

Shamala Hills,  
Bhopal

19<sup>th</sup> December, 2017

**S, Sharma**

Sanath nagar,  
Bhopal

Dear Mr. S. Sharma

This is an example of a **full block form** of a business letter, using open punctuation. It means no punctuation marks are necessary except in the body of a letter. Notice how the **date line, the inside name and address, the salutation, each paragraph in the body of the letter, The complimentary close and the signature element and designation** are all blocked beginning with the left hand margin.

This full block form goes very well with the letter head of a blocked panel design. **The form itself is preferred by some firms because it saves the typing time.**

All elements begin at the left-hand margin, thus making for a rapid typing. However the letter is lopsided and imbalanced. The letter appears heavy on the left side. This full block form is used in many organizations. Its popularity may be growing despite its lack of balance.

Yours Sincerely

**XYZ**

### Structure of the Business Letter

Business letter has a number of elements. Following elements constitute the structure of a business letter. Each of these elements has a definite place and specified position.

□ **Elements of structure of a letter are :**

1. Heading
2. Date
3. Reference
4. Inside Address
5. Attention line

6. Salutation
7. Subject
8. Body
9. Complimentary Close
10. Signature.

□ **Elements Analysis of purpose (Definite Place and Specified Position)**

1. **Heading :** Organizations use printed letter heads for correspondence. It includes the name, address, telephone number and e-mail of the sender. It is printed in the middle of the page below the top margin.

Specimen of Heading

**Excellent University**

**Road No. 5 Shamala Hills**

**BHOPAL**

2. **Date :** It should be written two places below the last line of the letter head. The date, month and year should be written as

9 April, 2017

Or

April 9, 2017

3. **Inside Address :** It is the address of the person to whom the letter is written.

- Name and full address of the person should be typed on separate lines as it would appear on an envelope.
  - It should start with the left margin of the letter about two lines below the date and end two spaces above the attention line / or the salutation.
  - Indicate Company name and street and address.
  - If designation is known, write it after the name.
  - Write 'Messers' while addressing to a 'firm'.
- (a) Dr. V Kumar  
Vice – Chancellor,  
Excellent University, Bhopal
  - (b) The Ravi Trading Company  
Chandani Chowk,  
New Delhi
  - (c) Messers Rao & Sons  
3, Banzara Hills,  
Hyderabad

- 4.** **Salutation :** Flush with left hand margin, below the last line of the inside address. The choice of salutation depends upon the personal relationship between the writer and the reader.

Dear Mr. Ravi

Dear Ms. Rajani

Dear Sir/Madam.

- If you write to an officer by designation, the salutation ‘Dear Sir’, / ‘Dear Madam’ is used.
- If addressed to the head of an Organization use : ‘Dear Sir’ or ‘Dear Madam’ or ‘Dear Sir / Madam’ would be used
- If addressed to a friend : ‘My dear Ravi’ or ‘Dear Ravi’
- Circular and Sales letter : ‘Dear customer’, ‘Dear Member’, ‘Dear Reader’

- 5.** **Body :** Short and precise should contain the message. Purpose of the message is to produce a suitable response from the reader. Body of the letter should flow logically from the beginning to the end. Organize and arrange the material very carefully. It should be clear direct, coherent and courteous.

- 1<sup>st</sup> paragraph speaks about previous correspondence or provides an introduction to the matter being discussed.
- 2<sup>nd</sup> paragraph should contain further details.
- 3<sup>rd</sup> - closing paragraph must state clearly what action you expect the reader to take.
- A simple one line is required to finish off your letter.

**E.g.** I look forward to hearing from you soon.

A prompt response would be appreciated

If you require any further information please let me know.

- 6.** **Complimentary close :** The Complimentary Close is a custom and a polite way of closing a letter

- The first letter of the first word is capitalized.
- Complimentary expression must match the situation.

**Specimen of Complimentary Close :**

**The salutation**

<b>The salutation</b>	<b>The complimentary close</b>
1. Sir, Madam	= <span style="border: 1px solid black; padding: 2px;">Yours Faithfully</span>
2. Dear Sir, D. Sirs, D. Madam , D. Sir/Madam	= <span style="border: 1px solid black; padding: 2px;">Yours Sincerely or Yours Faithfully</span>
3. Dear Shanthi, D. Ravi, D. Mr. Murali	= <span style="border: 1px solid black; padding: 2px;">Yours Sincerely or Yours Truly</span>
4. Dear Reader, D. Customer, D. Share Holder,	= <span style="border: 1px solid black; padding: 2px;">Yours Sincerely</span>
D. Member	

**7. Signature :**

- It placed below the Complimentary Close
- The name of the sender should be written either with initial capitals.
- The writer's designation or department should be shown immediately beneath the name.
- Signing on behalf of higher authority write 'for'

Yours Sincerely,

**V. Ravi**

General Manager.

**Optional elements**

**8. Reference :** Some letterheads have (i) our ref. (ii) Your ref.

- A reference will not include the initials of the writer
- A file or department may be included.
- In a reply letter, - the correspondents reference is given against the first line and
- Your reference against the second line
- Some prefer to indicate the reference of the correspondent in the body of the letter

**9. Attention line :** If you wish to address the letter to a particular member of the company.

- This should be placed one clear line space above or below the inside address.
- It should be typed in initial Capitals / under score.

**E.g.** Specimen of attention line

**Attention :** The Finance Manager

**Attention :** Sri. V. K. Kumar

General Manager

**10. Subject line :**

- In India we do write subject.
- The purpose is to help the reader know what the message is about.
- It saves time.
- Write the subject between the opening salutation and the body of the letter.
- Some prefer to have the subject line between the inside address and the salutation
- If the writer uses the attention line, them the subject line is placed between the attention line and the salutation.
- Subject is followed by colon (:) and words constituting the subject should be capitalized.

**Specimen of Subject line**

Acropolice Constructions

16 Dwarka puri,

Mathura

**Attention :** Shri S Kumar

**Subject :** Supply of Raw Material

Dear Sir,

- 11. Enclosures :** The abbreviated form ‘Enc’ or ‘Encs’ is typed at the bottom of the letter against which the number of enclosures is indicated.

e.g. Enc : 2

OR

Enc

1. Guide lines for oral presentation.

2. Uses of Audio Visual Aids.

**Specimen Lay out of Business letter.**

\_\_\_\_\_ Heading \_\_\_\_\_

Date : \_\_\_\_\_

Your Reference : \_\_\_\_\_

Our Reference : \_\_\_\_\_

Arunodaya Trust

Madhu Puri  \_\_\_\_\_ Inside Address

Hyderabad

**Subject :**

Dear Sir,

**Body of the Letter**

_____	<input type="checkbox"/> Opening Para
_____	<input type="checkbox"/> MiddlePara
_____	<input type="checkbox"/> ClosingPara

Yours faithfully \_\_\_\_\_

Complimentary

\_\_\_\_\_

Signature

\_\_\_\_\_

Designation

Encl :

1. \_\_\_\_\_

Enclosure

2. \_\_\_\_\_

Enclosure

Specified

### Resume , CV and BIO - DATA

Job Application letters are sent along with the Resume or Curriculum Vitae or Bio data. It gives personal and professional details of a person. For our purpose follow resume.

Words RESUME, C.V. and BIO – DATA are used for the document highlighting skills, education and experience on the surface level; all the three mean the same.

**RESUME :** French word meaning “Summary” .

- A Summary of one’s employment, education, and other skills
- Written on A4 sheet at the most two sides
- Only highlights specific skills customized to target the job profile in question.
- Broken into bullets and written in the third person to appear objective and formal.
- Starts with a brief summary of Qualifications, followed by Areas of strength/ Industry Expertise in key words, Professional Experience.
- Focus on recent experience.
- Aims at providing responsibilities and accomplishments for each position.
- After work experience comes Professional Affiliations, Computer skills and Education.

**C.V. Curriculum vitae :**

A Latin word meaning “Course of life”. A particular course of study pertaining to education and life. It is more detailed than a resume, usually 2 to 3 page. It lists out every skills, jobs, degrees and professional affiliations. CV displays general talent rather than specific skills for any specific positions.

**BIO – DATA :**

i.e. Biographical Data Emphasis is on personal particulars like D.B.O., religion, sex, race, nationality, residence, marital status etc. Next comes chronological listing of Education and Experience. In a resume specific skills for the job in question comes last. Bio data includes applications made in specified Formats.

<b>Resume</b>	<b>C.V</b>	<b>Bio – Data</b>
For middles and senior level positions.	For fresh graduates	For applying to govt. jobs
Experience and specific skill is important rather than education.	Looking for a career change.	For research, grants.
Present a Summary of highlights, to see if your skills match their available positions.	Applying for academic positions.	Bio - data presents Summary.

Personal information e.g. age, sex, religion etc., hobbies not mentioned.	C.V. can't present summary of highlights.	Bio - data includes such personal particulars.
	C.V. includes personal particulars.	

□ **RESUME :**

It needs to be Professional and Polished. Choose a targetted, chronological, functional or a Combination resume.

□ **Chronological Resume :**

- It starts by listing your work history with recent position listed first.
- Jobs are listed in reverse chronological order with your current / recent job first.
- Education, skills and other information are listed after experience.
- Employers prefer this type of resume, as it is easy to see what jobs you have held and when you have worked at them.

□ **Sample Chronological Resume :**

**Name :**

Arvindo Ghosh

**Date of Birth :**

12 the October, 1995

**Address :**

Central Street,  
Bangalore, India  
email – aghosh@gmail.com

**Education :**

Bachelor of Engineering (Computer)  
M.B.A. Administration (MBA – IT)

**Languages Known :**

English, Hindi, Marathi.

**Work Experience :**

Jr. Engineer, Tata Motors, Pune, December 2011 till date.

**Activities :**

Member of Institution of Engineers , Bangalore.

Member, National Social Service

**References :**

Dr. R.S. Narkhede

Principal,  
 College of Engineering – MET's BKC Nashik.  
 Mr. S. G. Sharma  
 Director,  
 Tata Motors – Chinchwad, Pune.

**Resume :**

**Personal Details :**

Name :  
 Address :  
 Age :  
 Health : Excellent  
 Marital Status :  
 Nationality  
 Educational Details :

Year	Examination	Division	Institution	Remarks
1989	All Indian Higher Secondary	I	For Force Central School, Kanpur	Distinction in Physics and Mathematics
1993	B.E. (Tech) in Chemical Engg.	I	Indian Institute of Technology – Mumbai	-
1995	Master of Management Study	I	Birla Institute of Technology and Science – Pilani	Specialised in Production Management

Training :

Experience :

Salary :

References :

Preparing a good resume requires good imagination, creativity, and consistent effort in keeping it updated comprehensive and effective.

**Crucial elements of a resume in brief**

- Appearance
- Personal information
- Career / Professional Objective
- Education/ Academic qualification
- Work experience / Professional skills

- Activities and achievements /special interests and aptitudes
  - Awards and honours
  - Memberships
  - References
- **Resumes Contents :**
- Identification
- |         |          |
|---------|----------|
| Name    | Phone    |
| Address | Email ID |
- **Career Objective :**
- Instruction :** Draft a career objective on your Skills and Professional aspirations. Do not copy and paste others resumes.
- (Three career objectives and a comparison for better understanding)
- **Flowed :**
- Seeking employment in a business environment offering an opportunity for my professional growth and aspirations.
- **Good :**
- Achieving excellence as a computer programmer.
- **Better :**
- To market financial planning programme and provide financial counselling to assure positive client relations.
- **Education :**
- | Degree | University / College | Year | Division |
|--------|----------------------|------|----------|
|        |                      |      |          |
- **Employment / Work experience :**
- Provide in reverse chronological order
- Student assistant
- Sales Associate
- Or give in a tabular form
- | Sr. No. | Designation | Company | Pay scale |
|---------|-------------|---------|-----------|
|         |             |         |           |
- **Professional skills (Related course work) Technical Knowledge :**
- Professional affiliations (membership)
- **Activities and Interests :**
- Awards / Honours /Achievements

- **References :**
  - 2 from University / earlier Organization
  - 1 from reputed person

**Sample Resume**

<b>Ganesh Sharma</b> <i># 9, III Street, South Sector,  Chandani Chowk, New Delhi – 600088  Phone 044-22444386  raj2004@yahoo.com.in</i>															
<b>Education</b>															
<ul style="list-style-type: none"> <li>□ <b>Graduation :</b> <ul style="list-style-type: none"> <li><b>Institution :</b> Birla Institute of Technology and Science (BITS) Pilani</li> <li><b>Degree :</b> MSc (Tech) Information Systems</li> <li><b>Year of Graduation :</b> 2004</li> <li><b>CGPA :</b> 8.31 (till 6<sup>th</sup> semester)</li> </ul> </li> </ul>															
<ul style="list-style-type: none"> <li>□ <b>XII :</b> <ul style="list-style-type: none"> <li><b>School :</b> G. K. Shetty Hindu Vidyalaya</li> <li><b>Board :</b> Tamil Nadu State Board</li> <li><b>Year of passing :</b> 2000</li> <li><b>Percentage :</b> 96.67%</li> </ul> </li> </ul>															
<ul style="list-style-type: none"> <li>□ <b>X :</b> <ul style="list-style-type: none"> <li><b>School :</b> G. K. Shetty Hindu Vidyalaya</li> <li><b>Board :</b> Tamil Nadu State Board</li> <li><b>Year of passing :</b> 1998</li> <li><b>Percentage :</b> 90%</li> </ul> </li> </ul>															
<ul style="list-style-type: none"> <li>□ <b>Software Skills :</b> <table> <tr> <td>Language known</td> <td>:</td> <td>C, Java, Perl</td> </tr> <tr> <td>Scripting</td> <td>:</td> <td>Shell programming (Unix), HTML, XML.</td> </tr> <tr> <td>Operating System</td> <td>:</td> <td>Unix, Linux, Windows 95/98</td> </tr> <tr> <td>Assembly</td> <td>:</td> <td>MASM (8086)</td> </tr> <tr> <td>Data Bases</td> <td>:</td> <td>SQL (Oracle), PL/SQL, My SQL</td> </tr> </table> </li> </ul>	Language known	:	C, Java, Perl	Scripting	:	Shell programming (Unix), HTML, XML.	Operating System	:	Unix, Linux, Windows 95/98	Assembly	:	MASM (8086)	Data Bases	:	SQL (Oracle), PL/SQL, My SQL
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Scripting	:	Shell programming (Unix), HTML, XML.													
Operating System	:	Unix, Linux, Windows 95/98													
Assembly	:	MASM (8086)													
Data Bases	:	SQL (Oracle), PL/SQL, My SQL													
<ul style="list-style-type: none"> <li>□ <b>Projects Completed :</b> <table> <tr> <td>PS- 1Project Title</td> <td>:</td> <td>Website Development using Flash</td> </tr> <tr> <td>Description</td> <td>:</td> <td>If involved development of an online demo on the working</td> </tr> </table> </li> </ul>	PS- 1Project Title	:	Website Development using Flash	Description	:	If involved development of an online demo on the working									
PS- 1Project Title	:	Website Development using Flash													
Description	:	If involved development of an online demo on the working													

	of fire for Wels Secutrons Ltd.
Team Size	: 4
Title	: Developing an Automated Library Management System
Description	: This project was done as a part of the course Object Oriented Programming and automatic Library Management was done using JDBC Programming using Java as front end and MS Access as back end.
Team Size	: 3
<b>Currently Doing</b>	
Title	: Application of Bayesian Networks in Bio informatics.
Description	: This project aims at reconstructing, Phylogenetic Networks from Phylogenetic Trees using Bayesian Networks.
Team size	: 2
<b>Electives Completed :</b>	
– Real time Systems	
– Data Communications and Networking	
<b>Currently Doing :</b>	
– Machine learning	
– Introduction to Bio informatics	
– Effective Public Speaking	
<b>Awards and Achievements :</b>	
– successfully completed National Himalayan Trekking expedition in 1999 arranged by youth Hostels Association of India.	
– Won first place in Oratorical Competition in all India Schools Festival organized by United organization of India in 1997.	
<b>Personal Information :</b>	
Name :	
Father's Name :	
D.O. B. :	
Sex :	
Marital Status :	
Nationality :	
Language :	
Extracurricular Activities :	
– School Pupil Leader in the year	

- Conducted Programing Competitions during
- Zonal Runners up in T.T. Zonal championship
- Active blood Donor

I declare that the above mentioned details are true to the best of my knowledge and belief.

*(Ganesh Sharma)*



## Practical No.

# 4

Sr. No.	Practical Title	Unit No.	Hrs.
4	Prepare a minutes of Meeting and mail it to given E-mail address.	IV	02

### Unit : IV

- 4.3 Preparation of agenda, writing minutes of meetings
- 4.4 Preparation of reports of events / episodes / accidents.

### Course Outcomes (COs) :

- Develop agenda, writing minutes of meetings.
- Develop reports in relevant formats.

Competency – Communicate effectively to fulfill business requirements.

### Major learning Outcomes (LOs):

#### □ Writing skills :

- 4c : Prepare agenda for the given type of meetings.
- 4d: Prepare minutes of the given type of meetings.
- 4e: prepare reports of the given type of events / episodes/ accidents.

#### □ Speaking Skills :

- 4f : Read the agenda of the given meeting.
- 4g : Read the report of the given event.

#### □ Agenda :

An effective meeting agenda provides structure and focus and clearly indicates the purpose of the meeting.

The agenda serves as the road map for the meeting. A well-constructed agenda is a valuable tool for achieving the desired meeting results in reasonable time. It serves as a guide to the participants and making the meeting more effective and productive.

An agenda is a list of the topics which covers desired objectives, with a time limit to keep you on track.

For example:

- Confirmation of the minutes of the last meeting.
- Review the status of last quarter's goals
- Appointment of new sales Managers and three Project Engineers.
- Reporting and reviewing the ongoing construction of new factory site ... etc.

- **Uses and Significance of an agenda :**
  - It forces the convener of the meeting to think about what needs to be accomplished.
  - The agenda lets participants know what to expect and allows them to prepare as required.
  - It provides a blue print for the meeting to run accordingly.
  - It helps the concerned members to think of what is left uncovered and help in adding those issues with the permission of the chair.
- **Tips for Preparing an Agenda :**
  - Send a preliminary meeting agenda and ask for inclusion of any further agenda topics from participant members.
  - Include only those additional topics which help in achieving the meeting objective.
  - Include all the topics and allow the participants to begin preparing for the meeting.
  - If special guests attending the meeting, find out whether they have any issues that can be combined. If so, arrange them under one agenda item. Organize the order of events according to their time and importance.
  - The first item on every agenda is ‘confirmation of the minutes of the previous meeting’ and the last ‘any other matter with the permission of the chair.’
  - If only a few points to be discussed, the agenda can be written on the notice itself.
  - Check the agenda for errors.
  - Send the agenda along with the notice or email it to all attendees few days in advance.

#### □ **How to prepare an agenda?**

Mainly there are two parts :

1. Header      2. Body – list of items.

#### **Header:**

The header is useful if the participants belong to various groups / organizations, or if the agenda will be made public record.

Header should include the following: Name of the organization, Date, Group meeting agenda, starting and ending time, Location.

#### **Body:**

The body of agenda lists the actual business to be transacted during the meeting. Use action words such as: approve, discuss, adopt, develop, assign, conceptualize, brain storm review and announce to let the participants know what is expected of them. Against each item is a suggested time, but the time allotted will depend on the nature of issue / agenda item being discussed. Allocate reasonable and realistic amount of lime to each agenda task. It ensures the smooth conduct of the meeting.

Place important tasks at the beginning of the agenda. Because in the beginning of the meeting energy level is higher, and participants are focused. Do not discuss any topic not listed on the agenda. Designate a presenter for each agenda task.

**Example 1:**

**Taj Square Mall  
Vaishali Nagar, Mumbai 007**

**Notice**

14<sup>th</sup> November 2017

The eighth meeting of the Executive Committee will be held as per the following schedule.

Date : 20<sup>th</sup> November 2017

Day : Monday

Time : 6 P.M.

Venue : Seminar Hall, Taj Hotel, Mumbai.

The agenda for the meeting is attached

To : The members of the Executive Committee

**Satyen Sharma  
Secretary**

**Example 2: Agenda**

**Taj Square Mall  
Vaishali Nagar, Mumbai 007**

Agenda for the Eighth meeting of Executive Committee to be held at 6 P.M. on Monday, 20<sup>th</sup> November 2017 at Seminar Hall, Taj Hotel, Mumbai.

1. Confirmation of the minutes of the last meeting.
2. Appointment of the manager at Mansarovar Br. Navi – Mumbai.
3. Opening a retail outlet comprising major brands of shoes and sports goods.
4. Announcement of the festive discount.
5. Decision to be made regarding decoration of ‘Taj Square Mall’ across the city.
6. Date of next meeting.

7. Any other matter with the permission of the chair.

**Satyen Sharma**  
**Secretary**

Minutes :

Minutes are the written proceedings of the business transacted during the meeting. It serves as an official record of what took place during the meeting, so it must be accurately written. Minutes are recorded sequentially by the secretary. Any other member attending the meeting may also draft the minutes.

The minutes of a meeting include the main points of the discussion held and the decisions taken.

Minutes are written in the prescribed format of the organization and treated as important record in the organization.

Minutes, thus, are a written record of committee meeting times, attendance topics covered, discussion, on topics approved. It includes all the important decisions taken, and methods and motions adopted.

It forms the basis of future actions and decisions related to matters discussed.

e.g.

- Promotion of staff
- Determining the incentive
- Procedural changes.
- Rise in membership fees .... etc.

Photo

Note down the minutesPoints correctly to avoidambiguity

**Example 3:**

**Taj Square Mall  
Vaishali Nagar, Mumbai 007**

Minutes of the Eighth Meeting of the Executive Committee held at 6 P.M. on Monday 20<sup>th</sup> November, 2017 at Seminar Hall, Taj Hotel Mumbai 007

**Present**

Shri Shreyesh Kulkarni Chairperson  
 Shri Kartik Aher  
 Shri Satish Bhagat  
 Shri Amit Kumar Roy  
 Shri Bhupendra Rastogi  
 Shri M. N. Pande



Executive Committee Members

**In Attendance**

Shri Satyen Sharm, Secretary  
 Shri Ujwal Nikam – P.R.O

No. of minutes	Subject of Minutes	Details of Minutes
08.01	Last meeting Minutes Confirmation	Previous meeting minutes were circulated read aloud and approved by the members with consensus
08.02	Appointment of the Manager at Mansarovar Br. Navi Mumbai	Mr. Shaunak Rana – H.R. Head presented the sort listed names of the interviewee and Mr. Akash Jain was recommended for the post by all members collectively.
08.03	Opening a retail outlet comprising major brands of shoes and sports goods.	Mr. Kartik Aher an executive member proposed to open a retail outlet of shoes and sports goods at new branch like Adidas, Nike, Mochi etc. The proposal was accepted as a positive step for the growth of the mall.
08.04	Announcement of the festive discount	The committee declares the new year festive offer as response to proposal forwarded by sales Manager, Mr. Amit Kumar Roy details of proposal, its modification is attached.
08.05	Decision to be made regarding decoration at 'Taj Square Mall' across the city.	Suggestion discussed approved by the committee, decoration of all the branches was given to Glitters and Sparkles Decorators.
08.06	Date of Next meeting	The next meeting was scheduled for 17 <sup>th</sup> December, 2017.

## Practical No.

5

Sr. No.	Practical Title	Unit No.	Hrs.
5	Write the importance and guidelines of Presentation Skills	III	02

## Presentation Skills



### Meaning

Presentation skills can be defined as a set of abilities that enable an individual to:

1. Interact with the audience.
2. Transmit the messages with clarity.
3. Engage the audience in the presentation.
4. Interpret and understand the mindsets of the listeners.

These skills refine the way you put forward your messages and enhance your persuasive powers.

#### Importance of Presentation Skills

First, let's clarify the statement "Presentation skills are important". What we really mean is, "Effective presentation skills are important". "Presentation skills" is not a black and white off/on switch. It is a rainbow of colors. Everybody has presentation skills. Some are better than others. The primary goal is for your presentation skills to be better than

your competition, whoever and whatever that is. The secondary goal is for your presentations to get better with every presentation that you deliver.

So whenever you read "presentation skills are important" think "better presentations are critically important".

Good presentation skills require organization and confidence. If these two essential items are not ticked off, then it's time you looked at developing presentation skills. This type of personal development work will really assist you to develop first more confidence, which is the key. Then, by getting organized, well presented and ultimately building self-esteem, those dream jobs will appear and your ambitions will be realized!

Being well presented in the workplace – in a presentation, in a meeting, during a discussion with a colleague or client is essential. If your career matters to you – develop your presentation skills!

A presenter or staff member is given an added advantage over someone who is less than polished in public speaking

#### Where the Presentation skills help ?

**Presentation skills will help in the following professional circumstances:**



- At interviews, as the interviewer or interviewee
  - At networking functions, meeting new people or getting to know ones you already know.
  - Speaking to colleagues and staff
  - Delivering a presentation to clients detailing a technical topic or selling a product
  - Speaking with suppliers
  - Attending training
- **How to Improve Presentation Skills**

Development of good presentation skills requires efforts and hard work. To improve your presentation skills, you must:

## Presentation skills

- Following are the steps include in preparing effective presentation:

- ✓ Plan
- ✓ Prepare
- ✓ Practice
- ✓ Present



**Research the Audience before Presenting:**

This will enable you to better understand the traits of the audience. You can then develop messages that can be better understood by your target audience.

**Structure your Presentation Effectively:**

Structure your Presentation Effectively so that you can present well.

**Do a lot of Practice:**

Rehearse but do not go for memorizing the presentation. Rehearsals reduce your anxiety and enable you to look confident on the presentation day. Make sure you practice out loud, as it enables you to identify and eliminate errors more efficiently. Do not memorize anything as it will make your presentation look mechanical. This can reduce the degree of audience engagement.

**Guidelines of Presentation Skills**

Whether you are an experienced presenter, or just starting out, there should be ideas here to help you to improve.



**1. Show your Passion and Connect with your Audience**

He great presenters say that the most important thing is to connect with your audience, be enthusiastic and honest, and the audience will respond.

**2. Focus on your Audience's Needs**

As you prepare the presentation, you always need to bear in mind what the audience needs and wants to know, not what you can tell them.

While you're giving the presentation, you also need to remain focused on your audience's response, and react to that.

**3. Keep it Simple: Concentrate on your Core Message**

When planning your presentation, you should always keep in mind the question:

What is the key message (or three key points) for my audience to take away?

You should be able to communicate that key message very briefly.

Some experts recommend a 30-second 'elevator summary', others that you can write it on the back of a business card, or say it in no more than 15 words.

**4. Smile and Make Eye Contact with your Audience**

If you smile and make eye contact, you are **building rapport**, which helps the audience to connect with you and your subject. It also helps you to feel less nervous, because you are talking to individuals, not to a great mass of unknown people.

**5. Start Strongly**

The beginning of your presentation is crucial. You need to grab your audience's attention and hold it.

They will give you a few minutes' grace in which to entertain them, before they start to switch off if you're dull. So don't waste that on explaining who you are. Start by entertaining them.



## Practical No.

6

Sr. No.	Practical Title	Unit No.	Hrs.
6	Draft a detailed progress Report	IV	02

**Sample :**

**'Progress Report'**

**Apex Builders,  
Surya Towers, New Delhi-700852**

-----  
**Date** \_\_\_\_\_

**Name of the Work or Project** \_\_\_\_\_

**Total work to be completed** \_\_\_\_\_

**Work completed till date:** \_\_\_\_\_

**Work to be completed** \_\_\_\_\_

**Possible date for completion** \_\_\_\_\_

**Suggestions:**

(a) **If more funds, why and how much** \_\_\_\_\_

(b) **Extension of duration** \_\_\_\_\_

(c) **Increase in skilled / unskilled labor** \_\_\_\_\_

**Remarks, if any** \_\_\_\_\_

*Signature*

**Designation of the reporting officer**

A report is a formal document written for a specific audience to meet a specific need.

**I Learning Objectives :**

- Understanding the nature and importance of reports.
- Knowing the different types of reports.
- Being able to identify four report formats.
- Knowing the components of formal reports.
- Being able to chalk out various strategies of writing a report.

**I Nature Importance of Reports :**

1. A report is a factual and systematic account of specific business or professional activity.

2. Reports help in the analysis of a condition.

Situation or Problem for an effective solution. Report is a common type of communication used during work, reports reinforce, prompt, motivate and persuade the readers to act. Reports move in an upward direction, used to communicate to the senior levels in an organization.

Importance of reports for any professional lies in the fact that a number of business decisions and research conclusions are made on the basis of information presented or recommendations made in reports. Reports develop information and understanding essential for effective decision making.

**I Reports purpose may include :**

- presenting data,
- describing problems and suggesting solutions.
- discussing and analyzing data.
- recording events and happenings.
- analyzing a situation or a condition, or
- giving feedback, suggestions or recommendations.

**I Types of Reports :**

**Informational and Analytical Reports**

Informational analytical, routine, special oral, written, formal and non-formal reports are some of the important types of reports.

Criteria	Types	Description	Examples
Function	Informational Analytical	Objective presentation of data without analysis or interpretation.	Conference reports, seminar reports, trip reports
	Analytical	Presentation of data with analysis and interpretation.	Project reports, feasibility reports, market research reports
Periodicity	Routine	Presentation of routine information	Daily pr.reports, monthly sales reports, annual reports
	Special	Presentation of specific information related to a signal condition, situation problem or occasion	Inquiry reports, research reports, thesis,dissertation .
Communicative form	Oral	Face to face presentation of information	Accidents reports, sales reports joining reports,

			conference reports.
	Written	Presentation of information in written form	Project reports, Progress reports, research reports.
Nature Scope, and length	Formal	Long reports with elaborate description and discussion.	Annual reports, thesis, project reports, technical reports.
	Non Formal	Short reports	Laboratory reports, daily production reports, trip reports.

I **Sample Example of Progress Report :**

As a Works Manager write a **progress report** of your Company Product.

<b>Glenmark Pharmaceuticals</b> Malegaon MIDC, Sector No. 05 Malegaon, Dist. :Nasik
Date :
To, <b>The Chief Production Manager</b> <b>Glenmark Pharmaceuticals</b> Malegaon MIDC, Sector No. 05 Malegaon, Dist.- Nasik
<b>Subject :</b> Report on the progress of the company product during March, 2017 and August, 2017
Dear Sir,
It is a sheer pleasure to submit the report on progress of the company product – namely ' <b>Gelnmark – Amoxicilline</b> '. During last six months our company product has shockingly done well.
The 'New Anti-Biotechs' launched by the company have not only made a record breaking good entry in the market but also given strong competition to established brands. In

the very first six months our product has gained about 3% market share and it is really noteworthy progress.

**Reasons for the Progress:**

First of all it is the company's decision to launch such much awaited product into the market. The quality is also very important. The marketing policy used by our company to launch and establish this brand holds a lot of credit for its unbeaten (huge) success. Comparatively our product is more affordable, proved to be of world class standards and result oriented.

**Suggestions:**

We have to be happy but not satisfied with this partial progress.

There is still scope for improvement in quality of the product and marketing policy.

Within a short span of time a limited revised innovative manufacturing lot of product with additional features should be introduced in the market.

Thus the newly launched product has gained good market status and established the company among highly reputed pharmaceutical companies. In order to progress rapidly more additional well trained and skilled technical staff should be recruited.

Thanking you,

Yours faithfully

**ABC**

*Works Manager (Glenmark)*

## Practical No.

# 9

Sr. No.	Practical Title	Unit No.	Hrs.
9	Draft a Complaint Letter on Given Topic	V	02

### Complaint Letter

It is an expression of dissatisfaction. Writer complains about something that went wrong.  
For examples

- defective product
- bad service
- misbehaviour
- mistaken billing
- guarantee / warrantee problems

Complaint Letters open with a **clear problem statement**, support the complaint with **data**, and close with an expression of goodwill.

**Objective** of complaint letter is to motivate changes; persuasive language has to be used.

Key elements in a complaint letter are :

1. Mentioning the purpose of the letter.
2. Explaining what happened.
3. Convincing the reader that your complaint is genuine.
4. Motivating the reader to act.

- 
- **Opening :** The letter should be opened with a direct statement, which makes it clear that the writer is complaining to the reader about something.
  - **Body :** A direct factual and plain explanation should be given along with relevant information supported by appropriate documents that convinces the reader that the complaint is genuine and claim is legitimate. The tone of the letter should be polite but firm and not apologetic.
  - **Closing :** The writer should request the reader to take appropriate action and close the letter with an expression of goodwill.
- 
-

**Topic :** You have received wrong telephone bills for the month May and July 2017. Write a letter of complaint to the General Manager, Bharat Sanchar Nigam Ltd. Dhanbad, asking him to rectify the bills.

July 5, 2017

*From :*

**Dulal Chakaravarthy,**  
14, Luby Circular Road,  
Dhanbad – 826004

To,

**The General Manager,**  
Dhanbad Telecom District,  
Bharat Sanchar Nigam Ltd.  
Dhanbad.

**Subject :** Billing error in my May and July telephone bills.

Dear Sir,

I would like to point out a billing error in my May and July telephone bills.

According to the May bill (see copy attached) I had to pay an arrear of Rs. 439/- for January and March bills.

As these bills were already paid in April 2017, I pointed out the error to the Account officer (TR) Dhanbad and he assured me that the error would be corrected.

However, in my July bill (copy attached), the same arrear has appeared again. Moreover my telephone number 2203821 has been disconnected because your computer claims that I have not paid the telephone bills for more than three months.

Please correct this error and instruct the concerned department to reconnect my telephone without any reconnection charge as it is departmental mistake. I have enclosed the receipts for all the bills paid by me since April 2017. I appreciate your cooperation in this matter.

Thanking you

Sincerely,

**ABC**

**Dulal Chakaravarthy,**  
14, Luby Circular Road,  
Dhanbad – 826004

**Topic:** You have purchased some books for your college library from ‘Oxford publication’ New Delhi. On receipt on consignment you found some of the copies of Books are in damaged conditions. Write a complaint letter to a supplier to replace the books immediately.

**MET'S Institute of Technology Polytechnic**  
Bhujbal Knowledge City| Adgaon| Nasik.

January 4, 2018

*From :*

**Librarian,**  
MET'S IOT – P  
BKC, Adgaon – Nasik

To,

**The Supplier,**  
Oxford Publications,  
New Delhi.

**Subject :** ‘Replacement of damaged books purchased from you on December 15, 2017

**Reference :** our order letter No. MET'S IOT, BKC/Purchase 114/Dt. 15/12/2017

Dear Sir,

This is to acknowledge the receipt of consignment containing 100 copies of ‘Sidney sheldon’s – Best said Plans, last evening on its arrival apparently something seemed a miss about the consignment as a large part of it seemed to have been drenched quite noticeably. With a view to retrieve the books in order as quickly as possible. Our reception staff immediately opened the consignment. On opening the parcel however, we realized that the damage was far more extensive than initially observed.

In fact, we have found most of the books to be a bad shape. As many as 56 of them have been received in puffy and bloated condition. The remaining books too seem to have either lost, their cover or a part of them comes off the moment you turn pages in them. Some of the books in the lot have developed cracks in between the pages and a few of them seem to have been frayed in corners of the entire lot, we could retrieve only ten books which we can keep in our book racks for our students.

Since Sheldon’s best seller has been in quite a demand recently. However since now we are left with only handful of those copies, it seems we will have to manage without our own best laid plans.

We are returning a parcel containing 90 copies of the Sheldon's – Best Laid Plans. Kindly send another 100 copies of the novel as soon as possible. Please also send with the consignment 30 copies of Ken Follett's – The Third Twin.

You are further requested to send the fresh invoice covering the cost of the new order after crediting our account with the invoiced value of the returned copies including reimbursement for the postage cost of Rs. 476/- incurred in returning the damaged books to your store.

Keeping in view the vacation time that is just round the corner, we request you to expedite the order at the earliest. While sending the parcel however, please ensure a safe arrival of the consignment.

We look forward to your early reply.

*Librarian*

**ABC**

MET'S IOT Poly.

BKC, Adgaon, Nashik

**Topic:** Write a letter of complaint to the State Electricity Board about the irregular power supply to your area.

**Snehasadan Society**

09, Professor's Colony,  
Rammagar, Pune – 15

4<sup>th</sup> January, 2018

To,

**The Chief Engineer,**  
State Electricity Board,  
Shivaji Nagar,  
Pune – 04

**Subject :** Complaint about the irregular power supply in our area.

Respected Sir,

I am the secretary of Snehasadan society. I regret to inform you that from last six months the power supply in our location – Profession's Colony is very much irregular. We the residents of this area complained to the sub-division for three times. But there is no positive response from the officials.

Because of irregular power supply we have to face many problems. There is no fixed schedule for power cut. Many times at night the power is cut. It creates disturbances in students' study, it has resulted in some accidents as the street lights are also off, Many thieves take disadvantages of this situation. The water supply is also affected due to frequent power failures.

We have suffered so much due to the irregularity of power supply. That is why we are compelled to complain to you about this and wish you will personally look into this matter and solve the problem at the earliest.

Thanking you,

Yours faithfully,

Sd/-

Secretary

**Snehasadan Society**

09, Professor's Colony,  
Ram-Nagar Pune – 15

## Practical No.

# 10

Sr. No.	Practical Title	Unit No.	Hrs.
10	Design Power Point Presentation on Any Technical Topic	III	02

### Guidelines for developing power point presentation :

If you want to be an increasingly successful presenter the effective use of visuals can play an important part in achieving that goal. Slides, if thoughtfully created and skillfully used can create, enhance a speaker's impact.

First have a well thoughtful strategy for your presentation and then to use slides as a tactical device to execute that strategy. Slides can significantly improve the persuasiveness of a presentation, as well as strengthen your ability to convey important information to the audience.

### Use slides for the purposes they serve best :

Focusing your audience's attention.

Stimulating interest and attention.

- Reinforcing key ideas or data.
- Illustrating hard to understand information or data.
- Increasing audience retention of your content.

### Avoid :

- Slides contained overwhelming amounts of detail.
- Slide content and /or sequencing made too many points.
- Slides are used primarily to avoid audience interaction.

Power point and similar presentation software programs have become so flexible and easy to use that they are no longer just slide production tools but document production tools as well. "Missed the meeting ? Let me send you my slides."

People find themselves creating business plans, strategic road maps, training, materials, and product plans as power point presentation.

### Identify the problem :

When creating power point presentation, people run into two typical problems :

- Putting all their notes on the slides
- Including supporting information or details.

Slides can be either an asset or a liability to your presentation.

A better alternative to the "eye chart" slide is :

- to show only a clear summary,
  - consisting of a line or two of content.
  - a few bullet points,
  - some other visually appealing version of the handouts
- **Tips for creating visually appealing slides :**
- For producing visuals to support a presentation, use old KISS rule : Keep it short and simple. Content of each slide should be understandable by a person who have little knowledge of your topic.
  - Design all slides with common sense. Everyone in the room can't easily read **everything on the screen**. This helps you to avoid the "Death by power point" syndrome. The content of your slides also needs to be attractively arranged.
- When creating your titles keep the following in mind :
- Each title should serve as a headline, not just a label.  
Should be a short sentence with a verb.  
e.g. "our Computer Network must be modernized."
- **The headline should capture the slide's key point**
- Person should be able to get the main point from reading the head line.
  - The title of a slide should state the conclusion or the action you want people to take.
- **Limit titles to two lines (Title + Subtitle)**
- **Use a consistent capitalization style.**
- Capitalize only the first letter of each word.
  - Don't capitalize articles, conjunctions or prepositions.
  - Don't use ALL CAPITALS because that may look like you are shouting.
- **Getting to the Point (S) :**
- For using bullet points on slides is the "Five by Five rule."
- Limit the content of each slide to a maximum of :
- Five bullet points (including any sub points)
- **Getting to the point (S) :**
- And a maximum of 'Five words' per bullet that is 25 words to play with, excluding the words in the title or graphics.
- This rule enables your audience to glance at a slide's content and still pay attention to what you are saying. It also helps you avoid reading your slides to the audience.
- **Tips for making your slides look great**
- Keep some white space between bullet points.
  - Keep bullet points to a maximum of two lines.

- Avoid sub-bullets whenever you can.
- Hide your “note” slides.
- Never read the slides to the audience.  
(Instead, discuss them, amplify on them, or comment on them)  
(page 40 presentation skills by Steve Mandal – 6 slide photograph)

#### □ **Choosing the Right words :**

For bullet points, avoid using full sentences.

Use phrases and key words that quickly communicate the essence of each point.

Keep the grammar and style of bullet point consistent

For example, this material :

- This PC is faster and cheaper than anything around.
- Includes a colour monitor.
- Multimedia  
..... is better presented as :
- Fastest PC at this price
- Colour monitor included
- Multimedia capability built in

#### □ **At the Margin :**

The best practice is to use professionally designed templates that come with Power Point, are provided by your company, are downloaded from [www.microsoft.com](http://www.microsoft.com).

#### □ **Getting Fancy with Animations :**

Custom Animation, the feature that allows you to reveal a slide’s bullet points and graphics one at a time should be used only when absolutely needed. It forces the speaker to talk about every bullet point rather than give a summary up statement.

#### □ **Getting Fancy with Transitions :**

Another trap to avoid is mixing different kinds of transition effects in the same presentation. Transition effects are the ways that your presentation moves from one slide to the next in Slide Show view. Using multiple slide transitions can be confusing and can draw attention away from your message.

#### □ **Numbering Slides :**

It is good to number the slides for all presentations. Numbering enables audience to refer to specific slides. It also enables the speaker to quickly move through the slides when its desirable to go back to a previously covered slide to answer a question.

For virtual presentations, it is helpful to put a page number on every slide. So you can refer your listeners to the slide you are discussing. The best way to add slide number to all the slides in your presentation is to use the ‘Header’ and ‘Footer’ dialogue box.

**I The Last Slide :**

Add an “end” slide with a concluding phrase to use as the last slide in your presentation. Many presenters insert a blank slide or a logo slide, or they simply repeat their main title or introductory slide as their last presentation slide.

**I Using Colours :**

If you need to change the background and text colours, use colours that have a high contrast.

e.g. white or yellow text on a dark blue background will be easier to read than the reverse.

It is usually best to limit the number of colours on a slide to between **two and four** to avoid a confusing rainbow effect. This saves considerable time.

**I Colour Combination for Images :****I Save your time and trouble**

Use your software’s colour selection features that require using more than two colours on a single slide. This feature is called ‘**Theme colours**’ in Power Point 2007 or **Colour Scheme in Power Point 2003**.

**I Use colours for emphasis**

To highlight an object or text, make it a brighter colour or simply add a shadow to it.

**I Apply colours to images consistently.**

e.g. if the same object is represented on several slides, use the same colour for that object on all of your slides.

**I Consider people who are colour blind :**

For colour blindness people, reds and greens will fade to grays for them. Use those colour only where gray would also be acceptable.

**I Colour placement :**

While placing various colours for objects on a slide, you can use the “**earth to sky**” theory by remembering that the darker brown earth lies below the lighter blue sky. Following this visual Principle – by having the colours of objects progress from **darker at the bottom of the slides to lighter at the top** (or from darker on the left to lighter on the right) can make the slide appear more balanced and pleasing to the eye.

(Earth to sky theory : Tom Mucciolo and Rich Mucciolo : Purpose movement, colour : A strategy for Effective Presentation. New York : Media Net Inc 2003)

**I Using and choosing Fonts :**

A presentation generally reads better when only one or two fonts are used throughout.

‘**Calibri**’ is the default font in Power Point 2007.

For a lighter but equally professional look, ‘**Arial**’ is a popular font.

**I      Fonts :**

This is Calibri

This is Arial

This is Verdana

**I      Common Font Examples :**

I      To highlight appropriate text, use :

**bold**

*italic* or

underlining

rather than a different fonts.

I      ‘**Sans serif**’ fonts (fonts without strokes or “feet” at the ends of the letters) are easier and faster to read when projected on slide.

I      The same font is commonly used for both a slides heading and for its bullet points.

**I      Use Power Point Word Art sparingly to highlight something or to make a point :****I      Sizing Fonts :**

If you are going to reduce the font size, don’t go below 20 points. If you go below 20 points, people will not be able to read it.

If you use font size as big as 24 points it looks huge on your computer screen.  
When 24 Point Arial size slide is projected on a screen, it will look much smaller.  
This size will be fine when **projected on the screen**.

**I      Moving Beyond Text :**

Drawings, animations, photos, embedded video clips, and clip art can add life even to presentations on dry topics – but don’t overdo it. Excessive use of any of these features can reverse the desired effect.

**I      Drawings and Animation :**

“A picture is worth a thousand words” .... Sometimes ! Pictures can break the monotony of showing slides after slide of bullet points. Keep drawings and diagrams simple and to the point. Numerous boxes, lines and arrows make confusing. Limit the use of boxes and circle to a maximum of 8 on a slide.

A “drawn object” such as a box or a circle looks best in a single colour.

Applying custom animation to drawings (displaying a slide in steps while in Slide Show View) is one of the the simplest ways to keep an audience’s attention. While animation can help to explain the flow of a complex process, but its overuse distracts audience’s attention

Use animation appropriate to the object you are revealing. Limit animation sequences to two there concurrent steps.

Rather than describing the animation, let the animation speaks for itself. Pause until it is complete before you start speaking again. If the animation is a lengthy one, speaking during its course will be necessary.

#### Clip Art

Use clip art very sparingly clip art is an easy way to add pictures to boring text. Avoid the standard clip art that comes with Power Point and other presentation software programs. You can access many web sites offering less common place clip art, download free for use in your presentation.

#### Photos :

Good photos can be more appealing and easily targeted to reinforce a specific point for the audience. Supply photos from a digital camera or find them on the Internet. A scanner will allow you to easily incorporate those photos into slides.

- Trim the photo to zero in on the part of the picture you want the audience to focus on. Do it by using the crop tool in power point.
- Make the picture fill two – thirds of the slide to add impact.
- Text on the picture must have a high contrast.

#### Video and Images :

Edit your images, photos, or video clips to the size you want before you insert them into your presentation. An image, photo, or video clip should take on half to two – thirds of the slide area, leaving adequate space for a title and description.

To insert a video clip in a Power Point 2007, presentation

1. On the Insert Tab, click the movie button to open the insert movie dialogue box.
2. Use the dialogue box to navigate to the folder that contains the movie.
3. Double – click the movie file to place it on the slide.
4. A dialog box opens asking you “How do you want the movie to start in the slide show”, and there are two buttons to choose from :
  - If you want the video to play when the slide is first displayed, click “Automatically.”
  - If you want the slide to be displayed first and video to play when you are ready, click “when clicked.”

To change, how the video will play, activate the ‘Animation tab and click the Custom, Animation button it display the custom Animation [Sound, Laser pointer]

#### Six steps to planning your Presentation :

**Step 1 :** **Analyse presentation objectives** : Be clear about what exactly you are trying to accomplish in your presentation.

**I Answer the following questions :**

- What do I want to achieve by making this presentation ?
- What do I want my audience to do and think during my presentation ?
- What specific things do I want my audience to do after my presentation ?
- How do I want my audience to feel about my subject matter after the presentation ?
- How do I want my audience to perceive me and my Organization ?

**Step 2 : Understand your Audience :** Put yourself in the shoes of people when analyzing your audience.

- **Needs :** Inquire about the group's needs beforehand. Ask members of the audience about their needs.
- **Attitude :** How do your audience members feel about the topic? Are they positive, neutral, or negative on the subject ? Is the group's opinion annexed?
- **Knowledge level :** Don't use technical language, idiomatic expressions, or slang, or abbreviations, acronyms, buzzwords, and other jargons.
- **Environment :** Could seating room size, equipment availability, and lighting affect your interaction with the audience ?
- **Demographic Information :** This includes the age, sex, race, religion, culture, and language of the audience. Culture and language present the greatest challenge to speak.

**I Audience Analysis work sheet :**

1. The specific needs of the audience members are :
2. Their attitude towards the topic is :
3. The knowledge level of the audience in relation to the subject matter is
4. The physical and psychological environmental elements that might affect the audience are :
5. The audience demographic factors that might affect your presentation are :

**Step 3 : Clarify your core message by using SCIPAB :**

Before developing the body of the presentation or any slides, clarify the core message of your presentation. To do this develop sentences for the following six areas, which you can remember with the abbreviation "SCIPAB".

- Situation
- Complication
- Implication
- Position
- Action

### Benefit

These six sentences constitute what is commonly known as the “elevator pitch” a clear, concise statement of the core message of your presentation.

This method works equally well for informational as scientific presentations and sales presentations. This critical part of your presentation is assembled with only six sentences.

Explanations and examples for each sentence of SCIPAB

- **Situation :** This sentence describes the present situation of the current business / or technical environment.  
**Example :** “Our business has grown by 30% in the last two years”.
- **Complication :** This sentence describes the challenges or drawbacks of the situation, only obstacles created by the situation.  
**Example :** “Because of this growth, we have outgrown our computer system.”
- **Implication :** This sentence addresses the consequences to your audience of failing to act on the issues raised in the complication.  
This vital element answers the audience’s “so what” question.  
**Example :** “If we don’t update our systems, our growth will come to a halt.
- **Position :** This sentence tells the audience what you personally think about the topic. It’s your stance, your opinion, your thesis, your belief about the issues. It must be stated clearly and succinctly.  
**Example :** A major upgrade and over haul of our entire system would be very good for our company.
- **Action :** This is simply a statement of what you would like your audience to do, to believe, or to understand. There is a wide range of “actions” an audience might take.  
**Opening action example :** “Please consider my proposal today for a major update of our network.”  
**Closing action example :** “I’d like to get your approval for funding the network overhaul by the end of this week so we can begin work.”
- **Benefit :** This statement tells the audience what is in it for them if they do what you ask. Benefits can be for the both i.e. for the organization and the individual.  
**Example :** “By updating our network, we will be able to continue our growth and ensure our system’s security and stability.”
- **Putting it All Together :**  
Using the SCIPAB method is the best way to open your presentation. Putting your core message **right up front** is the strongest way to eliminate, ambiguity and move your presentation forward.
- **Presentation Tip :**

It is typical to have a title slide on the screen as the presentation starts. In power point, you can temporarily black it out by pressing “B” on the keyboard as you deliver your SCIPAB. This blacks out the screen in slide show view.

#### **Step 4 : Plan the Main and Supporting Ideas :**

You must decide upon the key information areas you want to cover in your presentation. Using Post - It® notes, note cards or a similar tool, brain storm some possible ideas for your presentation. Write one idea on each Post-It. Let the ideas flow at this point.

- **The Rule of Three :**

Take the remaining ideas and group them into common themes. When developing your presentation try to follow the rule of three by organizing your content around not more than three main ideas. This is easy to follow pattern makes for a clearer presentation and increases audience retention of critical information.

- **Logical Flow :**

Using the information you have gathered, build a logical flow in your presentation. Try different arrangements to see what will work best. always keep your audience analysis in mind.

#### **Step 5 : Develop Colour Spots:**

- **Engage your Listeners**

This processes is called “adding colour.”

The purpose of “adding Colour” to your presentation is to engage your listeners help them make connections, and give them a strong sense that the information you are sharing is focused on them and their needs.

**Ways you can “add colour” to your messages.**

- **Use slides and other visuals such as white boards or demos.**

- **Plan for moments of interaction :**

- Use a series of well – planned questions to guide your listeners
- With larger group - use rhetorical questions to engage the audience,

- **Tell Stories :**

- Personal stories, or business stories from your personal experience, pack a big punch stories need to be short, and make a relevant point.

- **Use analogies :** Analogies are particularly useful for explaining technical processes to a non-technical audience

- **Use humour :** It is a rapport builder. Avoid telling jokes. The best humour happens spontaneously.

- **Refer to current events :** Scanning newspapers, Internet news business news, technology reports.

- Use quotes and statistics.

¶ “Like the spots on a butterfly’s wings colour spots in a presentation are both immensely useful and add interest.”

**Step 6 : Build a strong Finish :**

1. Review the Main Ideas
2. Restate the Core Message

# 11

## Practical No.

Sr. No.	Practical Title	Unit No.	Hrs.
11	Explain the eight principles of Effective communication	I	02



1. All Communications are with a purpose or objective.
2. Communication should serve the required purpose. It is expected that communication should be flawless.
3. Effective communication is that which achieves its intended purpose or objective.
4. If communication brings desired effect it can be said to be effective.

### Clarity in encoding the message:

- i) Encoding of the message should be clear.
- ii) For this, Sender should be aware of the purpose of communication.
- iii) Clarity means it should not arise any confusion or question in the mind of the receiver.
- iv) There should not be any ambiguity.

### Correctness of the message:

- i) It includes accuracy and authenticity
- ii) The message should be correct.
- iii) It should not have any incorrect information or misguiding details.
- iv) Incorrect messages are seldom effective.
- v) if sender uses incorrect message it may create misunderstanding in the mind of R
- vi) Incorrect information may break the relationship between S & R

**Completeness of the message:**

- i) The message should be complete
- ii) It should answer all the possible questions of the receiver.
- iii) Incomplete statement will create misunderstandings in the mind of R and perhaps S may not get a feedback quickly.

**Coherence of the message:**

- i) The message should have logical sequence and flow.
- ii) It should progress in such a way that the receiver gets a clear picture and is able to respond accordingly.

**Courteous Language:**

- i) Language in all types of communication should always be courteous.
- ii) The goodwill generated by courtesy helps in building long term relations.

**Conciseness of the message:**

- i) The key to effective communication is its conciseness and its brevity.
- ii) The sentence should always be short in length. This ensures understanding
- iii) Lengthy messages lead to confusion.

**Selection of proper channel:**

- i) Selection of proper channel depends on the urgency of the message, the capacity of the receiver and availability of the resources to sent the message.
- ii) Proper channel ensures proper transmission.

**Knowledge about the receiver:**

- i) It is essential that the sender is aware of who the receiver is.
- ii) This knowledge helps him in selecting the right words and proper channel.
- iii) Sender should know the receiver's age, experience, interest, grasping power, efficiency etc.

**Taking care of probable barriers:**

- i) Sender and receiver both are responsible to make communication smooth.
- ii) They should anticipate probable barriers and plan accordingly.
- iii) The barriers of communication need to be removed to convey message effectively.

**Giving Feedback:**

- i) Sender should ensure that the message receives an expected feedback.
- ii) Without feedback, effectiveness of the message cannot be judged.
- iii) Feedback needs to be positive and prompt therefore the sender should take care that he defines the timeline accordingly.



## Practical No.

# 12

Sr. No.	Practical Title	Unit No.	Hrs.
12	Explain various non-verbal codes with examples.	II	02

### Non-Verbal Codes

#### A) Kinesics : Associated with facial expressions, gestures and eye contact. Most effective form of non-verbal communication.

- Facial expression :** Expresses joy and sorrow, smile and smirk. Speaker co-relates his thoughts and contents.

##### 1. Different forms of emotions : Joy :

Facial expression of being happy, delighted, conveys the message to the audience. There is co-ordination between the thought and the facial expression. Communication will be incomplete without the use of facial expression.

2. **Sorrow :** Facial expression which expresses grief. A condolence speech, an obituary speech or an event of grief will project a sad facial expression. Emotions and sentiments are expressed through facial expression.
3. **Smile :** “Smile takes you miles”. Smile enhances your personality. It indicates warmth and helps to establish a good rapport. It can overcome fear, anxiety or nervousness. It encourages the listener to be attentive and respond to the Sender.
4. **Smirk :** Incomplete Smile (Mishkil Hasyya). Self-satisfied halfhearted smile. It is termed as a shy smile which expresses disapproval.

##### G. Scheme Text :

Body language : (kinesics) is the study of the physical movements of the body. It expresses emotions through different parts of the body and their physical movements. Deals with the **Posture of Standing / Sitting /eye and facial expressions**. Through it people communicate meaning to others in interpersonal interactions.

##### It includes : (Facial Expression) :

Eyes are considered as the windows to the Souls. The face is known as an index of our mind. Facial muscles convey several emotions simultaneously. Face is called as ‘**organ of emotions**’ which expresses : happiness, surprise, fear, anger, sadness etc. It is difficult to analyse facial expressions, when people deliberately (purposely) control the facial expressions to hide their inner feelings.

■ **Interpretation of Facial expressions :**

- **Eyes reveal :** Happiness, surprise, sadness, truth or lies, anger or sorrow.
- **The mouths and lips :** Happiness or surprise.
- **Smile :** Cooperation, friendliness, agreement and appreciation.
- **Blank Face :** A neutral (indifference) expressionless, unresponsive face.

■ **Eye Contact :**

Eyes are the windows to the soul. To maintain eye contact with S and R is the important part of non-verbal communication. Eye contact helps us to understand his / her attitude to all that you speak, **Avoidance of eye contact indicates** the signs of fear, doubt, confusion, shyness, nervousness etc.

Eye contact expresses willingness to connect-shows confidence, interest, acceptance etc.

■ **Vocalics/Paralanguage :**

“Para” means like. It expresses emotions and feelings with the help of **different tones of our voice**. Different tones of voice can create the impact on our listener and while we deliver a speech, participate in a debate or make a presentation. Voice as a powerful tool for communication conveys feelings of delight, excitement, grief, boredom and much more.

■ **Different tones of voice indicate :**

- A good officer has a commanding voice.
- Singers have a sweet and soft voice.
- A nervous person has a shaky voice.
- A person scared of something : has a shrieking voice.

The style and tone of our voice changes as per the emotion.

■ **Gesture :**

A gesture can communicate all that the speaker feels, consciously or subconsciously. Often used in conjunction with verbal messages. Gestures are simultaneous with the words they use to illustrate, correct use of gestures create good impact on Receiver which is graceful and suits the occasion.

■ **Examples showing various gestures :**

Gesture	Meaning (Specific feelings/Attitudes)
– Waving of hand	□ Hello or good bye
– Making a fist	□ Anger
– Crossed arms gesture with the fists	□ Hostile, offensive attitude
– Locking hands behind back	□ Arrogance.
– Thumbs up sign	□ Appreciation / Agreement

Business Communication using Computers	P12.3	Practical Outcomes (PrOs)
– Nodding of head from right to left	<input type="checkbox"/>	No
– Moving of head up and down	<input type="checkbox"/>	Understanding, approval, agreement
– Using hands to support head	<input type="checkbox"/>	Boredom
– In conversation-hand behind head may be	<input type="checkbox"/>	Sign of uncertainty, conflict, disagreement, anger or disliking Reflects –ve thoughts, feelings and mood.
<b>II) Giving Feedback :</b>		
– Raising of the eye brows	<input type="checkbox"/>	Surprise
– Scratching the head	<input type="checkbox"/>	Thinking
– Silence	<input type="checkbox"/>	Indifference/not related/a lost
– Rolling up the sleeves of the shirt	<input type="checkbox"/>	Getting ready to confront.
– Drumming the fingers on a table	<input type="checkbox"/>	Ecstasy/expressing joy.
– Wearing a gray suit	<input type="checkbox"/>	A formal occasion
– Hitting with the fist on a table	<input type="checkbox"/>	Assertive ness.
– A flick of the thumb and middle finger	<input type="checkbox"/>	A sudden idea.
– Chewing your finger-nails	<input type="checkbox"/>	Nervousness
– Banging a door shut	<input type="checkbox"/>	Rudeness
– Putting your palm on your nose	<input type="checkbox"/>	Disliking for smell
– A frown to your friend	<input type="checkbox"/>	Expressing Anger
– Shaking Hands	<input type="checkbox"/>	Friendship
– Patting on a shoulder	<input type="checkbox"/>	To encourage
– Head shake	<input type="checkbox"/>	Denial
– A smile	<input type="checkbox"/>	Affection
– Furrowed forehead	<input type="checkbox"/>	Worries
<b>I Eye Contact :</b>		
– Squinting	<input type="checkbox"/>	Anger
– Winking	<input type="checkbox"/>	Shock
– Staring	<input type="checkbox"/>	To keep mum/Expressing anger/threatening etc.
– Gazing	<input type="checkbox"/>	Searching / spotting desired object + Things + Person

**State the Non-verbal codes used :**

- Raising of the index finger  Accusing/Kinesics
- Maintaining distance while talking to a senior  (Physical Distance) Proxemics
- Looking at the ‘Watch time’ again and again  Expressing Hurry (Chronemics) Times
- Nodding of head  Denial (Gesture-Kinesics)
- Lines on forehead  Facial expression/Kinesics
- Shaking Hands  Welcome/body language/Haptics
- Shrugging of shoulders  Don’t know / Gesture-body movements / kinesics
- Showing fist  Expressing Anger / Gesture, body movements / Kinesics

**Describe kinesics codes with reference to expression :**

- Waving of Hand  Farewell/good bye
- Index finger on lips  Instruction to keep silence
- Shaking Hands  Well come/Friendliness – Haptics
- Raising Thumb  Showing ok/All is well/Done/Ready to start-Gesture kinesics

**What kind Feedback is signaled by**

- Arms folded on the chest  kinesics – Attentiveness

**Body Language Says Much :**

Action/Posture	Interpretation
– Body facing front and open Posture	Confident
– Direct gaze and big smile	Friendly attention
– Hands on hip	Determination and ability to control
– Relaxed arms and legs	Lack of tension/stress free
– Direct gaze	Attention
– Indirect gaze	Evasive
– Ear pulling	Doubt

– Body declined ungracefully	Lack of confidence
– Raised eye brows	Indicate interest
– Smartly dressed	Confident and capable

□

- Nodding your head      □ To approve / or Disapprove
- Waving your hands      □ To draw attention / or bid goodbye
- Showing the thumbs up □ Best of luck
- Pointing Index finger □ Mark of accusing
- Tapping feet            □ One is nervous / Appreciating music
- Raising the hands       □ To draw attention/showing approval
- Shrugging shoulder      □ Indifferent attitude
- Scratching the head    □ Facing a problem

□ **Posture :**

It refers to the way we stand, sit and carry ourselves. It shows how **bold, confident, submissive or timid** a person is. The style to **stand, sit** and **walk** upright commands respect and attention. Executives, Professionals and corporate people have to learn and maintain elegance in their sitting, standing and walking posture. Follow tips during meetings, G.D Presentations and other formal occasions.

□ **Tips :**

- Do not drop your shoulders.
- Lift your feet clearly while walking, avoid dragging them.
- Do not sit on the edge of the chair, it shows unease and discomfort.
- While sitting or standing avoid cross-legged posture before your audience.
- Do not lean on the podium. (Pedestal)

## II) **Giving feedback.**

□ **Dress and Physical Appearance :**

Appearance is a way of wearing clothes, parting hair, and presentation style. Smartly dressed and maintained person wins the appreciation of the audience. Right choice of dress gives right results.

e.g. Wearing of crumpled dress – lose the job (at interview) choices of clothes, hairstyle, jewelry, talk a great deal about of our **belief, attitude, values** and status. Develop appearance according to occasion like – formal, semi-formal and informal situation.

Good dress code speaks well of a person. Well-dressed gains the attention from the audience. Avoid casual dress for official functions as it reflects on the personality. Follow norms of dress code according to the occasion.

A confident physical appearance always appeal the audience. Attire (dress), attitude, social status enhances the personality. Project self in the assertive manner. Formal dress code need not be expensive or branded. A decent inexpensive dress code is also well accepted. Gaudy or loud dress gives a Negative impression.

#### ■ **Proxemics :**

The term has been derived from the word “Proximity”. It means nearness. proximity creates a level of mutual understanding between two persons. We maintain physical distance in a communicative situation. Proximity is related to thoughts, judgement and sharing expertise. Persons having the same wave length regularly establishes ‘proximity’.

Proxemics is the ethics that maintains the distance between S and R. It is the study of man’s relationships with others based on intimacy, personal, social and public space in various settings. In formal situations, it is important to understand and respect the territories of other professionals. If you stand too close to someone in formal situation, they could resist your presence. **Standing or sitting too close** to others makes them uncomfortable. Equally, standing or sitting too far away communicates lack of warmth and confidence.

Dr. Albert Mehrabian defined four different zones used by us, in which we let others enter or stay depending upon the kind of relationship we want.

#### 1 . **Intimate Zone :**

(15 cms to 45 cms) People like parents, children, spouse, close friends, relatives can enter in this zone. Others only for pat on the back or a hand shake.

#### 2 . **Personal Zone :**

(45 cms to 120 cms) The distance kept during friendly interactions, social gatherings or parties.

#### 3 . **Social Zone :**

(1.2 m to 3.5 m) For strangers or persons with little acquaintance. Used for business transactions and for an interview session.

#### 4 . **Public Zone :**

(beyond 3.5 m) This distance is maintained while interacting or addressing to large group of people for lectures/public speech.

The distance between S and R depends on the environment and culture. Understand cultural variations and requirements and adjust the distance accordingly.

**I Chronemics :**

Chronemics is related to the utilization of time. Speaker should keep time factor in mind. Long speech is not appreciated. Misuse of time is not desirable e.g. Completion of project, delays, waiting, seeking appointments are factors where time is not being utilised properly. Time should be used for constructive purpose.

Proper use of time to be observed. To perceive and value time, structure the time and react to time is a powerful communication tool. Time perceptions include punctuality, willingness to wait and interactions.

Utilization of time in personal and professional life reflects the influence of our culture. Misuse of time : not completing the project in time, irregular study, delaying submissions.

**I Artefacts :**

1. Artefacts indicate the infrastructure and allied amenities in an organization.  
e.g. State-of-art infrastructure provides – enriching surrounding and energize the employees to work for longer period and contribute for the growth of the organization.
2. The objects in offices/houses – convey the signals about owner's status.
3. Books/magazines read by people – gives an idea about their tastes, like and dislike, mental tendencies.
4. A congenial (sympathetic) environment – includes elements like colour, ventilation, lighting and temperature.
5. Layout of surroundings and space arrangements – Convey status/senses of aesthetics which creates impact on the communication.

**I Artefacts relates to man-made objects :**

e.g. Glued interiors divert the mind of speaker towards vanity, possibility to forget certain content.

- External factors are causes of communication impediments.
- Speakers message in a huge auditorium.
- Distraction by the splendor of the auditorium.
- Signs of nervousness due to expensive paintings, interiors, soft carpets, well cushioned chairs and sofas.
- Still life paintings on the wall.
- Overwhelming impact of objects make speaker to forget crucial points of his communication which are to be mentioned.

**I Haptics :**

Haptics is a communication by touch, conveys emotions like :

- Affection

- Concern
- Friendliness
- Anger
- Displeasure
- Hate
- Violence
- Happiness
- Encouragement

e.g. Handshakes – Professional situation

Hugging – squeeze tightly in one's arms – to show affection.

Patting on shoulder – encourage.

Holding hands of friends – to express concern or care.

Putting arm around the shoulder – friendliness

Exchange of blows – to express anger/violence

Embracing a friend – expresses affection

Non-verbal communication creates more impact than verbal communication. Non-verbal clues are important in conveying feelings. It provides information consciously or sub consciously. It is vital and complex. It makes a powerful communication complementing, reinforcing and clarifying each other.

In all cases Touch plays an important role.

# 13

## Practical No.

Sr. No.	Practical Title	Unit No.	Hrs.
13	Explain the importance of personal appearance stating tips of grooming for a professional	II	02

### Personal Appearance

Some general considerations on your dress and appearance.

In general, avoid excess. Keep patterns, accessories and colours simple. You should be the focus, not what you are wearing.

There is a growing trend toward casual dress in the work place. "Business casual" has replaced suits for both men and women in many environments.

#### For Women :

##### **Clothes should fit well but not too tightly :**

If wearing a dress or skirt, choose the **hem length** based on what works for you and what you'll look like to those in the audience.

Generally, longer sleeves are recommended to maintain a more business like appearance.

##### **Find two or three colours that work well with your complexion and hair colour.**

Contact a "colour consultant" combine complementary accessories with your outfits to provide variety. Find good fabrics that don't make noise when you move!

Avoid very bright reds and oranges and avoid blacks and whites, because these colours are harsher and tend to draw attention away from the face.

##### **Avoid jewelry that sparkles, dangels, or makes noise :**

More subtle accessories are called for when you are the presenter. Large earrings, broaches, and brace lets that distract will annoy the audience and draw attention away from your presentation.

##### **Make up should be simple and flattering :**

Overdone make up can become all focus of negative and unwanted attention. Make up can control oily areas of the face that might reflect light, enhance natural features, and help you look more relaxed.

##### **Your hair Style should be professional and Controlled :**

Longer air worm loose can invite nervous gestures and be distracting to the audience.

You want your audience to be watching your expressions not your hair!

- Keep hair off the face as much as possible. If a lock of hair tends to fall across your face pin it back.

**For Men :**

- **Causal wear and suits should be well tailored :**

Clothes that are checkered or brightly coloured, or that clash, will not reflect well on your image.

Dark blues, grays, and blacks in single –or double breasted classic styles are safest. A sport coat and well – matched trousers may do.

**Men's Suit Coats are designed to be buttoned :**

Women's coats are not Depending on the level of formality, you may want to button the jacket, unbutton it, or take it off.

- **Shirts should fit well and the colour should not be too bright**

Perspiration showing – wear a cotton T shirt and a white shirts.

On T.V. avoid white or patterned shirts, in favour of a solid light gray.

- **Ties can be used to complement the colour of your eyes and face.**

The red Ties causes the audience's eyes to focus first on the tie and not on your subtler colours may work better for you.

- **Shoes should be appropriate, Comfortable and well shined**

Your socks should match and that they cover any bare leg when you sit down.

- **Hair frames the face :**

Well groomed regardless of style.

Beards should be well groomed.

Mustaches should be trimmed above the lip line

If you are not sure how to dress for a particular meeting or presentation, ask someone who might know.

- **Appearance and Physique :**

The communicative value of the way we look to other people. The size and shape of our bodies and the way we cover those bodies with clothing of various kinds, exerts a considerable influence over how other people perceive us and over how much attention they pay to us.

'The impression people make on one another is based 60 percent on. Their appearance, 33 percent on the way in which they speak and 7 percent on what they speak?

If our clothing is sloppy, and we look ungroom, prospective client may not want us to represent them, nor will they want to buy from us. Their basic reaction might be something.

Like This : 'If this person doesn't have the ability to care for himself, how can he possibly take care of business and provide me with the service or product I need and we clearly realize that the way we look makes a difference to the way others will react and respond to us.

Appearance does, definitely need to be taken seriously if we are to further our mastery of body language.

Our first contact with other people is ‘eye to body.’ We look first at their bodies before we establish eye contact. The first things we usually see are the clothes they are wearing and make certain judgements.

Clothes may be required by the culture on grounds of modesty, but they have considerable ‘communicative value.’ They speak about our income, our status, our occupation our personality etc. Clothes support what we say. Clothes can be formal or informal.

Formal clothes can include more than suits or dinner jackets. e.g. Business executive’s suit, school uniforms.

Informal dress includes : anoraks, open necked shirts, all kinds of trousers and shorts, Jumpers and shirts.

Formal clothes are more common at work and informal, at play.

We must not neglect the effect of body shape within the clothes. Our bodies may determine the size of dress.

e.g. Over weight personality – Recommended darker colours for the lower part of the body and lighter colour for the top. Vertical strips rather than horizontal.

Our choice of clothing tells others : Who we are, it tells them how we see ourselves. It identifies our uniqueness and personality. It shows our age and sex social class or status and our occupation.

Appearance thus gives some useful clues. That is why salesmen and PROs take so much trouble to be smart in appearance. Avoid too many extra touches like bottom holes, breast pocket, handkerchiefs, too much aftershaves etc. Those who dress reasonably smartly and conventionally are more likely to be taken as experts in their subjects than those whose dress is casual and too informal.

### **Body Shape and Size**

It is easier to change your appearance than your physique,

### **Body Shapes are Classified as :**

- **Ectomorph** : (Thin and bony) - quiet and tense.
- **Mesomorph** : (Muscular) – adventurous, self-reliant
- **Endomorph** : (Fat) – worm hearted, agreeable and dependent.

### **Appearance is closely related with :**

- Clothing
- Colours
- Hair style – hair dye
- Body weight
- Face and Skin etc.

## Practical No.

# 14

Sr. No.	Practical Title	Unit No.	Hrs.
14	Draft a Memo on given Topic	V	02

### **Memorandum (MEMO) :**

Memorandum (memo) is a document written to pass information between people and departments within an organization. Memos are important for, smooth running of an organization. Memos handle the flow of information up, across, or down in the organization.

A memo can be written to carry out different functions in an organization. A memo is not written essentially by a superior to warn or scold a subordinate. In professional situations it is expected to write a memo to one's superior to make a routine recommendation, to a fellow colleague or an associate to confirm an agreement; or to a subordinate to announce, explain, or remind.

Memos are written to deal with many official matters.

### **To Announce :**

Commonly written to make announcements about changes in:

- The companies policy
- Timings of an office
- Functions of department
- Transfer of equipment
- Change of address
- Transfer of responsibility etc.

### **Purpose and situations which demand Memo Writing :**

1. To request for action or information
2. To explain / clarify to the reader something that is not understood.
3. To announce or to give formal notice to readers that needs to be known.
4. To confirm the details of a meeting, conversation or telephone call.
5. To suggest solutions to business problems / to offer one's service.
6. To report the details of a project at regular intervals.
7. To appreciate the achievement of the employees.
8. To warn the employee.

**I Structure of Memo :**

1. Heading(Letter Head)

**Institute of Technology**

- 
2. Out No. : IOT /CE/ Memo/09/17

Date :

**Memo**

3. To

4. From

5. Date :

6. Subject :

7. Introductory paragraph (reference authorization, objective)

8. Main text (such as findings or details or conference significations)

9. Concluding paragraph (formal closing)

10. Signature

**I Tips for drafting a Memo**

- Don't ramble.Memo is a short piece of communication.
- Announce your purpose immediately.
- Be sure that you have a point to make and state it with clarity.
- Stick to making one point in a short memo
- Call for action, the memo should clearly spell out what needs to be done, when, how and where.
- Write your memos using the standard format.

**Sample Draft: Write a memo to the First year Diploma students for late submission of term work of BCC and warn them about a stern action against them**

**S. P. P. POLYTECHNIC  
130, Shivajinagar, Pune-411 001**

---

**Out-245/47/1/2018**

**07 November, 2017**

**MEMORANDUM**

**From: Prof. S. N. Kadam,  
Subject Teacher,  
BCC**

**To: Jay Tunge,  
Raj Sharma,  
Kunal Zende (First Year Civil Engineering)**

**Subject: Late submission of BCC term work.**

**It is found that you haven't submitted Term work for BCC subject so far.  
The last date of submission was 05 November, 2017.  
You are hereby warned to submit the term work by 10 November, 2017 or  
else stern action will be taken against you.**

**Sd/-  
Prof. S. N. Kadam  
Subject Teacher, BCC**

## Practical No.

# 15

Sr. No.	Practical Title	Unit No.	Hrs.
15	Present any Two barriers to communication using case study.	I	02

### Case Study 1

#### Communication Barriers

One common complaint employees voice about supervisors is inconsistent messages –meaning one supervisor tells them one thing and another tells them something different. Imagine you are the supervisor/manager for each of the employees described below. As you read their case, give consideration to how you might help communicate with the employee to remedy the conflict. Answer the critical thinking questions at the end of the case.

Avinash is a 27-year old who is a food service manager at one of the International dining restaurant. Avinash is responsible for supervising and managing all employees in the back of the house. Employees working in the back of the house range in age from 16 years old to 55 years old. In addition, the employees come from diverse cultural and ethnic backgrounds. For many, English is not their primary language. Avinash is hotel management student and tries his best to keep up with food safety issues in the kitchen but he admits it's not easy. Employees receive “on the job training” about food safety basics (for example, appropriate hygiene and hand washing, time/temperature, and cleaning and sanitizing). But with high turnover of employees, training is often rushed and some new employees are put right into the job without training if it is a busy day. Eventually, most employees get some kind of food safety training. The owners of the restaurant are supportive of Avinash in his food safety efforts because they know if a food safety outbreak were ever linked to their restaurant; it would likely put them out of business. Still, the owners note there are additional costs for training and making sure food is handled safely. One day Avinash comes to work and is rather upset even before he steps into the restaurant. When he walks into the kitchen he notices several trays of uncooked meat scattered out in the kitchen area. It appears these have been scattered at room temperature for quite some time. Avinash is frustrated and doesn't know what to do. He feels like he is beating his head against a brick wall when it comes to getting

employees to practice food safety. Avinash has taken many efforts to get employees to be safe in how they handle food. He has huge signs posted all over the kitchen with these words: KEEP HOT FOOD HOT AND COLD FOOD COLD and WASH YOUR HANDS ALWAYS AND OFTEN.

All employees are given a thermometer when they start so that they can temp food. Hand sinks, soap, and paper towels are available for employees so that they are encouraged to wash their hands frequently.

**Questions**

1. What are the communication challenges and barriers Avinash faces?
2. What solutions might Avinash consider in addressing each of these challenges and barriers?
3. What are some ways Avinash might use effective communication as a motivator for employees to follow safe food handling practice?

**Case Study 2**

Communication is the ever-present activity by which people relate to one another and combine their efforts. It is necessary to perpetuate the health of the organization. The present case talks about a popular company Alpha India dealing in home appliances, personal care and food products. The protagonist is Sagar Varma (Sagar) who is a successful sales person in this company and one fine day he receives an e-mail that he is promoted and transferred to the Head Office. He is thoroughly disappointed with the promotion as he is not familiar with the new role he is to play and also the people to whom he reports do not brief him or educate him about his duties. Then, he meets the VP, Dayanand Awasthi (Dayanand) of the company in a meeting, which he attends in an ignorant state and is rebuked by the VP. Tushar who is two levels above Sagar informs the VP that Sagar is new, disregarding on the part of Dayanand causes severe embarrassment to Sagar. However, Dayanand realising that he has been too rude to Sagar, apologises to him.

**Questions:**

1. Identify the type of communication barriers.
2. Give two solutions to overcome the communication barriers.

## Practical No.

# 16

Sr. No.	Practical Title	Unit No.	Hrs.
16	Present a Technical Paper Using IEEE format	V	02

### MEANING OF IEEE

IEEE, pronounced "Eye-triple-E," stands for the Institute of Electrical and Electronics Engineers. The association is chartered under this name and it is the full legal name.

However, as the world's largest technical professional association, IEEE's membership has long been composed of engineers, scientists, and allied professionals. These include computer scientists, software developers, information technology professionals, physicists, medical doctors, and many others in addition to IEEE's electrical and electronics engineering core. For this reason the organization no longer goes by the full name, except on legal business documents, and is referred to simply as IEEE.

Only the letters I-E-E-E may be used as the name of the organization. IEEE has grown over the years to represent a much wider array of technical interest areas than "electrical and electronics engineering." Legal documents may carry the full name, "The Institute of Electrical and Electronics Engineers, Inc." The use of the IEEE full name is also permitted in the official IEEE seal.

IEEE is the world's largest technical professional organization dedicated to advancing technology for the benefit of humanity. IEEE and its members inspire a global community to innovate for a better tomorrow through its more than 423,000 members in over 160 countries, and its highly cited publications, conferences, technology standards, and professional and educational activities. IEEE is the trusted "voice" for engineering, computing, and technology information around the globe. IEEE offers a wide range of learning and career enhancement opportunities within the engineering sciences, research, and other technology areas. The goal of these programs is to ensure the growth of skill and knowledge among professionals and to foster individual commitment to continuing education among IEEE members, the engineering and scientific community, and the general public.

### IEEE at a Glance

IEEE is the world's largest technical professional organization dedicated to advancing technology for the benefit of humanity. IEEE and its members inspire a global community through its highly cited publications, conferences, technology standards, and professional and educational activities.

The following information provides an overview of IEEE offerings and services.

**IEEE has:**

- More than 423,000 members in more than 160 countries, more than 50 percent of whom are from outside the United States
- More than 117,000 Student members
- 334 Sections in ten geographic Regions worldwide
- 2,116 Chapters that unite local members with similar technical interests
- 3,005 Student Branches at colleges and universities in over 100 countries
- 1,481 Student Branch chapters of IEEE technical societies
- 486 affinity groups; IEEE affinity groups are non-technical sub-units of one or more Sections or a Council. The affinity group patent entities are the IEEE-USA Consultants' Network, Young Professionals (YP), Women in Engineering (WIE), Life Members (LM), and IEEE Entrepreneurship

**IEEE:**

- Has 39 Societies and seven technical councils representing the wide range of IEEE technical interests
- More than 4 million documents in the IEEE *Xplore*® Digital Library, with more than 8 million downloads each month
- Has over 1,300 active standards and more than 500 standards under development
- Publishes approximately 200 transactions, journals, and magazines
- Sponsors more than 1,800 conferences in 95 countries while:
  - Partnering with more than 1,300 non-IEEE entities globally
  - Attracting more than 485,000 conference attendees
  - Publishing more than 1,500 conference proceedings via IEEE *Xplore*

**Communities**

As the world's largest technical professional organization, IEEE offers a number of ways to get involved with technical and local communities. These communities are active participants in research and authorship, conferences, and important conversations about today's most relevant technical topics locally and globally.

With 39 technical Societies, ten geographic regions that host over 10,000 local meetings annually, several affinity and special interest groups, humanitarian opportunities, and virtual communities and private groups through IEEE Collabratec™, IEEE offers ample opportunity to network and grow professionally through communities.

**Publications**

IEEE publishes nearly a third of the world's technical literature in electrical engineering, computer science, and electronics. This includes approximately 200 transactions, journals, and magazines published annually. In cooperation with John Wiley and Sons, Inc., IEEE also produces technical books, monographs, guides, and textbooks.

IEEE journals are consistently among the most highly cited in electrical and electronics engineering, telecommunications, and other technical fields.

The [IEEE Xplore Digital Library](#) contains more than 4 million documents from IEEE and IEEE journals, transactions, magazines, letters, conference proceedings, and active IEEE standards.

### Standards

IEEE is a leading developer of international standards that underpin many of today's telecommunications, information technology, and power-generation products and services.

Often the central source for standardization in a broad range of emerging technologies, the IEEE Standards Association has a portfolio of over 1,300 standards and more than 600 standards under development. This includes the prominent IEEE 802® standards for local, metropolitan, and other area networks, including Ethernet and Wireless LAN (commonly referred to as Wi-Fi®).

### Education

By awarding continuing education units and professional development hours, IEEE helps its members meet their continuing education requirements and develops products and services in support of these efforts.

IEEE follows strict guidelines for the development and delivery of continuing education materials, conforming to the highest industry practices for awarding continuing education units, professional development hours, and certificates of completion.

At the pre-college level, IEEE works with industry, universities, and government to raise students' literacy in science, math, engineering, and technology.

### Humanitarian

As the philanthropic arm of IEEE, the IEEE Foundation inspires the generosity of donors to enable IEEE programs that improve access to technology, enhance technological literacy, and support technical education and the IEEE professional community.

The IEEE Foundation, a tax-exempt 501(c)(3) organization in the United States, fulfills its purpose by:

- Soliciting and managing donations
- Recognizing the generosity of donors
- Supporting high-impact IEEE programs
- Awarding grants to IEEE grassroots projects of strategic importance

IEEE Foundation serves as a steward of donations that improve the human condition, empower the next generation of engineers and scientists, educate and raise awareness, energize and recognize innovation, and preserve the history of technology. With donor support, the IEEE Foundation strives to be a leader in transforming lives through the power of technology and education.

**Paper Title****Subtitle as needed (paper subtitle)**

Name/s per 1st Affiliation (Author) (Author)	Authors Name/s per 2nd Affiliation	Authors
line 1 (of Affiliation): dept. name of organization	line 1 (of Affiliation): dept. name of organization	
line 2-name of organization	line 2-name of organization	
line 3-City, Country	line 3-City, Country	
line 4-e-mail address if desired	line 4-e-mail address if desired	

**I Abstract :**

The abstract should not exceed 250 words. It should briefly summarize the essence of the paper. Its objective is to briefly state the problem or issue addressed, in language accessible to a general scientific audience. Briefly summarize the technological innovation or method used to address the problem, brief concluding remarks on your outcomes

**I Keywords :** At least four keywords or phrases in alphabetical order, separated by commas. Keys words denotes important words of your research work.

**I Introduction :**

It should be not a long review of the subject area and details of history. It should pertain to specific area. Write important points of your research paper in brief. Don't elaborate by giving examples. The introduction serves a twofold purpose. Firstly, it gives the background on and motivation for your research, establishing its importance. Secondly, it gives a summary and outline of your paper, telling readers what they should expect to find in it. When you write the background review, you should consider including technological trends of the area, open problems and recent promising developments. At this point, you can introduce more specific terminology which is not widely known. Provide good motivation for your work, such as explaining its technological, research or eco-nomic importance. The motivation should not be elaborate; simply two or three good reasons are enough to make your research important

**I Main Body :****I) Related work :**

The purpose of the related work section is the most mis-understood by young authors. Therefore, it is important to pay extra attention in writing this section. Similar to the introduction, the purpose of the related work is two-fold. First, it gives a list of research works that are related to your paper—necessary to show what has happened in this field. Secondly, it provides a critique of the approaches in the literature—necessary to establish the contribution and importance of your paper.

**II) System Model :**

In the system model section, you explicitly describe all the hypotheses and assumptions of the environment on which the problem will be stated. Put good effort in realizing all explicit and implicit assumptions that you make, and clearly state them. It is important to provide support for your assumption choices. The more valid and acceptable your assumptions are, the more valid and acceptable your work will be. The system model section should always have a figure. The figure should demonstrate the parameters of your system model. Prepare the figure so that it can later be reused or enhanced to demonstrate your solution

**III Problem statements :**

Often, this section is merged with the system model. State your problem clearly. Be as exact as possible into stating what the question of the problem is. It reflects poorly upon an author if he cannot describe or does not know what problem his solution addresses. But most importantly, it will be easier for successive researchers to classify your work

**IV Solutions :**

You should begin this section by providing an overview of your solution. Give a good explanation of its rationale, concepts and mechanisms. If your solution relies on a theorem or some other undocumented concept, make sure that you explain them before you carry on to the detailed description.

**V Analysis :**

Analysis can be of two types: qualitative and quantitative. The former means to show some properties (qualities) of your solution, while the latter means to show some performance aspects of your solution. Qualitative analysis is usually proof of correctness, however it could be proof that the solution possesses some desired property. For algorithms or protocols, a proof of correctness is always welcome. Quantitative analysis is mostly performance analysis. It is important to explain what performance metric you use and why you have selected the specific metric. Choosing a metric that has been widely used will make the comparison to other solutions easier.

**VI Research Method :**

It should be covers Population, Sample, Tools for data collection, Statistical techniques.

**I Conclusion :**

The conclusions section, similar to the introduction and related work sections, serves two purposes. The first is to elaborate on the impacts of using your approach. The second is to state limitations or disadvantages of your solution, thus enabling you to provide directions for future research in the field.

**I References :**

In references you can mention the name of websites, books, research journals referenced.

## Sample Technical Paper

### Abstract

Wireless sensor network is very active research area. WSNs are very popular nowadays due to their wide range of application areas like in health monitoring, industrial monitoring, environmental monitoring, inventory location monitoring, surveillance, factory and process automation, object tracking, precision agriculture, disaster management, and equipment diagnostics etc. To perform a specific task sensor nodes in WSNs communicate with each other wirelessly and they are generally self-organized. Each node is equipped with sensors, battery, processor, wireless transceiver, and memory. Due to the limited capacity of the batteries, it is important to consider the energy (power) in the design and deployment of wireless sensor networks (WSNs). Energy is consumed during sensing, processing and communication. But the major power consumer is the communication unit in WSNs, one of possible solution that can help to reduce the amount of data transmitted between wireless sensor nodes resulting in power saving is the use of efficient data compression technique. In this paper we evaluate a K-RLE method which is inspired from existing Run Length Encoding algorithm. Method is designed in Matlab software. With creating effective GUI, we show here the compression ratios for different values of K with variable input temperature dataset values. We get higher compression ratios for long length of runs. It is found that as the values of K goes on increasing, the compression ratios are very high. K-RLE is efficient but lossy technique.

**Index Terms-Sensor node, Battery capacity, Energy, data compression, Compression ratio, Energy Efficiency**

### I. INTRODUCTION

Sensor is used to convert physical parameters like velocity, acceleration, temperature, pressure etc. into measurable signals [ 6]. Generally sensors are powered through batteries, which must be either replaced or recharged when depleted. Data transmission/ communication is basically the most important factor responsible for draining the energy sources of the networks. Techniques or methods to reduce the amount of data or information transmitted by the sensor nodes are of great importance. To tackle this problem one efficient approach to reduce data transmission in the network is to compress the information locally before it is transmitted. [ 2, 3, 5, 6]

A well-established active research area of data compression proves a great solution to the above stated problem only when it is really suits to the deployed sensor network with their constraints defined. In the literature number of data compression algorithms have been designed and tested specifically for WSNs in the past few years. [ 2, 4]

Data-compression techniques can be divided into two major categories namely; lossy and loss less. Lossy data compression shows some sort of loss of original information. But it

has high compression ratios. It is greatly effective when applied to graphics images and digitized voice. Lossless compression has low compression ratios as compared to lossy but loss of original information is zero or very less. It is used when storing database records, spreadsheets, or word processing files. [ 6]

In this paper we studied K-RLE method inspired from existing RLE algorithm. The same is implemented in Matlab software and from the results obtained we get high compression ratios for K-RLE as compared to RLE. This paper is organized as follows.- Introduction to data compression technique RLE & K-RLE, their merits and limitations, algorithmic descriptions of the methods, results, and conclusion followed by references.

## II. INTRODUCTION TO DATA COMPRESSION TECHNIQUES

Data compression is very popular area of research from last few decades. Basically it is intended to reduce the size of the data to be transmitted or received. Similarly data compression is a very useful method in the deployments of resource constrained WSNs to conserve the energy. The main objective of data compression is to minimize the amount of data to be transmitted. [ 1, 4] It plays a key role in the area of transmission and storage. The essential figure of merit for data compression is the compression ratio. Compression ratio is defined as the ratio of compressed bits to the uncompressed bits. High is the CR more is the energy efficiency. There are basically two types of data compression techniques exists: Lossy and Lossless. Lossy is generally used for image and graphics compression while lossless are used for text applications. CR is high for lossy and low as compared to lossy for lossless. [ 1,3,5, 8]

For WSNs most conventional methods are not directly applicable because in most of conventional algorithm the main aim is to save storage and not energy. Also these methods are specifically designed for desktop or servers hence the methods which are energy efficient are important to consider for evaluation. [ 15]

In this we studied and designed the existing most popular lossless algorithm i.e. RLE and evaluated and designed its new version called K-RLE [ 1] to overcome the limitations of RLE. In the succeeding sections we detailed these methods with their algorithmic steps.

### A. RLE (Run Length Encoding)

It is a very simple form of data compression. In it runs of data (that is, sequences in which the same data value occurs in many consecutive data elements) are stored as a single data value. And that stored value can be counted, rather than as the original run. E.g.-a data item d occurs n consecutive times in the input stream, we replace the n occurrences with the single pair nd. It is very useful in case of repetitive and slowly varying data items. This method is a loss less data compression technique. It is used for slowly varying sensor and image data. RLE is highly suitable for FAX images of typical office documents. RLE can compress any type of data regardless of its information content, but the content of data to be compressed affects the compression ratio. RLE cannot achieve high compression ratios as compared to other compression methods. This

method is easy to implement and quickly executed. It is supported by most binary file formats such as

TIFF, BMP and PCX. [ 1, 6]

**Example :**

Consider the following bit stream:

111111111000000000011111111100000

This can be represented as: Ten 1 's, Ten 0's, Ten 1 's, Five 0's i.e., ( 1 0, 1 ), ( 1 0, 0 ), ( 1 0, 1 ), ( 5, 0 ).

To overcome the limitations of RLE a new data compression technique is evaluated and designed in MA TLAB software which is a variant of RLE algorithm.

**B. K-RLE (K-Run Length Encoding)**

It is a high precision algorithm. Here the parameter K denotes precision. K is given as:  $K = cr / D$ . considering lowest estimate of the Allan standard deviation i.e. cr represents the instrumental measurement noise below which the precision is no longer important. K has a range of values say 0, 1, 2, 3 . . . If K=0 then K-RLE becomes RLE. [ 1,6,8,9 ]

Let this new algorithm takes the following encoding strategy: let K be a number, If a data item d, d+K or d-K occur n consecutive times in the input stream, we replace the n occurrences with the single pair nd. RLE is lossless but KRLE is lossy. The unit of K depends upon the datasets used. If temperature data set is used, K will be in degrees. However, the data will be modified by change on RLE using the Kprecision. At the user level this algorithm may be lossless as

he/she selects considering that there is no difference between the data item d, d+K or d-K according to the application. [ 1, 6,8, 9 ]

**Example :**

23,23,23,23,23,23,23,23,23,23,24,24,24,24,24,24,24,24,24,24,24,25,25,25,25,25,25,25,25.

This can be represented as: If K=1 Then Here d=23 so our range is  $23-1 < 23 < 23+ 1$  Therefore encoded data is (23,15), (25,09) If K=2; d=23, so our range is  $23-2 < 23 < 23+ 2$  Therefore encoded data is (23,IE).

**a. Algorithm of RLE :**

1. Start
2. Initialize the temp Value.
3. Initialize repeat counter to zero.
4. Read the new temperature value.
5. Check for last value to come.
6. Increment the temp counter by one.
7. Check for count= 1 or not to store it for further comparison, if it is 1 go for read next new temperature value, otherwise store it in a variable.

8. Finally repeat the process.
9. If the content in the stored variable is equal to the new temperature content increment the repeat count by 1.
10. Otherwise print the same in the compressed output.
11. Check for Repeat count up  $\geq 4$  or not, if it is yes then go to Step 12 else go to step 9.
12. If the content is Repeated N times the same is shown on the output compressed format as N times of that content.
13. Before going to read the new temperature again initialize the repeat count to 0, and maintain the same temperature value which is previously read.
14. If step 3 finds end character stop the process otherwise repeat all the steps until end of the document.

**b. Algorithm of K-RLE:-**

1. Start
2. Enter the temperature values
3. Enter the precision parameter (K) (0-3).
4. Read the new value of temperature.
5. Check for last character.
6. Increment the temp count by one
7. Check for count is it equal to 1 or not to store it for further comparison if it is one go for read next new temperature, otherwise store it in a variable and repeat the process.
8. If content in the stored variable is lies in between (new temperature value - K) to (new temperature value +K) then increment the repeat count by one otherwise print the same in the compressed output.
9. Check for Repeat count up to  $\geq 4$  or not, if it is yes go to Step 11 else go to step 8.
10. If the content is Repeated N times the same is shown on the output compressed format as N times of that content.
11. If step finds end character
12. Stop the process.

**III. RESULTS AND  
DISCUSSION**

In this paper we take dynamic (variable) values of temperature in the GUI created. We can enter any values of temperature of our choices in degrees. In this we calculate compression ratio which is defined as the ratio of compressed bits to the uncompressed bits. We show here CRs for different values of K and compare them with RLE.

**IV. CONCLUSION**

WSN is very interesting research area since from last few years due to its widespread applications in various domains. To overcome or to minimize the constraints associated with

WSN, a powerful efficient technique need to employ. Data compression is one of the method that reduces the transmission and reception overheads by reducing the data sizes. We here studied and designed the well-known encoding technique RLE and its modified version K-RLE. The methods are designed in Matlab Software with very effective and handsome GUI. We here shown that the K -RLE proves itself a best option as data compression technique with comparing RLE. K-RLE have high compression ratios than RLE. And it is found that as the value of K goes on increasing the value of compression ratio will be higher one. But K-RLE is lossy compression technique which shows loss in the original input signal while decompressing. The future scope will lies in to increase the value of K but keeping less data to loss by carefully designing the algorithm.

# Q

## Question Bank

- Q.1** What is communication? Explain with diagram?
- Q.2** Communication is the Two way process. Do you agree?
- Q.3** Explain the Encoding and Decoding process in communication briefly?
- Q.4** Explain the role of Sender and Receiver in communication?
- Q.5** What are the two important elements in communication?
- Q.6** Which is the most important element in communication cycle?
- Q.7** Explain the mode of communication in brief?
- Q.8** Explain the job of receiver in communication?
- Q.9** What is communication event?
- Q.10** Why is the Feedback necessary?
- Q.11** Explain the importance of Channel selection in communication?
- Q.12** What is the importance of communication skills for technical students?
- Q.13** What is the need and importance of communication?
- Q.14** One cannot live without communication. Do you agree?
- Q.15** Communication is an integral part of our life. Explain?
- Q.16** Explain the element of communication process?
- Q.17** Define communication?
- Q.18** What are the various types of communication?
- Q.19** Write a short note on oral communication?
- Q.20** Write a short note on written communication?
- Q.21** What are the merits and demerits of oral and written communication?
- Q.22** Distinguish between oral and written communication?
- Q.23** Explain the types of communication on the basis of direction?
- Q.24** What are the various principles of effective communication?
- Q.25** What are the various barriers of communication?
- Q.26** Explain various barriers in class room situation?
- Q.27** Briefly discuss the important role of body language plays in communication?
- Q.28** What is the importance of graph, chart, and tables in communication?
- Q.29** What are the features of communication?

- Q.30** Explain the following with one example each : Kinesics, Haptics, vocalics, Proxemics.
- Q.31** State the importance of facial expression in communication?
- Q.32** Give an example to show how language can act as a barrier?
- Q.33** How to overcome Mechanical and Physical barriers?
- Q.34** Explain horizontal and vertical communication with one example?
- Q.35** Vertical communication is a two way process. Explain?
- Q.36** What are Psychological barriers? Explain with examples?
- Q.37** How does the physical appearance of a speaker have an impact on the audience?
- Q.38** What is the role of silence in a communication process? Give two examples?
- Q.39** State any two common gestures of communication and its meaning?
- Q.40** What do you understand by status barrier?
- Q.41** State two reasons of psychological barriers?
- Q.42** What are the components of effective communication?
- Q.43** Explain noise, time and distance as physical barriers of communication?
- Q.44** What is meant by Grapevine (informal) communication? Give examples.
- Q.45** Draft a notice for the students regarding the forth coming “Book Exhibition” being organized by the students committee of your polytechnic?
- Q.46** Write a notice of the members of the sports club, regarding annual body meeting.
- Q.47** As general secretary, Students Association draft a circular regarding Book Bank facility made available in the college?
- Q.48** As the head of the department, Draft a memorandum for the student, who have been found using mobile phones in the college premises; warn them of a stern action.
- Q.49** Wanted Computer / mechanical / Electrical / Electronic engineers with excellent communication skills. Send an application with Bio-data to box no. PQR – 440, the Times of India, Mumbai.
- Q.50** A first year student was badly hurt while performing workshop practical. As the workshop in charge, find out the reasons behind this accident, prevention in future and submit a report to the principal.
- Q.51** Place an order with the Best Wholesale Stationery Mart, Dadar Mumbai for different items of stationery for your college co-operative store.
- Q.52** Write a letter of complaint to the State Electricity Board about the irregular power supply in your area.

**Important Questions for ORAL Exam**

- Q.1** Introduce yourself / give your introduction.
- Q.2** Define communication.
- Q.3** State the elements of communication cycle?
- Q.4** Why feedback is important in communication?
- Q.5** What is the role of Sender / Receiver in communication?
- Q.6** Define the term Encoding/ Decoding?  
Who is the encoder/decoder of the message?
- Q.7** What are the types of communication? State in brief.
- Q.8** Define formal communication.
- Q.9** Give two examples of formal communication.
- Q.10** What is informal communication? Give two examples.
- Q.11** What is Diagonal communication? Give two examples.
- Q.12** What is Grapevine communication? Give two examples.
- Q.13** What is ORAL / WRITTEN communication? Give examples.
- Q.14** State any two advantages of Formal /Informal /Oral /Written communication.
- Q.15** State the different types of communication?
- Q.16** What is Vertical / Horizontal / Upward / Downward communication? Give examples.
- Q.17** What do you understand by Effective communication?
- Q.18** State any two principles of effective communication.
- Q.19** What is a barrier?
- Q.20** Name the different barriers you studied?
- Q.21** What is Mechanical / Physical / Psychological / Language Barrier?
- Q.22** How will you overcome Mechanical / Physical / Psychological / Language Barrier?
- Q.23** What do you understand by “BODY LANGUAGE”?
- Q.24** What are the different aspects of body language?
- Q.25** What are Gestures/Postures?
- Q.26** Name the Non-verbal codes you studied?
- Q.27** How many Nonverbal codes you know?
- Q.28** What are the different Proxemics Zones defined by Dr. Albert Mehrabian?
- Q.29** Define Haptics / Proxemics / Chronemics / Vocalics / Artefacts?
- Q.30** What is the difference between NOTICE and MEMO?
- Q.31** What are the elements/ different parts/sections of BUSINESS LETTERS?
- Q.32** What information must be included in your BIO DATA?

- Q.33** Define Presentation Skills?
- Q.34** How will you improve your presentation skills?
- Q.35** What is communication event?
- Q.36** ‘Without communication life is incomplete.’ Do you agree?
- Q.37** How did the study of communication help you?
- Q.38** What are the characteristics of communication?
- Q.39** Which type of communication is reliable or trustworthy and why? VERBAL OR NON-Verbal
- Q.40** Identify Non-verbal Codes and their meanings in the following situations:

Situations	Nonverbal Code	Meanings
Arriving late for a class	<i>Chronemics</i>	<i>Disinterested, irresponsible</i>
Nodding of head up n down	<i>Kinesics/Gesture</i>	<i>Understood, accepted</i>
Movement of head from side to side	<i>Kinesics/Gesture</i>	<i>Saying No, disagree</i>
Touch to forehead	<i>Haptics</i>	<i>Blessings</i>
Sitting with palm on head	<i>Kinesics/Posture</i>	<i>Depression, Tension</i>
Student in perfect uniform	<i>Kinesics/Dress</i>	<i>Sincerity, Discipline</i>
Smile	<i>Kinesics/Facial</i>	<i>Joy happiness</i>
Office in posh area	<i>Proxemics</i>	<i>Higher status</i>
Patting on back	<i>Haptics</i>	<i>Motivating, appreciating</i>
Screaming in darkness	<i>Vocalic</i>	<i>Frightened, fear</i>
Delay for meeting	<i>Chronemics</i>	<i>Not punctual</i>
Scratching of head	<i>Kinesics/Gesture</i>	<i>Puzzle, thinking</i>
Keeping coat around the back of the chair	<i>Proxemics</i>	<i>Reserved chair</i>
Shrugging of shoulder	<i>Kinesics/Gesture</i>	<i>Indifference</i>
Interior decoration	<i>Artefacts</i>	
Showing fist	<i>Kinesics/Gesture</i>	<i>Threatening</i>

