

TECHMAHINDRA REPORT

*Thesis submitted in partial fulfillment of
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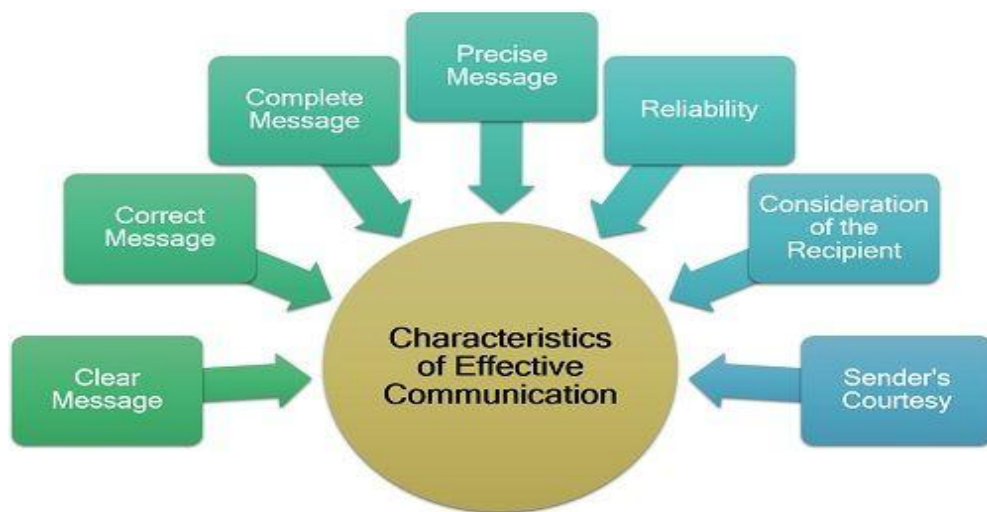
Effective Communication

HARD VS SOFT SKILLS

Hard Skill: These skills are learned abilities that need practice, education and repetition for better performance and productivity. Also known as Technical skills.

Soft Skill: These skills are needed in every kind of organisation/institute. These skills include creative thinking, teamwork, influencing people, and time management.

Communication is said to be effective when all the parties (sender and receiver) in the communication, assign similar meanings to the message and listen carefully to what all have been said and make the sender feel heard and understood.



Characteristics of communication are following:

- **Clear Message:** The message which the sender wants to convey must be simple, easy to understand and systematically framed to retain its meaningfulness.
- **Correct Message:** The information communicated must not be vague or false in any sense; it must be free from errors and grammatical mistakes.
- **Complete Message:** Communication is the base for decision making. If the information is incomplete, it may lead to wrong decisions.

- **Precise Message:** The message sent must be short and concise to facilitate straightforward interpretation and take the desired steps.
- **Reliability:** The sender must be sure from his end that whatever he is conveying is right by his knowledge. Even the receiver must have trust on the sender and can rely on the message sent.
- **Consideration of the Recipient:** The medium of communication and other physical settings must be planned, keeping in mind the attitude, language, knowledge, education level and position of the receiver.
- **Sender's Courtesy:** The message so drafted must reflect the sender's courtesy, humbleness and respect towards the receiver.

Types of communication skills

There are mainly four types of communication that are following

Active communication

It is a technique that enables you to verbally and nonverbally communicate in a way that makes you agreeable and easy to understand.

Passive communication

Any communication that doesn't occur in person is passive communication, such as a letter, email, or text.

Assertive communication

Assertive communication is the ability to express positive and negative ideas and feelings in an open, honest and direct way.

Aggressive communication

Aggressive communication is described as expressing your feelings and opinions strongly and as they occur (eg, shouting, yelling, demanding, commanding etc).

7C's of communication

1. **Clear**
2. **Concise**
3. **Concrete**
4. **Correct**
5. **Coherent**
6. **Complete**
7. **Courteous**



1. **Clear**: It means the accurate transfer of ideas from the sender's side to the receiver. Every message should be conveyed in a clear manner. Clarity comes through clear thinking. A good message shows the idea directly and clearly

To achieve clarity, keep in mind the following points:

- Use common and simple language.
- Construct effective sentences and short paragraphs.
- Use concrete words instead of abstract words.
- Avoid unnecessary information.

2. **Correctness**: Language experts say that writing is art but difficult. There is no shortcut to being a good writer. It is learned through consistent practice and constant struggle. The message being communicated must be correct. Correctness refers to correct grammar,

punctuation, and spelling. Though mistakes are never intentional yet they spoil the image.

To achieve correctness, follow these guidelines:

Check the accuracy of facts and figures.

Check mistakes in punctuation, grammar, and capitalization.

Check misspelled words.

Use the right level of language

3. Courtesy: It is the most important quality of the messenger.

“Everyone gains where courtesy reigns” is an old but wise saying.

Courtesy means politeness. It is an attitude that shows respect for others. It helps in building goodwill. • It is not enough to use polite expressions like “thank you”, “kindly”, “we appreciate”, “please” etc but the whole letter must have a courteous tone.

- To achieve courtesy, keep in mind the following points:
 - Be sincere. – Use expressions that show respect.
 - Be thoughtful and appreciative of the receiver’s point of view.
 - Avoid humor.
 - Avoid discriminatory language i.e., race, color, gender, creed etc

4. Coherent: Communicating concretely means being specific, meaningful and clear. Vague and general messages result in no response. It helps the receiver to understand the exact idea. Concrete use of available facts and figures adds to the authenticity of the message.

- To achieve concreteness, consider the following ways:
 - Use clear and image building words.
 - Use specific facts and figures.
 - Use active voice rather than passive voice.

5. Complete: A message should be complete to bring the desired result.

A complete message contains all the facts required by the receiver. The receiver’s reaction to an incomplete message is often unfavorable. An incomplete message shows negligence and carelessness of the writer.

- For completeness follow these guidelines:
 - Remember the five W's (what, when, where, why, who) and how.
 - Provide all the necessary information.
 - Answer all the questions asked.
 - Include additional information, if desired.

6.Consideration :It is to put you in the place of the receiver. It means preparing every message with the message receiver in mind. This mode of consideration is called “you attitude”.

- When you are truly considerate, you try to show sincere regard for his interests and benefits.

To be considerate, the following points should be kept in mind: – See your material from your reader's point of view.

- Focus on “you” instead of” we” e.g.,

Be sure about the benefits of the receiver.

- Consider the needs and problems of the receiver.

7.Conciseness :means brief and complete. Be as brief as possible.

But it must not be so brief as to be discourteous.

- Conciseness is a prerequisite to effective messages. A concise message saves time and expense for both sender and receiver.

- To achieve conciseness, observe the following suggestions:

- Remove the wordy expressions.

- Include only relevant material.

- Avoid unnecessary repetition.

CASE STUDY ANALYSIS

A case study is an in-depth study of one person, group, or event. In a case study, nearly every aspect of the subject's life and history is analyzed to seek patterns and causes of behavior.



In the case study we get the event and we have to analyze that event and give opinion to that problem to resolve that issue. There are two examples that are listed below :

CASE STUDY 1:

- Karan arranges to meet Shakti for coffee at 10.30am.
- Shakti is late and does not explain why. In fact, she doesn't seem to have noticed that she's late at all.
- Karan decides that Shakti simply couldn't be bothered to turn up on time, and that Shakti values her own time more highly than Karan's.
- Karan concludes that it's not worth bothering to meet up in future, because Shakti obviously doesn't want to see her.
- When Shakti suggests meeting the next week, Karan makes an excuse to avoid it.
- At the end of this, all Shakti sees is that Karan does not want to meet up again.
- She may have no idea why. There could be any number of reasons why Shakti was late, and hasn't explained: a doctor's appointment, perhaps, or it could be as simple as her watch being slow, so that she has no idea that she is late.
- Meanwhile, Karan has decided the friendship is not worth pursuing.

OPINION: Karan should leave his ego aside and He should think from a different point of view that she can be late for her personal reason. Karan should initiate a talk with shakti to clarify the whole misconception. Shakti should also feel sorry for the same. Both should arrange a new meeting to get back on track . Karan should not create perception so early without knowing the situation correctly. Shakti should

CASE STUDY 2:

Your work group is composed of two women and five men. Both the women have brought up a problem to the group: They feel that the men are dominating the group process and, more importantly, the decision making. Three of the five men tell you privately that the women are "taking advantage of being women" to gain power. You know that the women are right but feel that you might jeopardize your own reputation

(and future with the company) by supporting them, especially since the corporation is dominated by men. One of the men in the group appears to be neutral, as far as you can tell.

OPINION: To resolve any issue or to discuss, they should first get together and every single person of that group should give their opinion confidently and if someone feels that the opinion of another person is inappropriate, then there should be a proper discussion on that. They should cross-question each other to get better results. Everyone in the group should respect the opinion of each and every person. At last they should remember that they all are working for the same organisation.

INTERVIEW SKILLS

1. Research company: It is extremely important to gain basic information about the company for which you are interviewing. In a study, 47% of interviewers revealed that they wouldn't offer the job to a candidate if they had little knowledge of the company
2. Analyze job description: Read carefully the job description, and make a list of the points to justify how you are capable of achieving these specific duties.
3. Brush up basics: Along with an impressive personality, you also need excellent subject knowledge. Whether you are a fresher or an experienced professional, you can expect certain tough questions.
4. Prepare for potential interview questions: Most of the interviews have many common questions. Some of the examples of such common questions are - 'tell me about yourself', 'describe who you are', 'why should I hire you', 'why do you want this job', 'where do you see yourself in five years', etc.
5. Be punctual: Reach well in time to appear professional.

People who arrive late are often rejected even before they appear for the interview.

6. Maintain a good body language: Slouching in your seat, sitting in a laid back position or being fidgety can go against you. Instead, sit upright and keep a smile on your face.

Resume writing

1. **Make your resume relevant.**

Read the job posting carefully and only include information on your resume that is relevant to the posting.

2. **Mention your achievements.**

Everything on your resume should be accomplishment based.

3. **Easy to read.**

Make your resume easy to read. Use headings that are bolded and underlined. Use bullets and tables to show data.

4. **Make it look good.**

Resumes should be organised, make information easy to find, use simple font all over the resume.

PARTS OF RESUME WRITING

1. Header with Contact Information
2. Resume Profile: Resume Summary or Resume Objective?
3. Work Experience
4. Education
5. Skills
6. Additional Section (Awards, Activities, Hobbies, and Interests)

RESUME FORMAT:

Your Name

Industrial Designer

123 Your Street

Your City, ST 12345

(123) 456-7890

no_reply@example.com

SKILLS

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EXPERIENCE

Company Name, Location - Job Title

MONTH 20XX - PRESENT

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Aenean ac interdum nisi. Sed in consequat mi.

Company Name, Location - Job Title

MONTH 20XX - MONTH 20XX

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Company Name, Location - Job Title

MONTH 20XX - MONTH 20XX

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EDUCATION

School Name, Location - Degree

MONTH 20XX - MONTH 20XX

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AWARDS

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BOOK SUMMARY: SWAMI VIVEKANANDA

Vivekananda was born on Monday, January 12, 1863 in the Datta family of Calcutta. Swami Vivekananda had gone through both luxuries and adversity in his life post his father's death. Vivekananda studied two years under the guidance and spiritual direction of Sri Ramakrishna and when this pathfinding teacher died, he took over as the leader of his disciples. After years as a wandering monk, Vivekananda visited Vedic centers in India and later established centers in New York and California. He was well educated but always found this Western education insufficient to quench his thirst to meet God. He had even doubted his guru at times but the love and belief showered on him cleared his doubts. He has attained **Sanyasa** at an age of 18. He had a perpetual desire to meet God which led him to gain knowledge about every religion and religious texts. He never left the process of learning and took lessons from each event of life. At one point of time atheism enveloped his heart and mind, but he did overcome that phase. During his last days, he realized his duties towards his mother and began to fulfill her wishes. Even after being an Advaita philosopher, he started to practice idol worship at times. He was such a person who did not become passive even on the day of his death.

Take back from his life: His biography teaches us many things through the different incidents of his life. Some of which are hard-work, determination, compassion, gratitude, getting above the boundaries of caste, gender, religion, creed, status etc.

MS WORD

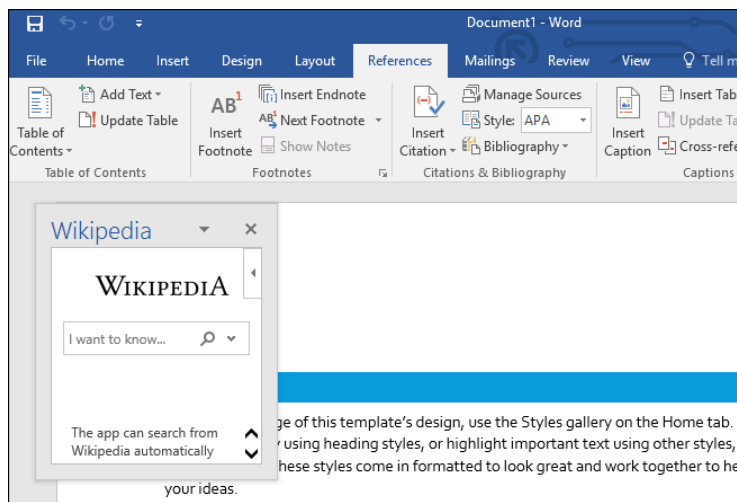
A word processing application to create and edit letters, articles, newsletters, flyers, and any other text-based document any other text-based document.



FEATURES OF WORD

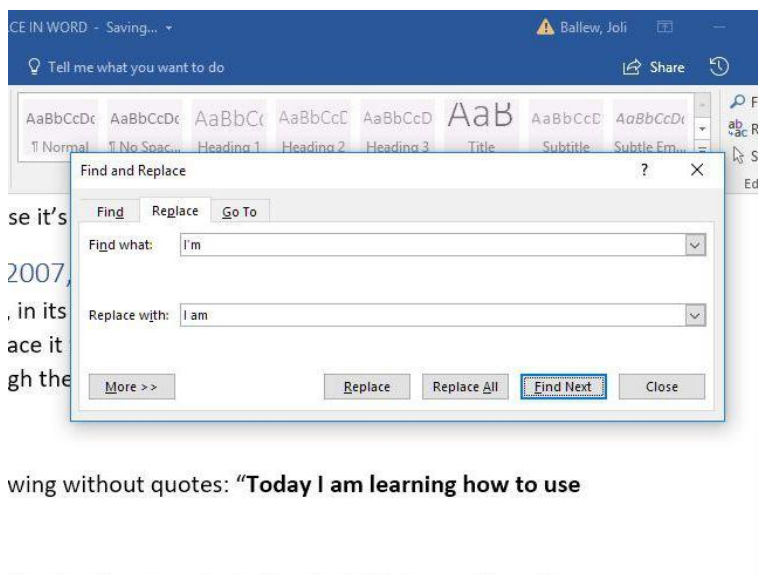
Add-ins

When you enable an add-in, it adds custom commands and new features to Office programs that help increase your productivity.



Replace

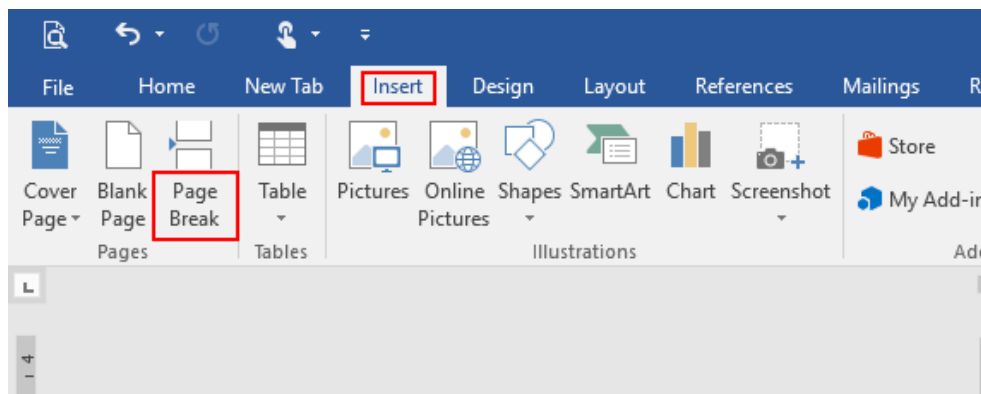
Replace is a feature provided by word, to find and replace a word with another word. It's a really useful and time saving feature for long documents.



wing without quotes: **"Today I am learning how to use**

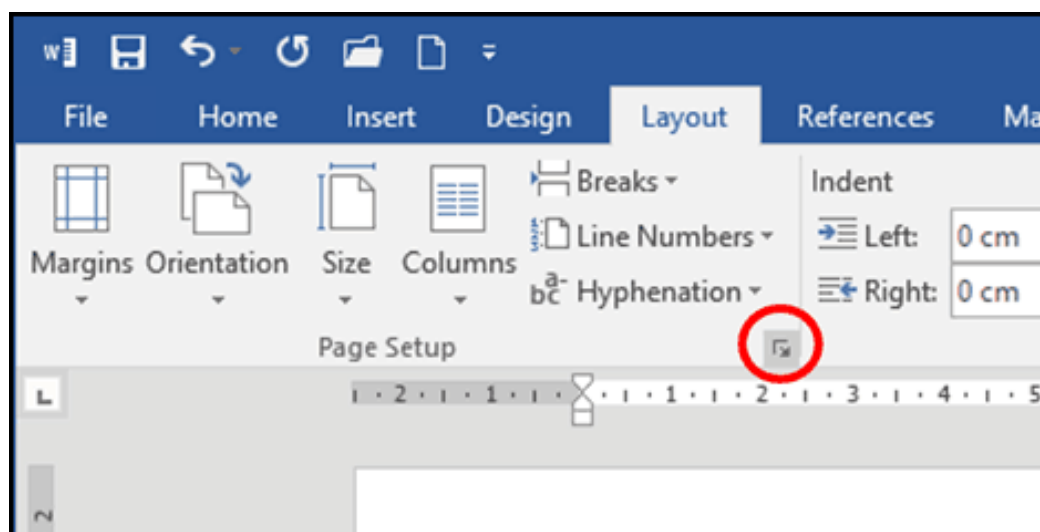
Insert

This tab has a lot of useful features that will let you insert things like pictures, clip art images, shapes, SmartArt graphics, charts and a host of other items



Layout

The *Page Layout Tab* lets you control the look and feel of your document in Microsoft Word 2007. You can apply a global design to your document by using one of the available themes and color schemes. You can also change the document orientation, page size, margins, indentation, line spacing and paragraph settings.



Design tab

The design tab is sanctified to the document formats, layouts, themes, page backgrounds, and color schemes to make a document file look catchy, attractive and pleasing to eyes along with its information

