

# Subjective Questions

1. Discuss the cycle of communication with the help of a diagram and suitable examples.

## 1.2.1 The Communication Cycle

MU - Dec. 2011

- Consider the cyclic process of communication as shown in Fig. 1.2.2.
- The **sender encodes** the message and sends it through a channel. The channel is nothing but the language used- words, actions, signs, objects or a combination of these. The **receiver** receives the message, decodes it and acts on it.
- If the message received is the same as the message sent there will be a response, if not, there has been a breakdown of communication. This may happen because of noise. **Noise** is any unplanned interference in the mechanics of communication.
- The transmission of the receivers response to the sender is called **feedback**. Feedback is essential as it is a barometer of effective communication. If you are sending a message to somebody, your communication cycle is complete only when you get a response from the recipient of your message. Otherwise,

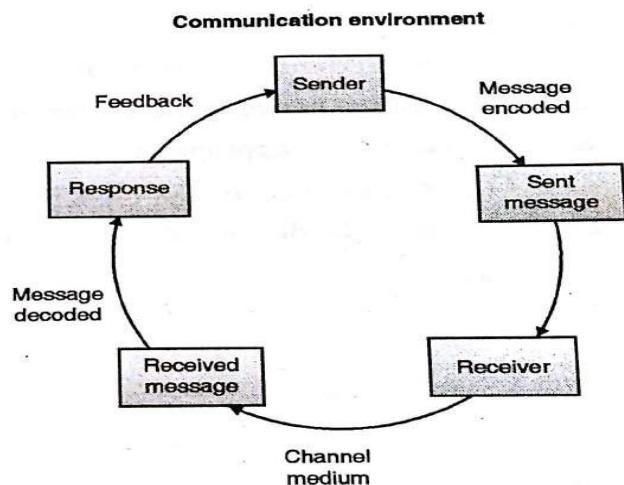


Fig. 1.2.2

## Communication Skills (MU)

you need to resend the message. Even if a response is received, it may not be the one that was expected. But if you receive some response, it means that the message has been communicated successfully to the other party. Hence feedback is the observation of the recipients response.

- Communication takes place in a well-defined set-up. This is called the communication environment. A classroom is the communication environment when a teacher delivers lectures to students. A teachers cubicle becomes the communication environment when a student approaches her in her cubicle.
- Messages are transferred through a medium, the 'channel'. In oral communication, the air or telephone wires are commonly used channels. Language is the tool we use through these channels to exchange information. In brief, the essentials of effective communication are :

1. A common communication environment.
2. Cooperation between the sender and the receiver.
3. Selection of an appropriate channel.
4. Correct encoding and decoding of message.
5. Receipt of the desired response and feedback.

## Community

Ans. :

1. A stu  
for an
2. An a  
and

**2. Explain Socio-Psychological Barriers. Suggest remedies to eliminate these barriers from communication.**

**Ans-** Socio-psychological barriers to communication refer to obstacles that employees in an organization face while communicating with one another because of differences in social or psychological factors. Socio-psychological barriers to communication include background, upbringing, professional status, language, ethnicity, religion or different habits. These factors create a socio-psychological barrier because they prevent employees from understanding one another fully. Misunderstandings in the workplace and worsen the impact of socio-psychological barriers to communication.

Barriers to communication can be overcome by:

- checking whether it is a good time and place to communicate with the person
- being clear and using language that the person understands
- communicating one thing at a time
- respecting a person's desire to not communicate
- checking that the person has understood you correctly
- communicating in a location that is free of distractions
- acknowledging any emotional responses the person has to what you have said.

**3. You have purchased an expensive phone of a reputed company from a store in Delhi. After three months, the gadget suddenly stops working. Write a complaint letter to the owner of the store and ask for compensation.**

**Ans-**

Rahul Sharma

123

TT Nagar

Delhi

Date : 24.06.2022

To,  
The Manager  
KMR Mobile Phones

Delhi

Dear Sir/ Ma'am,

Subject : Complaint Regarding My New Phone

I am Rahul Sharma and I had bought a Samsung Galaxy A50 from your store last month. Though it worked fine for a few weeks, it started to develop serious faults afterwards. My bill number is KMR23454 and the date of purchase is 12 March 2022.

The major problem with the handset now is that it does not have any display. Even after switching on the phone, there is nothing but a black screen. Further the phone cannot be charged and no red light is shown after plugging in. Even when the phone did have display, we were unable to use it properly because the touch screen did not work properly.

We have heard a lot about your company and bought a phone from their trusting your services. Please provide us with a replacement or free service for the same.

Thank You

Yours Sincerely  
Rahul Sharma.

4. “55% of messages received and processed by the brain are based on your body language.” In the light of this statement, explain kinesics.

**Ans-** Kinesics is the interpretation of body motion communication such as facial expressions and gestures, nonverbal behavior related to movement of any part of the body or the body as a whole. 55% of messages received and processed by your brain are based on your body language. 38% of messages are processed

based on your tone of voice. Only 7% of your received meaning will be based off the words you are saying. We can communicate or send the message even by nodding the head, blinking the eyes, shrugging our shoulders or waving our hands.

## 5. Discuss the merits and demerits of Horizontal communication.

**Ans-** Merits of horizontal communication

- Promotes teamwork and a company-wide sense of unity
- Decreases misunderstandings because the same information is shared with everyone
- Improves problem-solving skills and boosts creativity
- Makes it easier to coordinate teams and tasks
- Helps employees feel empowered
- Boosts transparency

Demerits of horizontal communication

- It can be chaotic if not carefully managed
- It can be time-consuming
- There can be a conflict between employees due to a loosely-defined hierarchical structure

## 6. Mention the five occasions when a request letter is written.

**Ans-**

1. Request letter for a recommendation of a job.
2. Request letter for increment in salary.
3. Request letter for Leave.
4. Request letter for documents.
5. Request letter for scholarship.
6. Request letter for internship.
7. Request letter for Loan.
8. Request letter for feedbacks.

## 7. Compare and contrast between oral and written communication.

**Ans-** Comparison between Oral and Written Communication:

	<b>Oral Communication</b>	<b>Written Communication</b>
Meaning	Communicating by word of mouth is termed as oral communication.	Written communication involves writing/drawing symbols in order to communicate.
Permanency	Oral communication can be altered or corrected after saying.	Once written, it is recorded. So the communication either has to be erased or written anew.
Applicability	Oral communication is mostly used for immediate confrontations.	Written communication is usually not preferred for face to face communications.
Longevity	Oral communications tend to be forgotten quite easily and quickly.	Written communications are always recorded, so they stand the test of time.
Feedback	Oral communication attracts instant feedback from the listeners.	Written communication doesn't normally receive immediate feedback, unless it's on the internet or electronic.
Expression	Speakers use their baritone, sound pitch, volume alteration to convey certain expressions to the listeners.	Writers use specific words, punctuation marks, etc. to easily put an expression across in the text.
Grammar	Normally, grammar is not paid much attention to in oral communication.	Being grammatically correct is one of the requisites for effective written communication.

8. What is a Grapevine. Discuss the merits and demerits of Grapevine in an organization.

**Ans-** Informal channels transmit official news through unofficial and informal communicative interactions known as grapevine.

**Merits of Grapevine:-**

1. Speedy transmission
2. Feedback value
3. Strengthens the solidarity of workers
4. Less expensive than formal channels
5. Supplement formal channels
6. Promotes team spirit

**Demerits of Grapevine:-**

1. Less credible
2. Incomplete Information
3. Distorted information
4. Fast spreading nature can cause damage to the organization
5. Affects corporate image

9. Differentiate between Technical Description and Instructions with the help of suitable examples.

**Ans-**

Technical Description	Instructions
1. Description gives a descriptive analysis of a process.	1. Instructions acts a guidelines for a process
2. Description is a task describes how to perform a task in general, they also outline the key steps and the order in which the steps should be taken	2. Instructions are a series of detailed steps that define how something must be done
3. Description is used as a general terminology	3. Instructions are mainly associated with teaching

10. Write a set of clear and precise instructions in order make an ATM withdrawal with appropriate usage of special notations.

**Ans- Step 1: Insert ATM Card:**

Insert your ATM Card in the ATM machine in the slot as marked in the above diagram.

**Step 2: Select Language**

Select your language from the language options appearing on the display screen (shown in the diagram above).

**Step 3: Enter 4-Digit ATM Pin:**

Use the Keypad(as marked in the diagram) to enter your 4 digit ATM Pin Number.

Do not ever share your ATM Pin with anyone. Ensure that nobody is watching you, while you enter the Pin.

Be careful while entering the Pin, as a wrong PIN may lead to the blockage of the ATM card.

**Step 4: Select the type of Transaction:**

On the ATM screen, you will be able to see different types of transaction options such as Deposit, Transfer, Withdrawal of Money, etc.

For cash withdrawal, you will have to select the Withdrawal Option.

**Step 5: Select the Type of Account:**

After selecting the cash withdrawal option, the screen will display different account types, select your account type.

As an individual banker, you should be choosing a savings account, as current accounts are a special type of accounts used by businesses.

Some ATMs offer you a choice to add a line of credit to your account. This can help a banker when they need excessive money in an emergency.

**Step 6: Enter the withdrawal amount**

Now, enter your withdrawal amount.

Make sure that you do not enter a withdrawal amount more than the balance in your account.

Now press enter.

**Step 7: Collect the Cash:**

Now collect the cash from the lower slot of the machine

### **Step 8: Take a printed receipt , if needed:**

After you collect the cash, you will get an option of whatever you want a printed receipt of the transaction. If you want a printed receipt, click yes and close the transaction.

### **Step 9: Another Transaction:**

If you want to undertake another transaction then select that option.

Withdrawals from an ATM card debit amount from any existing bank account (either savings or current), so when you wish to withdraw, ensure that you have sufficient balance in the account.

## **11. Explain the importance of ‘You-Attitude’ with respect to adjustment letters in the corporate environment.**

**Ans-**The ‘you attitude’ is writing style that emphasizes readers rather than the writer. To write business letter we should not focus or put our self in the place of receivers. Their desires, problems, circumstances, emotions and probable reactions are to be taken into consideration. Business letter must be written form ‘you viewpoint’ instead of ‘I or we viewpoint’. You viewpoint emphasize reader’s interest and help to win the reader’s mind and attention.

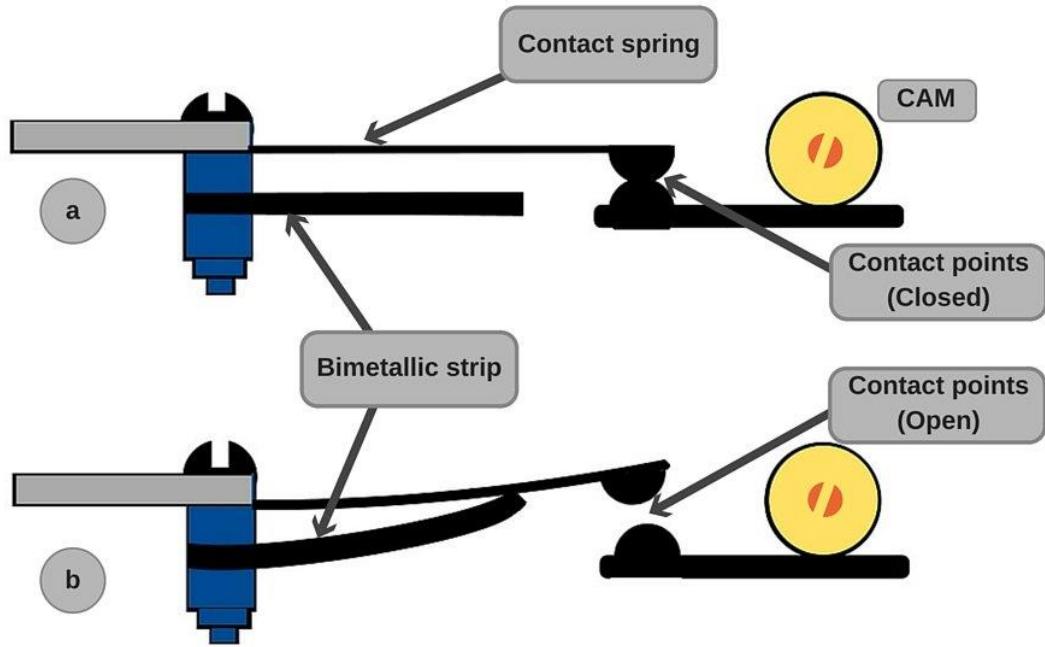
For example:

1. **I or We attitude:** We are sure that our view discount policy will attractive to you.  
**You attitude:** You will surely appreciate new discount policy.
2. **I or We attitude:** I am happy to hear that you have selected our firms.  
**You attitude:** Thank you for giving us the opportunity to serve you.
3. **I or we Attitude:** I will give you 10% discount  
**You attitude:** You can get 10% discount

## **12. Write the description of an Iron Box OR an Induction Plate with the definition, labelled diagram and working.**

**Ans- Definition-** The working of an iron box is very simple – it draws electricity from the mains and heats a coil inside. This heat is then transferred to the bottom plate, which is pressed against the clothing to remove wrinkles.

## Diagram-



**Working-** The electric irons that we use to press the folds out of our clothes contain a thermostat that keeps the iron from getting too hot when turned on and left unattended for a long time. Let's see how the mechanism works. An electric iron relies on a basic combination of heat and pressure to remove wrinkles from clothing. If an electric current is passed through a coil or other heating element present in the iron, it becomes very hot. This heat is then transferred to the base plate (the smooth, flat surface that you place against clothes while ironing) through conduction, which elegantly irons your clothes. However, if the iron continuously draws electricity from the power supply, the heating element gets hotter and hotter. This causes a lot of energy waste, as an iron consumes a lot of electricity in just a few minutes, ruining clothes and, in the worst-case scenario, causing serious and potentially dangerous accidents! Therefore, it is essential that iron does not heat up to dangerous temperatures. Here, the thermostat comes into play.

13. Draft a permission letter addressed to the Principal of your college seeking permission to go for an international competitive event, representing the college, for a period of one week. Use the Complete Block Format.

**Ans-**

To  
The Principal  
St. Xaviers College  
24<sup>th</sup> June, 2022

Subject - Seeking permission to take part in the competition

Respected Sir,

With due respect I want to state that I Rahul Sharma, FE-B of your college wants to take part in inter school gun shooting competition which is going to be held in our school.

Sir I have been a regular student at this competition and had also won the first position last time. Hence, this year too I would like to have the opportunity to represent my college with my fellow students to win the competition.

Sir I hope you will be kind enough to allow me to take part in the competition considering my achievements.

Thanking you,

Yours obediently

Rahul Sharma

**14. ‘Non-verbal communication is an accessory to Oral Communication’.**

**Explain this statement with suitable examples.**

**Ans-** A primary function of nonverbal communication is to convey meaning by reinforcing, substituting for, or contradicting verbal communication. Nonverbal communication is also used to influence others and regulate conversational flow. Nonverbal communication plays a significant role in our lives, as it can improve a person's ability to relate, engage, and establish meaningful interactions in everyday life. A better understanding of this type of communication may lead people to develop stronger relationships with others. Therefore, Non-verbal communication is an accessory to Oral Communication.

15. Give distinguishing points for Precaution, Caution, Warning and Danger. Give appropriate examples to clarify your points.

Ans-

HAZARD NOTATIONS		
Precaution	An action taken in advance to protect against possible danger, failure or injury.	<i>Store in cool and dry place Use gloves for safety</i>
Note	Important information necessary to perform a task effectively; emphasizing something or highlighting difference in procedure	<i>The distance from the projector to the screen will determine the image size</i>
Caution	The potential for damage or destruction of equipment	<i>Do not overload the machine beyond specified capacity</i>
Warning	The potential for serious injury to the user.	<i>Do not take on an empty stomach Do not expose to open flame; highly inflammable</i>
Danger	The potential for death/fatal injury	<i>Do not take without the guidance of a medical practitioner Keep out of reach of children</i>

16. During the pandemic, your travel agency has taken a hit. You are planning on reviving the business post pandemic. Write a Sales letter offering discounts and other interesting privileges on various tour packages. Invent the necessary details

Ans-

From,

Andrew Mars

ABC Travel Agency,

11, Park Avenue,

New York

Ph: 123-456-78

Date: 18.03.2022

To,

Mathew Jacob

54, Richmond Street,

New York

Subject: Travel agency sales letter

Dear Mr. Jacob,

The purpose of this letter is to introduce the travel related services offered by our travel agency, M/s ABC Travel Agency. We are a reputed travel agency offering a wide range of travel related services for the last 10 years in the industry. All our services aim to meet all kinds of travel needs of our clients that range from tickets to accommodation reservations.

Please find the brochure of all our services enclosed with the letter which also contains complete information on the travel packages offered by us and their prices for domestic and international traveling. We also specialize in custom-made travel packages that are designed as per your needs and desires at very competitive rates. Our services also include delivery of tickets at your doorstep without any extra payment.

All you are required to do is get in touch with our travel executive for all your travel needs and they will do all the planning in the shortest time for the most reasonable price. Feel free to contact us via mail or telephone and we will happy to attend to your queries. Please find all our contact details mentioned on our brochure.

We hope to serve you with our travel services soon.

Thanking you

Andrew Mars

CEO, ABC Travel Agency

**17. Explain the Barriers in the given situation, and how they can be overcome:**

Ms. Renuka returned from studies abroad and was offered a post of regional manager in a multinational company situated on the outskirts of a big city. The company employed many local people. The first time she called for a meeting, people came in late by half an hour to two hours. She patiently gave a presentation on how she wanted to increase the production and talked about it in detail with charts and algorithms. She thought the meeting went well but as soon as modernization attempts were made by installing advanced machines, it was met with strong labour unrest and protests. Renuka was taken aback.

**Ans- Semantic Barrier.** Semantic barriers, are obstacles in communication that distort the meaning of a message being sent. Miscommunications can arise due to different situations that form the semantic barrier between the sender and the receiver. These situations, to name a few, may be language, education, or cultural differences. It is very important to overcome the semantic barrier in any communication. In order to achieve effective communication, both sender and receiver should understand the attitude, communication skills, knowledge, social system and culture of their corresponding communicator

**18. What are the various aspects of non-verbal communication that are relevant for the interviewee during an interview.**

**Ans- The various aspects of non-verbal communication for an interviewee are:-**

- Practice your nonverbal communication.
- Dress professionally.
- Use good posture.
- Only bring the essentials.
- Keep your cell phone away.
- Express interest.
- Be careful with your gestures.
- Follow your interviewer's lead.

**19. What is the difference between Technical Description and Instructions?**

**Ans- Same as Q.9**

**20. Write a short note on Paralanguage.**

**Ans-** Paralanguage, also known as vocalics, is a component of meta-communication that may modify meaning, give nuanced meaning, or convey emotion, by using techniques such as prosody, pitch, volume, intonation, etc. It is sometimes defined as relating to nonphonemic properties only. Paralanguage may be expressed consciously or unconsciously. An example of paralanguage is the pitch of your voice.

**21.** What is “You” attitude? Explain with an example.

**Ans-** Same as Q.11

**22.** Being the Sales Manager of Alpha Technologies, Andheri (W), Mumbai, you have received an annoyed letter from one of your wholesale distributors about the manufacturing defect in the batteries of the laptops that they have bought from your company recently. Draft a suitable reply using the full block form.

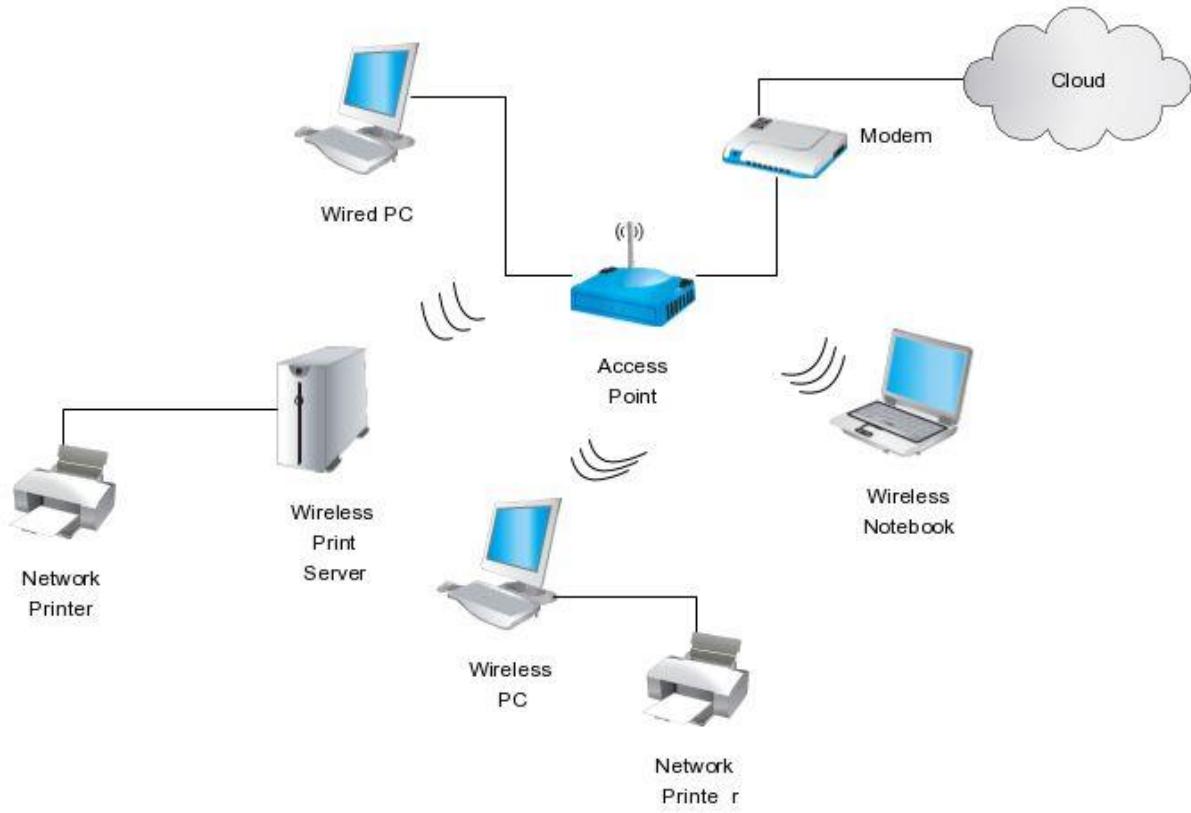
**Ans-** Please refer PCE book by Techmax.

**23.** Write a technical description of a **wireless printer** under the following headings: a) Definition b) Diagram c) Description of Components d) Working.

**Ans-**

**Definition-** Wireless printers, also known as WiFi printers, can connect to a network without needing to be hard-wired/cabled into that network. Once a wireless printer is connected to a WiFi network, the computers, smartphones and tablets also connected to that network can print to the WiFi printer.

## Diagram-



### • Description of Components-

- Paper support
- Sheet feeder
- Printer cover
- Output tray
- Output tray extension
- connectors
- Edge guides
- Control Buttons
- Cartridge cover
- Print head

**Working-** Increasingly, technology is enabling people to move away from the use of physical connections, allowing more flexibility for users. Everything from headphones to smartwatches and laptops is adapting wireless connectivity. Sending and receiving messages is at the core of how these technologies work.

A printer—similar to headphones or computers—requires a signal from an exterior device, sending it a message. This message indicates how to print a document, graphic, or picture and is the basis of how wireless printers work. In the past, the process required cords; today, it can be done wirelessly. Like most other devices, printers accomplish this through one of two methods: a WiFi network or Bluetooth.

## 24. What are the blocks to effective listening?

**Ans-** The blocks of effective learning are:-

- Mind Reading.
- Rehearsing.
- Filtering.
- Judging.
- Daydreaming.
- Advising.
- Sparring.
- Being Right.

## 25. Write short note on Postulates/ Hallmarks of effective communication.

**Ans-** Effective communication is a message that is understood as the communicator meant it to be understood. In order to help ensure understanding, communicators need to understand and apply the 7 Cs of Effective Communication. An effective communication should be-

1. Clear—main ideas easily identified and understood
2. Concise—gets to the point without using unneeded words or images
3. Concrete—includes specific examples or explanations
4. Correct—in information, word choice, and grammar
5. Coherent—information presented in a logical sequence
6. Complete—enough information so the audience can understand
7. Courteous—polite, professional tone

## **26. What is formal communication? Discuss.**

**Ans-** The communication in which information flows through proper and pre-defined solutions is referred to as Formal Communication. It follows a hierarchical chain that is generally established by the organization itself.

This type of communication is a must in the workplace because employees are expected to follow formal communication while performing their duties. Some general examples of formal communication are reports, commands, orders, etc.

## **27. Explain any 5 Psychological Barriers.**

**Ans-** Some common forms of psychological barriers include:

### 1. False assumptions

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Communication failure may occur if a sender fails to communicate instructions well because s/he assumes that the receiver has understood the message, but the fact could be that the receiver only partially understood what was communicated or didn't understand at all; both situations can cause communication breakdown.

The capacity of senders to understand is often shaped by their personal experience and no two people are alike in this regard.

An assumption of the sender that *the receiver knows how to do something or follow instructions* is often wrong and can be misleading.

Likewise, the receiver may also wish to be understood in a certain way and encourage false assumptions by the sender.

For example, in order to prevent false assumptions, a quality control manager should first check whether the workers are familiar with Six Sigma standards before pulling them up for its non-adherence.

## 2. Anger

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Emotional state can pose damaging barrier to communication. If the sender is angry when he or she sends the message, it will affect the way in which the receiver interprets the message.

The sender may come across as aggressive and unapproachable. The receiver might feel threatened or fearful with the result that the receiver might perceive the message in a different way.

## 3. Attitudes and Values

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An attitude is a pre-learned disposition and can be linked closely to a person's belief and value systems.

Whether your attitude is positive or negative, it can influence the communication process either positively or negatively.

If one of your beliefs is being threatened, you are likely to react emotionally instead of listening attentively to the message.

If the sender of a message has a positive attitude, it may persuade the receiver to actually do what the sender requested.

If the sender has a negative attitude, the receiver may not be inclined to meet the terms of the request.

## 4. Negative Self-image

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Negative self-image can affect both the sender and receiver in the communication process, leading in communication breakdown.

If the sender has a negative self-image, he or she may not be able to relay the message appropriately. Again, the message may be forceless and lacking in conviction.

Likewise, if someone on the receiving end has a poor self-image or lacking self-confidence, he or she might entertain fearful thought—judging oneself as not intelligent enough to understand the message.

## 5. Fear and Defensiveness

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When a sender is fearful or defensive about the subject matter that needs to be communicated, the sender may go too far in the attempt to communicate and alienate the receiver(s) with melodramatic gestures and words.

Instead of accepting the mistake, the sender might try to justify the action or refuse to admit the mistake altogether, creating further misunderstanding.

Such defensive behaviour may also ruin the sender's credibility with receiver(s). Likewise, when a receiver is fearful, he or she may not understand what is being said, leading one to stop listening, which would lead to more mistakes in future.

**28. You had placed a bulk order of children's wear that reached too late after the festival. This resulted in great loss of business. Write a complaint letter to the Garment company about the late delivery of the consignment. Claim for the loss.**

**Ans- Please refer PCE book by Techmax**

**29. Describe the process of Titration.( Define, Principle, Working, Diagram, Advantages and Disadvantages)**

**Ans-**

**Definition-** Titration which is also known as titrimetry is a chemical qualitative analysis technique that is used to calculate the concentration of a given analyte in a mixture. Titration is an important technique in the field of analytical chemistry and is sometimes referred to as volumetric analysis also.

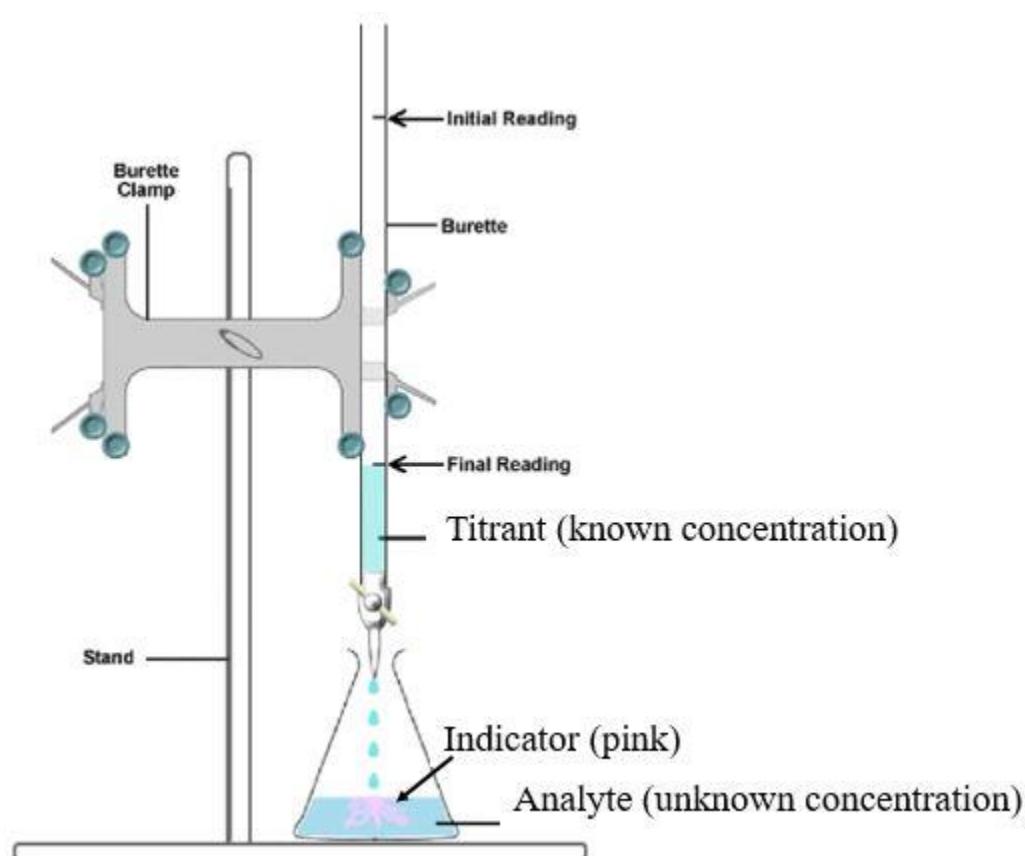
**Principle-** The basic principle of the titration is the following: A solution – a so called titrant or standard solution – is added to sample to be analyzed. The titrant contains a known concentration of a chemical which reacts with the substance to be determined. The titrant is added by means of a burette.

**Working-** The process of titration involves the preparation of a titrant/titrator, which is a standard solution whose volume and concentration are predetermined. This titrant is then made to react with the analyte until some endpoint or equivalence point is reached, at which stage the concentration of the analyte can be determined by measuring the amount of titrant consumed. Alternatively, titration is the concept of stoichiometry that is applied to find the unknown concentration of a solution.

As for the steps of the procedure, a very precise amount of the analyte is added in a beaker or Erlenmeyer flask. A small amount of indicator (such as phenolphthalein) is placed underneath a calibrated burette or chemistry pipetting syringe which consists of the titrant.

Small volumes of the titrant are added to the analyte and indicator. This will go on until the indicator changes colour in reaction to the titrant saturation threshold. At this point, it will represent that we have come to the endpoint of the titration. Basically in this case, the amount of titrant balances the amount of analyte present during the reaction.

#### Diagram-



#### Advantages-

It is generally cheap, requiring little in the way of equipment.

It does not require a high level of skill.

It can often be done rapidly.

Results are immediately available.

### **Disadvantages-**

It is a destructive method often using up relatively large quantities of the substance being analysed.

It requires reactions to occur in a liquid phase, often the chemistry of interest will make this inappropriate.

It can produce significant amounts of chemical waste which has to be disposed of.

It has limited accuracy.

## **30. Write Instructions for using a Washing Machine.**

**Ans-**

1. Separate Your Laundry. Sorting your laundry into different piles based on fabric type and color is step number one.
2. Choose the Right Washing Cycle.
3. Set the Water Temperature.
4. Add Detergent and Fabric Softener.
5. Load the Washing Machine.
6. Turn on the Washer.
7. Clean Your Washing Machine.

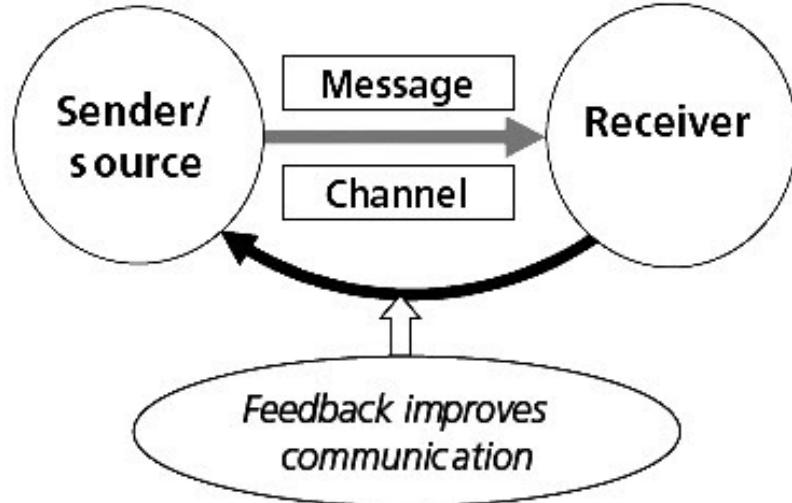
## **31. "*Communication is a two way process.*" Explain with the help of diagram and suitable examples.**

**Ans-** When a communication channel pushes the flow of information in two directions, back and forward, it is called two-way communication. In two-way communication, a sender transmits a message to the receiver and the said receiver sends back his reaction or response to the original sender in terms of feedback. So, communication having feedback provision can be defined as two way

communication system. Face to face conversation phone conversation are the example of two way communication.

Keth Davis stated as, in two way communication, the speaker sends a message and the receiver's responses come back to the speaker.

Two-way communication is a complete communication process because there is a flow of message from a sender to a receiver and back to the sender.



**Figure:** Process of Two Way Communication

Two way communications can be horizontal or vertical. When superior and subordinate communicate to each other, it is called vertical communication. There is a communication happening between persons of same designation, level or position, it is defined as horizontal communication.

Consequently, two way communications is an effective communication system, because it can be provided message and feedback to the receiver and sender. Communication becomes more effective when proper actual understanding of sent message remains to receiver and feedback is provided by receiver. In two-way communication contains these processes. Thus, Importance of two way communication in every sector of business remarkable.

32. Write a technical description of process of titration.

**Ans-** Please refer Q.29

33. What are the 7 Cs of business correspondence? Explain the ways in which clarity can be achieved in business letters.

**Ans-** Same as Q.25

2. Business communication that is written with clarity makes the content easy to read and understand. Readers get what you are trying to say with little work. Sentences are short, engaging and grammatically correct. Documents display information in formats that help readers follow along and make sense of the content.

**34. What are different types of business communication? Explain the significance of vertical communication in an organization.**

**Ans- There are 4 main types of business communications.**

- Internal upward communication. Internal upward business communication is communication that comes from a subordinate to a manager or an individual up the organizational hierarchy. ...
- Internal downward communication. ...
- Internal lateral communication. ...
- External communication.

Vertical communication facilitates bringing the efforts of all participant of an organization into a uniform line. Essential instructions are sent to subordinates and they execute their duties and tasks consequently that is a help to increase effectiveness both superior and subordinate. As a result, an organization can attain its goals

**35. While travelling by a particular airline your baggage has been damaged. This had led to considerable loss as well as inconvenience. Write a claim letter to airlines asking for compensation.**

**Ans-**

Aaron Hawkins  
5587 Nunc. Avenue  
Erie Rhode Island 24975  
(660) 663-4518

25 Airline Road,

Airline House,

Singapore,

819829

Dear Sir/Madam

Ref: Damaged Luggage

Flight: BA2491A

I flew with your airline on [23<sup>rd</sup> April,2022] between [10:15 am] and [7:34 pm].

My checked in luggage didn't arrive at my destination and when it was returned was damaged/was damaged on arrival.

Under the Montreal Convention I would like to claim [£100] compensation for my damaged luggage.

I enclose copies of my receipts for replacement items.

Yours sincerely,

Aaron Hawkins.

**36. What are the reasons/causes of linguistic barriers in any communication situation? Suggest the ways to overcome linguistic barriers.**

**Ans-** Grammar and spelling becomes a barrier in communication as people from different parts of the world can be using it differently even in a particular word. Similarly, grammar and spelling mistakes create a huge communication barrier

in written communication. For example, a person makes a mistake of typing done as don.

### Strategies for Overcoming Language Barriers:-

1. Speak slowly and clearly. Focus on clearly enunciating and slowing down your speech.
2. Ask for clarification.
3. Frequently check for understanding.
4. Avoid idioms.
5. Be careful of jargon.
6. Define the basics of business.
7. Be specific.