# **COMMUNICATION SKILLS**

#### **COMMON TO ALL BRANCHES**

# FIRST YEAR DIPLOMA SEMESTER - II

First Edition: November 2015

#### **Salient Features**

- Precise content with complete coverage of revised G-scheme syllabus.
- Includes solved Textual and MSBTE Questions (Summer-11 to Winter-15).
- 'Practice Section' included to facilitate better preparation.
- Includes MSBTE Question Papers of Summer, Winter 2014 and 2015.
- Three Model Question Papers as per the latest paper pattern.
- Simple and Lucid language.
- Self Evaluative in nature.

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#### **PREFACE**

**Target's "Communication Skills"** is compiled with an aim of shaping engineering minds of students while catering to their needs. It is a complete and thorough book designed as per the new revised G-scheme of MSBTE curriculum effective from June 2012.

The **Topic-wise** classified format for each chapter of this book helps the students in easy comprehension. Precise content for each topic with detailed explanation and numerous **Illustrative** and **Sample Examples**, help the students comprehend the basic concepts in a better way.



**MSBTE Questions** section includes solved questions asked in MSBTE exams from Summer 2011 till date, giving students a clear idea of the type of questions asked. (*Reference of answer to questions is provided wherever needed.*)

**Practice Section** will facilitate better preparation for the students. Additionally, **Glossary** at the start of each chapter had been included for difficult words and terms.

Three **Model Question Papers** designed as per MSBTE Pattern are a unique tool to enable self-assessment for the students.

**MSBTE Question Papers** of years 2014 and 2015 are added at the end to make students familiar with the examination pattern.

The journey to create a complete book is strewn with triumphs, failures and near misses. If you think we've nearly missed something or want to applaud us for our triumphs, we'd love to hear from you.

Please write to us on : <u>mail@targetpublications.org</u>

A book affects eternity; one can never tell where its influence stops.

Best of luck to all the aspirants!

From, Publisher

## **SYLLABUS**

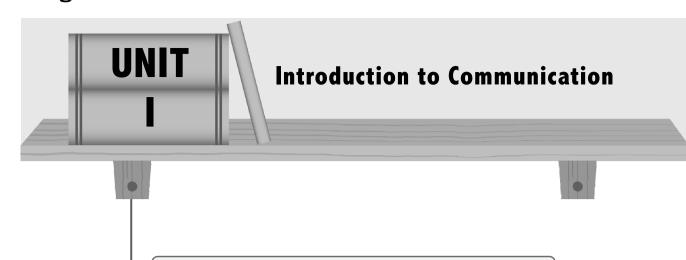
	Topic and Contents	Hours	Marks
Topic 01- Introduction to Communication  Specific objectives:  ➤ Describe the process of communication.  Contents:  • Definition of communication  • Process of communication  • Types of communication — Formal, Informal, Verbal, Nonverbal, Vertical, Horizontal, Diagonal  Topic 02 - Effective communication  Specific objectives:		06	16
Con  a.  b.	Identify the principles and barriers in the communication process  ntents:  Principles of communication.  Barriers to communication  Physical Barrier:  Environmental (time, noise, distance and surroundings),  Personal (deafness, stammering, ill-health, spastic, bad handwriting)  Mechanical: Machine oriented	08	20
c. d.	<ul><li>Psychological: Day dreaming, prejudice, emotions, blocked mind, generation gap, phobia, status inattentiveness, perception.</li><li>Language: Difference in language, technical jargons, pronunciation and allusions.</li></ul>		
Topic 03 - Non verbal & Graphical communication  Specific objectives:  Effective use of body language and nonverbal codes  View and interpret graphical information precisely.  Contents:  3.1 Non-verbal codes:  Proxemics  Chronemics  Artefacts		08	28

3.2 Aspects of body language (Kinesics)  • Facial expression  • Eye contact  • Vocalics, paralanguage  • Gesture  • Posture  • Dress and appearance  • Haptics		
<ul> <li>3.3 Graphical communication</li> <li>Advantages and disadvantages of graphical communication</li> </ul>		
• Tabulation of data and its depiction in the form of bar graphs and pie charts.  Topic 04 - Listening		
Specific objectives:  Effective use of listening  Contents:  Introduction to listening  Listening versus hearing  Merits of good listening  Types of listening.  Techniques of effective listening	02	08
Topic 05 - Formal Written Communication		
Specific objectives:  > Use different formats of formal written skills.		
<ul> <li>Contents:</li> <li>Office Drafting: Notice, memo and e-mail</li> <li>Job application with resume.</li> <li>Business correspondence: Enquiry letter, order letter, complaint letter adjustment letter.</li> <li>Report writing: Accident report, fall in production, investigation report.</li> <li>Describing objects and giving instructions</li> </ul>		28
TOTA	L 32	100

# **Contents**

Chapter No.	Topic	Page No.		
	Unit-1: Introduction to Communication	1		
1	Introduction to Communication	2		
	Unit-2: Effective Communication	29		
2	Barriers to Communications	30		
	Unit-3: Non verbal & Graphical communication	42		
3	Non verbal & Graphical communication	43		
4	Graphical Communication	59		
	Unit-4: Listening	81		
5	Listening	82		
Unit-5: Formal Written Communication 89				
6	Office Drafting	90		
7	Business Correspondence	112		
8	Report Writing	159		
9	Describing Technical Object	173		
	<b>Model Question Papers</b>			
	Model Question Paper – I	179		
	Model Question Paper – II	181		
	Model Question Paper – III	184		
	MSBTE Question Papers			
	Question Paper – Summer 2014	186		
	Question Paper – Winter 2014	188		
	Question Paper – Summer 2015	190		
	Question Paper – Winter 2015	193		

Note: All the Textual questions and exercise are represented by \* mark.



**Chapter - 1 Introduction to Communication** 

# 01

## **Introduction to Communication**



tryo ryory stroot	a situation that requires mutual action from both sides
two way street	a situation that requires mutual action from both sides
decorum	etiquette/respectable behaviour
efficiency	productivity
intimidating	to frighten someone or to make someone be in awe of you
binding	an obligation that cannot be broken and which is compulsory
delegate	to assign tasks/work to others
animosity	strong dislike for someone
intend	to have a course of action plan (purpose)
red tapism	the process of strictly following the rules and processes in an organization
distortion	changing the original form of a message
power dressing	the practice of dressing in a style intended to depict that one holds a crucial
	position in the office



#### 1.0 Introduction

We spend nearly 70% of our time in communicating with others. Ability to communicate effectively and in a clear, concise manner is a skill we all need to master. The word 'communication' is derived from the latin word "Communicare" or "Communics" which means "to share". Language is the main tool which helps us in building relationships. Effective communication plays an important role in being able to influence those around you and to express your feelings the way one wishes to convey. Proper communication is required not only for our professional growth but also for our social growth.

The communication sector has seen rapid growth in the 21<sup>st</sup> Century due to the advancement of technology. Because of which, one can contact anyone in any part of the world within seconds.



#### 1.0 (a) Communication

Communication includes exchange of thoughts, messages, information or opinions through speech, signals, writing and/or non verbal expressions. It can be defined in the following ways:

"Communication is an exchange of facts, ideas, opinions, or emotions by two or more persons."

- William. H. Newman and Charles. F. Summer Jr.

"Communication is the process by which information is transmitted between individuals and/or organizations so that an understandable response results."

– Peter Little

"Communication is the process of passing information and understanding from one person to another. It is essentially a bridge of meaning between people. By using this bridge of meaning, a person can safely cross the river of misunderstanding that separates all people."

- Keith Davis



#### 1.1 Need for Communication

One cannot survive or complete tasks properly without communicating with others. In our social lives, knowing how to talk well with people is very helpful. It helps build strong relationships which develop personal growth. The same skills are required in a professional set up as well. Major management functions are planning, organizing, delegating, controlling and co-ordinating. All these functions require effective communication skills. If one develops these skills, he/she can be a good listener and speaker who helps in carrying out tasks quickly and with least difficulties. Maintaining good communication with colleagues, seniors and everyone at work is a skill all employees must build. Effective communication skills play a major role in career growth as well.

<u>Social Need:</u> Human beings are social creatures. Effective communication plays a pivotal role for the development of a society as a whole. Messages, ideas, feelings are exchanged effectively with the help of proper communication. Knowledge of the language, ethics and codes which are to be followed form the basic tool to develop better relationships with others.

<u>Professional Needs:</u> An organisation is a social system which has people interacting and working at different levels. Proper communication helps convey one's thoughts and ideas effectively. Proper coordination is possible with the help of proper communication. Timely delivery, implementation and execution of ideas and policies is possible only with the help of effective communication skills. Proper Communication skills form the base to develop soft skills like leadership, interpersonal relations, problem solving, conflict resolution. In today's world, personal and professional success not only depends on one's technical knowledge but also on one's ability to understand, organise and convey the knowledge effectively. Thus, effective communication combined with soft skills is a must in every career.

E.g. If Mohit, an HR professional wishes to ask his intern, Rohan to give a presentation about the project he has been assigned; it would be impossible to convey the same without talking or writing to him. In the same manner, Rohan too cannot give a presentation without proper communication.

Thus, Communication is an integral process and plays a very crucial role in one's life. Without communication, life is incomplete.



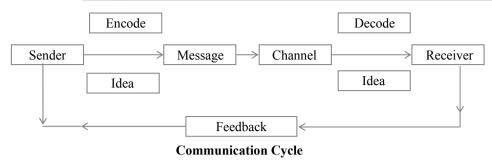
#### 1.2 Communication Cycle



## 1.2 (a) Elements of Communication Cycle

The process of communication is a two way street. It requires a sender, a receiver and a message that is sent to the receiver. For proper communication, the message sent is required to be understood by the receiver. There after, a feedback is sent back to the sender by the receiver which informs that the message was effectively communicated.

The process of communication can be broken down into several elements; which are stated as below:



- **i. Sender:** He is a person who intends to and sends a message to someone through any medium. E.g. If a teacher asks her students to keep quiet, she is the sender of the message.
- **ii. Encoding:** It is a process of converting ideas and thoughts into a message which can be easily understood by the person receiving the message. The sender is the encoder of the message.
- **iii. Message:** It is the information which the sender intends to communicate to the receiver. E.g. If an employee needs to inform his boss in another city that he has achieved the task assigned, he can write him an e-mail. In this case, the e-mail with details will be the message.
- **iv. Channel:** It is the mode by which the message is transmitted to the sender. It is the carrier of the message. The channel can be oral, verbal or in non-verbal form depending on the person or organization you communicate with. E.g. e-mail, letter, media, etc.
- **v. Receiver:** He is the person who receives the message by listening, reading or understanding it. E.g. If you call a friend to inform him about the date of an examination, he becomes the receiver of the message.
- vi. **Decoding:** It is the function of converting and interpreting the message sent. It involves the understanding of the message received. A receiver is the decoder of a message.
- vii. Feedback: It involves giving response to the message received. Feedback can be positive or negative. Through feedback, it can be understood if the message has been successfully understood or not. Feedback is very important for improving communication skills and also performing the tasks well. E.g. If a senior at work gives feedback to the subordinate that he needs to check the work twice before sending; then such feedback would probably help the subordinate to improve at his job.

## 1.2 (b) Importance of Channel and Medium

**i.** Importance of channel: Channel is the mode by which the message is transmitted to the sender. A channel can be verbal or non-verbal. The channel should be selected as per the situation and the receiver of the message. While sending a message, the sender should consider the urgency of the message, receiver's abilities and the availability of resources in order to send the message. The impact of the message can be effective only when it is sent through a proper channel as it ensures smooth transmission. On the other hand, selection of the wrong channel can lead to miscommunication and delay in the communication process. Thus, selection of proper channel plays a key factor in effective communication. E.g. If a person residing in the U.S.A. intends to communicate with someone residing in India, then opting to communicate through e-mail is much faster and economical rather than sending a post.

**ii.** <u>Importance of medium:</u> Medium is the channel or system used for communication. Different communications require different mediums. Videos and emails are the right medium to reach a mass audience at a time. To discuss ideas and issues, an open forum is the right medium. Selection of the right medium is a key factor in marketing stratergies. Thus, without the right medium, effective communication is not possible.



#### 1.2 (c) Process of Communication Cycle

The process of communication consists of both the sender's as well as the receiver's role. The process is the transaction between the two.

#### Sender's Role

Sender is the person sending the message. His role includes:

- i. Planning the message to be sent.
- ii. Encoding the message.
- iii. Transmitting the message in an effective way.



- i. Planning: This is the first step of the communication process. Here, the sender has certain ideas that he would like to communicate. A thought process is then required to plan the sending of the message in an organized manner. The sender first determines all the information that needs to be conveyed and also its purpose. Once this is clear, he/she proceeds to plan on how to send the message. The message planned also needs to take into consideration other factors like who the receiver is, the receiver's role, intelligence and experience of receiver and what the receiver is expected to do.
- **ii. Encoding:** Encoding is the process of conversion of the message in a manner that is understandable to the receiver. Code refers to the symbols, characters and signs of a language that form a message. The sender needs to bear in mind that the message formed should be understandable to the receiver.
- **iii. Transmitting:** The sender is expected to select the best possible mode for transmitting his message. The chosen channel can be verbal or non-verbal in form. Verbal messages could be Oral (telephone, face to face speaking, radio, cinema, Skype...) or written (letters, telex, e-mails, newspapers, SMS, printed material, circulars...). Non-verbal messages could be through any Graphical Language (charts, graphs, maps...) or through Body Language (using gestures, eye contact, posture, touch, facial expressions...).

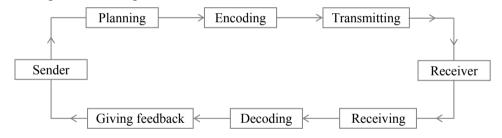
#### Receiver's Role

To be able to communicate in the best possible manner, both, the sender as well as the receiver need to put in equal effort. Following are the roles of the receiver:

- a. The receiver has to receive the message sent by the sender.
- b. The receiver should try his/her best to understand the message by properly decoding it.
- c. The receiver should thereafter give appropriate feedback.



- **i. Receiving:** The initial role of the receiver is to receive the message sent by the sender. The receiver is required to be attentive, alert and should have an open mind. Here, the receiver should be in a position to clearly interpret the message sent and understand its purpose.
- **ii. Decoding:** Decoding is the process of understanding and correctly interpreting the intended message sent by the sender. After receiving the message, the receiver's next step is to decode the message. The receiver should try to understand and interpret the message sent by the sender. Written messages can be decoded by reading and trying to grasp the meaning. Oral messages can be decoded by being attentive to what the sender is saying, studying the body language and tone of the sender. Receiver is, thereafter required to give proper response to the sender and should attentively listen to the next message.
- **iii. Providing Feedback:** The response provided by the receiver to the sender is known as feedback. It is the final link in the communication process. Without proper feedback, the communication process remains incomplete. This is because, the receiver lets the sender know if his message was interpreted correctly or not. It can also help solve queries, if any. The feedback may be positive or negative. In simple terms, it helps both the sender and receiver know that they are on right track or not.
  - E.g. Reene gets a call from Rajeev, who informs her that they have to work on a presentation. Reene is confused and asks him, which presentation is he referring to, as they had many projects at hand. Rajeev explained that he was referring to the financial modelling presentation. By properly observing this situation, had Reene not given feedback and asked about the details, the sending of the message would have been unsuccessful.



**Communication Process** 

#### 1.2 (d) Difference between Encoding and Decoding

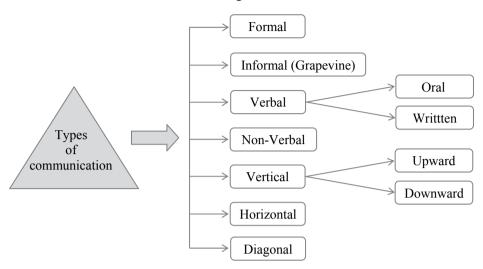
No.	Encoding	Decoding
i.	Encoding is the process of conversion of	Decoding is the process of understanding and
	the message in a manner that is	correctly interpreting the intended message sent
	understandable to the receiver	by the sender.
ii.	Encoding is the role of the sender.	Decoding is the role of the receiver.



#### 1.3 Types of Communication

For any organization, communication plays a pivotal role. It brings together the social system. For engineers, developing communication skills is considered important in order to perform tasks, manage teams and build strong interpersonal bonds. The types of communication can be broadly classified into various categories viz. Formal, Informal, Verbal, Non-Verbal, Vertical, Horizontal and Diagonal. Most of the times, these forms of communication are interlinked with each other.

E.g. Formal and informal communication can be verbal or non-verbal. Similarly, formal and informal communication can be vertical, horizontal or diagonal.



#### 1.3 (a) Formal Communication

Formal communication is the type of communication where one needs to communicate in an official language. While communicating, he/she is required to follow certain rules and ethics. It should be well planned, precise and clear. Formal communication is most common in organizations. It can be in written or oral form. Formal communication can also be carried out in a diagonal, vertical or horizontal manner. It is time, language and topic bound.

E.g. Mr. B. L. gives a motivational speech to his employees, praising their work, before the launch of a new product in the market.

#### **Advantages of Formal Communication**

- Formal communication has an organized flow and takes place as per rules which are valid for all. It is convenient to send/pass. Moreover, it reduces the chances for misunderstanding of a message.
- ii. Formal communication is helpful for the smooth functioning of various branches and subbranches in an organization. An important form of formal communication in an organization is e-mail. The e-mail needs to be informative, clear and crisp in form. E.g. If the HR department of an organization introduces a new policy for employees, it can choose to inform them by sending out an e-mail to all employees with all the required details.
- iii. It helps maintain the decorum at a work-place. Formal communication allows everyone to treat others with respect and in a uniform manner, that allows maintenance of discipline.

#### **Disadvantages of Formal Communication**

- i. Formal communication can become a barrier for free flow of information.
- ii. Communicating formally consumes a lot of time and flows slowly. The process may even prolong if rules in a standard format are to be communicated through letter writing. E.g. If an employee decides to write a formal request for transfer, he will be required to check the rules, go through the process needed to apply for the transfer and then file a formal request.

iii. Red tapism and distortion can act as a barrier in an organization. This mainly happens when the information has to pass through many levels. In organization with strict code of conduct, red tapism makes the process more complicated and may take more longer duration to accomplish the work.

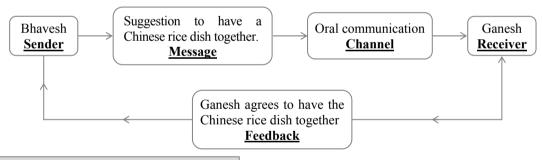
Whereas, distortion can happen when information keeps getting transferred. Here, as each individual can have a different understanding of a message, it could end up changing the actual message.

#### 1.3 (b) Informal or Grapevine Communication

Any unofficial communication in an organization can be termed as informal communication. Its application in the organization can be internal or external. Such type of communication exists along with the formal communication as it helps in maintaining a healthy environment in an organization. Here, the flow of communication is carried out without any restrictions and is performed in an informal fashion. Informal communication is the free flow of information and does not have any restricted channels. Such type of communication is required as man is a social animal and likes to connect in groups; as it helps in forming bonds among colleague. Thus, informal communication helps develop better relations.

It is often called as grapevine communication as there is no definite channel of communication. It is friendly in nature and may include rumours, gossip and personal opinions. It is not time bound and does not need to have a specific purpose. Grapevine talk could be about sports, entertainment, studies etc.

E.g. Two friends Bhavesh and Ganesh are discussing about what to order in the canteen for lunch. Bhavesh suggests they both have a chinese rice dish together. Ganesh agrees with the idea.



#### **Advantages of Informal Communication**

- i. Informal communication is an effective method of communicating messages/ideas quickly as it spreads like fire.
- ii. It can provide accurate feedback to the management.
- iii. It is a natural form of communication and is not time, topic or language bound.
- iv. If the feedback is used constructively, it can improve employer and employee relationship.
- v. It can be an outlet for frustrations and disappointments.

#### **Disadvantages of Informal Communication**

- i. It can spoil the discipline in the organization.
- ii. It can spread rumours and/or incorrect news.
- iii. Such type of communication cannot be controlled as it can grow in several directions.

- iv. If employees indulge in a lot of informal communication, quality of work can suffer due to lack of focus.
- v. It can destroy the image of a person, group or an organization.
- vi. It may cause a waste of time and many-a-times cannot be relied upon.
- vii. It may prove harmful if not used constructively.

## 1.3 (c) Verbal Communication

Verbal communication is that form of communication where words are used to convey a message. It is the sharing of ideas or information through oral or written words.

#### **Advantages of Verbal Communication**

- i. Verbal communication allows saving of time and money.
- ii. It allows addressing a large group of people at one point of time.
- iii. It can be used to send across various messages.

#### **Disadvantages of Verbal Communication**

- i. If the speaker is prolonging his speech, it may create boredom.
- ii. Barriers may cause disruption in effective sending of message.

The two types of verbal communication are oral and written. Through oral communication, one can convey messages through conversing in meetings, conferences, discussions, interviews, telephonic conversations, etc. Whereas, written communication relates to conveying messages by writing them through letters, e-mails, reports, memorandums, books, newspapers, etc.

## 1.3 (c) i. Oral Communication

Oral communication means speaking to someone through words. It saves time and money. Here, the speaker can use his skills to communicate his thoughts in creative ways. The message can be conveyed quickly. Such type of communication is usually used in public gatherings, seminars and other such occasions. It is also very flexible and can be used to convey different messages and allows quick feedback.

#### **Features of Oral Communication**

- i. Oral Communication is flexible i.e. it can be changed as per the situation and does not have a specific format.
- ii. It allows easy understanding as the receiver of the message can follow up immediately.
- iii. It is spontaneous and natural. Such type of communication becomes easy when the parties know each other.
- iv. It is also dependant on other factors such as non-verbal signs of body language.

#### **Advantages of Oral Communication**

- i. It is quick and easy as people can communicate without much formalities.
- ii. It involves use of expressions, voice modulation and hence is interactive and more flexible.
- iii. Here, spontaneous feedback is possible as the message is conveyed quickly by the speaker to the audience.
- iv. It can be used to convey different shades of meaning.
- v. It is useful for addressing a large group of people at a time.

- vi. Oral communication saves money and time.
- vii. It has a wider reach than other forms of communication.

#### **Disadvantages of Oral Communication**

- i. It can be easily misunderstood, if not conveyed properly.
- ii. Here, language can serve as a barrier.
- iii. Various disturbances in such communication can lead to hindrance.
- iv. It cannot be used as an evidence as it has no legal validity.
- v. It is less reliable.
- vi. Lengthy speeches may not be effective for the audience.

#### 1.3 (c) ii. Written Communication

Written communication is the use of written words for communication. It is used more for formal purposes as it is accurate. Such type of communication requires knowledge of language, usage of correct grammar and being polite. Although, written communication can reach a large audience, it cannot spread the message to illiterate people.

E.g. If people in an organization are located in different places, they can still communicate with each other through various written mediums such as e-mails and letters.

#### Features of written communication

- i. Before communicating in written form, information needs to be properly organised.
- ii. The sender needs to plan the message in an organized form before sending it.
- iii. The receiver needs to ensure that he/she sends the appropriate reply with all the required information
- iv. Here, time plays an important role; both the sender and the receiver must try to write at the earliest.
- v. It helps build uniformity.
- vi. Proper communication requires command over language, proper construction of sentences, logical sequence of points, legible handwriting or well formatted typing.

#### Advantages of written communication

- i. Written communication is more reliable than other forms of communication.
- ii. It is a permanent record and can be used as an evidence.
- iii. It is more formal.
- iv. It can be used to reach a wide audience.
- v. Lengthy messages can be communicated more easily, without missing out the important points.

#### Disadvantages of written communication

- i. Written communication takes more time and effort than oral communication.
- ii. It requires literacy.
- iii. It is more costly as resources are needed for communicating in written form, such as internet for e-mail and stationery for letters.
- iv. It can be sometimes difficult to express oneself in the written form.
- v. It is more formal and requires certain rules to be followed while communicating.
- vi. Immediate feedback is not possible.
- vii. Doubts and misunderstandings cannot be cleared immediately.