

KAS-401

MANDATORY

ASSIGNMENT ST-2

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### Question 1:

#### Solicited Proposals

1. It is a response to a need.
2. Solicited proposals have ~~has~~ requirements to meet.
3. These proposals are presented because they are wanted by the customer.

#### Unsolicited Proposal

It is used to advertise a new product.

Unsolicited proposals are general ~~has~~ and has indirect connections to customer needs.

These proposals are presented because they are like telling the person how you can help even if they do not require you to help.

### Question 2.

Different Formats of Report Writing are-

- i) Preprinted Form
- ii) Letter Format
- iii) Memo
- iv) Manuscript Format

### Question 3.

A synopsis is a tool for the writing.  
"It is the plan of one's research project" -  
according to Larsen. It has three main objectives -

- 1) It helps verbalising the idea of the paper and simultaneously makes it more concrete.
- 2) It help you to focus and structure the paper.  
A good synopsis can save you from reading source material that later turns out to be not to be of use to the paper.
- 3) It serves the ~~purpose~~ purpose of informing your supervisor about the project and thereby making a more focused and in-depth supervision possible.

### Question 4.

AIDA is an acronym that stands for Attention, Interest, Desire and Action.

The AIDA model is widely used in marketing and advertising to describe the steps or stages that occur from the time when a customer first becomes aware of product through to when he trials a product or make a purchase ~~and~~ decision.

## Question 5.

### Interpersonal Communication is Inescapable

We can't not communicate. The very attempt not to communicate ~~is~~ itself communicates something. Through not only words, but through tone of voice, gesture, posture, expressions, etc, we constantly communicate to those around us.

Through these channels, we constantly receive communication from others. Hence interpersonal communication is inescapable.

## Question 6.

Audience analysis involves identifying the audience and adapting a speech to their interests, level of understanding, attitudes and beliefs. Taking an audience-centered approach is important because a speaker's effectiveness will be improved if the presentation is created and delivered in an appropriate ~~manner~~ manner.

## Question 7

Clarity is about content structure in our thoughts in a logical sequence and choosing the right words. It is important because your audience has to be able to understand what you are saying. If your audience does not understand your delivery then your speech was not effective.



## Question 8.

Strategic Competence refers to the ability to overcome difficulties when communication breakdowns occur. ~~It is~~ It is the ability to recognize and overcome those external factors which hinder communication. It may be noise or his inability to understand the meaning of the word of the target language and the like.

## Question 9.

Objectives of Group Discussion are -

1. Suggestion
2. Wide approach
3. Decision-making
4. Exchange of Ideas
5. Productive activity.

## Question 10.

Cohesion - Cohesive argument is a series of logical reasons to support an idea.

To convince others, one needs to present cohesive argument. The speaker may start by showing ~~their~~ research and giving some context for the issue.

Whereas Emphasis means to make sure that significant matters stand out and unimportant details stay in the background; usually we use important ideas at the beginning and the end because first impressions are lasting and the end is the longest remembered.